

SPONSORSHIP OPPORTUNITIES



**International Reach Attracts the
Most Influential, Top Talent**
in all of the major keelboat classes
to Sperry Charleston Race Week!

CELEBRATING 25 YEARS - APRIL 23-26, 2020

Homegrown regattas don't succeed for over two decades and evolve to become the largest multi-class event in the country by chance. The organizers of Sperry Charleston Race Week (SCRW) have found a formula for success that they tweak every year to further enhance the event, which is why it continues to grow and attract competitors from all over the globe. One tweak has been the addition of a fourth inshore course that has enabled the event to accommodate more boat classes. SCRW is expected to attract close to 300 boats in 2020.

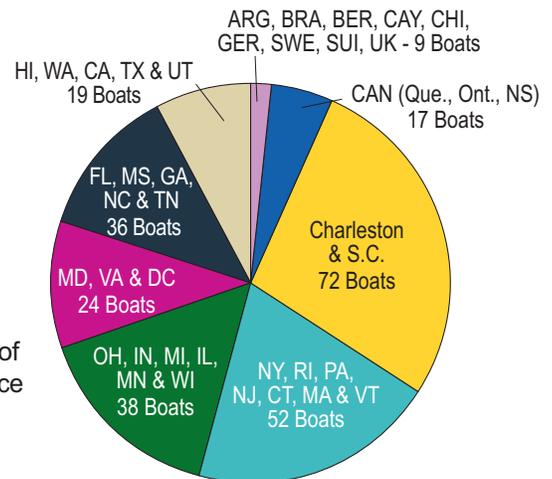
A FORMULA FOR SUCCESS

SCRW is dubbed *"a regatta unlike any other"* for these reasons and more:

- **World-class Competition** - SCRW attracts top sailors from around the world, including America's Cup winners, Olympians, World Champions, professionals as well as cruisers and novices.
- **Professional Race Management** - SCRW is known for its top notch management of 20 boat classes on seven inshore and offshore race courses. The event has been recognized with **U.S. Sailing's One Design Award for Regatta Excellence** and many boat classes utilize Charleston Race Week for their major championships, giving the event additional marketing and exposure.
- **Superb Venue** - The waterfront Race Village, touted as *"the best venue in the sport,"* offers lodging at **Charleston Harbor Resort & Marina** and the new **Beach Club**, rated one of the best hotels in the world. The outdoor beach area and terrace provide the perfect setting for sponsor exhibits, regatta parties, live music, and stage and jumbotron for presentations.
- **A destination event** - The Race Village is adjacent to downtown Charleston, ranked as the **No. 1 Tourist Destination in the U.S.** and **No. 2 in the world** by readers of *Traveler + Leisure* magazine. Charleston is also one of the best sailing venues on the East Coast.
- **Pro-Am Event** - The 4th annual Pro-Am Race, which has become a highlight of the event, will feature some of the most accomplished sailors in the sport!
- **Event Experience** - SCRW offers many special events, including seminars with professional sailors, to help participants become better at their sport. The America's Cup Trophy has even made a surprise appearance. Videos of the races and race debriefs, with sponsor recognition, are featured on the Race Village Jumbotron, another big highlight at the event. **SCRW works closely with sponsors in developing strategies designed to engage participants with their brands.**
- **Economic Impact** - This successful event now pumps \$4 million+ into the local economy!

2019 PARTICIPANTS

267 boats, approximately 2,800 attendees, representing 27 states and 10 countries!



It's a formula that works. A combination of high-caliber racing, superb management, fun and engaging social activity, and family vacation opportunities has established SCRW as **AMERICA'S MOST POPULAR REGATTA.**



THE SPORT OF SAILING

Competitive sailing is one of the fastest growing sectors in the sports sponsorship marketplace and it's easy to understand why. It provides direct access to well-educated, affluent and influential audiences who develop a high degree of loyalty for brands who share a passion for their sport. Additional positive aspects found in the sport of sailing:

- **Global platform**
- **Environmentally friendly**
- **Family-friendly** - no age or gender bias. Also adaptable for those with disabilities.
- **Engages kids** - sailing develops confidence, teaches teamwork, self reliance, and gives a sense of achievement. It also provides a fun and interesting way for STEM-based teaching.
- **Cutting edge, extreme sport** - advances in boat design and technology have redefined sailing, attracting a younger, more active fan base. And those that excel in the sport are considered world-class athletes.
- **Compelling and visually appealing** - Sailing is visually appealing and the subject of many an artist. And new technology in media allows fans to watch exciting race videos in real time.



POSITIVE BRAND ASSOCIATION

Sailing is also a sport with a clean and positive image that embodies innovation and sportsmanship, making it a great fit for companies who aspire to these values. Let's face it. The image portrayed by many popular sports is not something many companies want to associate with their brand image.

The sport of sailing gives brands positive properties by association including:

- Teamwork and trust
- Competition and performance
- Innovation and technology
- Environmental commitment
- Heritage and tradition
- Sportsmanship and respect
- Strength and endurance
- Strategy and patience
- Responsibility and moral values

These are just a few of the reasons why more and more companies are turning to sailing sponsorships to meet their marketing objectives.



“The return on investment for sailing sponsorships have proven to be impressive, as it provides access to a highly-valued sailing/racing audience that is difficult to reach by traditional advertising.”

REACH A HIGHLY-VALUED DEMOGRAPHIC

Sperry Charleston Race Week provides the perfect setting for sponsors to showcase products and have close interaction with affluent participants and fans of the sport. Engaging with this highly-valued demographic will result in brand strengthening and greater purchasing intent.

- Average Household Income: \$550,000
- Average Net Worth: \$3 million
- Extraordinary buying power
- Well-educated, 96% are college graduates
- Average Age: 49
- Male/female split: 66%/34%
- Enjoy adventure and life experiences
- Own average of 3.6 boats
- Influential in business and community

Now is your opportunity to strengthen your brand, build meaningful relationships, and boost your company's exposure and revenue at the prestigious Sperry Charleston Race Week.



"Gill has been a major sponsor of Sperry Charleston Race Week for several years. The destination city, ideal venue, excellent race management and reliable winds combined with southern hospitality make for a great regatta. Not only do we look forward to creating and delivering a unique collection of technical apparel each year but also racing in the event! We enjoy engaging our customers in the Gill booth in the evenings and trading the days racing stories. Sperry Charleston Race Week drives a lot of activation for Gill and delivers a strong ROI and great fun."

- David Pritchard, President, Gill NA



"Sperry Charleston Race Week is a premiere event, with an outstanding management team. Regatta Management knows how to run a great event and deliver a quality product for participants and sponsors alike. Randy Draftz and his team are open to new ideas, support sponsor objectives and deliver solid value to their sponsors. Sperry Charleston Race Week is an important event for the sailing community and we encourage our peers in the marine industry to join us in supporting this regatta."

- Ed Reynolds, President, Quantum Sails



SPONSOR BENEFITS PROVIDE MAXIMUM EXPOSURE

Sperry Charleston Race Week is a world-class regatta that attracts the most affluent and innovative participants in the sport, providing direct access to a highly-valued, captive audience over a 4-day period.

Activation and Displays:

The Regatta Village provides an unparalleled setting for product showcasing, customer engagement, and experiential marketing. SCRW will also explore cross-promotional and additional business opportunities with other sponsors.

Custom Sponsorship Packages:

Custom packages can be developed for a specific activity or branding placement designed to translate into measurable results.

Hospitality and Entertainment:

The event provides ample opportunity for customer hospitality and entertainment.

- Sponsors at certain levels are eligible to sponsor specific parties, activities or events in the resorts' new theatre-style meeting room.
- VIP tickets are provided for daily receptions and post-race parties.
- A VIP spectator boat to view the races on Saturday, April 13, weather permitting, is available at certain sponsorship levels.

Signage:

Sponsors will be entitled to provide up to four banners, up to 4' high, to be displayed within the Regatta Village.

Promotional Materials:

All sponsors are eligible to have a promotional item inserted into the 300+ skipper's bags.



UNIQUE SPONSORSHIP OPPORTUNITIES

Exclusive Jumbotron Sponsorship:

Charleston Race Week installs a Jumbotron on the beach in the Regatta Village to show live-streaming footage of the races, race highlights, race results and special presentations. The color quality and clarity of the Jumbotron is excellent and is a highlight at the regatta. It is also used for race debriefs presented by top sailors in the sport, which attracts a huge audience. A marketing campaign is also implemented to attract locals to come to the venue to watch the races in real time and to attend the evening festivities, giving sponsors significant local exposure.

Jumbotron Specs

- 12' x 7' Outdoor LED Wall, airs continuously from 10am-10pm and on two 70" TV's on the Regatta Village Terrace
- Side and top sponsor banners
- :60 sponsor commercials/video can air every 45 minutes

Sponsorship of the Jumbotron offers the most premier branding placement at the regatta and provides an excellent opportunity for visually powerful marketing.



Race debriefs by Ed Baird, former coach of the 1995 America's Cup winning Team New Zealand and a helmsman for the 2007 America's Cup winning Alinghi syndicate.

Pro-Am Sponsorship:

In 2020, Sperry Charleston Race Week will stage its 4th Annual Pro Am event. The race will feature an impressive line-up of nine professionals, which draws a lot of spectators and interest. The Pro-Am provides a memorable forum for entertaining top clients, experiencing the art of sailing, and learning from the best talent in the sport!



Sailing Through STEM Event:

Sponsorship of the Sailing through STEM event, designed by US Sailing, is a great opportunity to get kids involved in boat-related activities which will get them excited about marine science, conservation, engineering, and design. The event consists of three STEM-related stations with hands-on learning activities. Some of the topics that will be investigated by students are ocean acidification, plastics in water column, weather data, and green energy.



STEM Educator Course:

US Sailing's STEM-based Educator Course is a one-day, 8-hour professional development/training opportunity for teachers and sailing instructors to learn how to implement US Sailing's REACH curriculum. The REACH program utilizes sailing as an educational platform, challenging youth to embrace education, establish a love of learning and explore productive STEM based careers. Sponsorship will help implement this invaluable program to benefit at-risk middle-school students throughout the Charleston area.

Spectator Boat Sponsorship:

Spectator boats are an ideal venue for attracting race fans and sailing enthusiasts for an up close and personal racing experience like no other. In addition to sea-faring exposure, a wide array of on-land activation opportunities are available at this sponsorship level.



“Storage, Launch and Haul” Sponsorship:

Sperry Charleston Race Week has arranged to provide space and equipment for boat launching, hauling and storage. This is a welcomed, value-added amenity which helps participants in logistics and expenses. This type of sponsorship is flexible and may be able to incorporate additional services. Sponsorship of a launch and haul service is the perfect opportunity for a marine-type business to gain maximum exposure among the regatta's very large one-design fleets.

MULTI-PLATFORM MARKETING

Print/Digital Advertising:

A global print and digital advertising and public relations campaign begins when registration opens October 1st, prior to the event in April, with numerous top sailing magazines and websites. Sponsor logos, at certain levels, will be featured prominently in all print advertising for the 2019 event:

- Sail-world.com (Global)
- Sailinganarchy.com (Global)
- Sailingscuttlebutt.com (Global)
- Seahorse Magazine (Global)
- Sailing World Magazine (National)
- Southwinds Magazine (TX, LA, MS, AL, FL, GA, NC, SC)
- Spinsheet Magazine (Chesapeake Bay area)
- Windcheck Magazine (NJ, NY, CT, RI, MA)



Direct Mail/Email:

Eligible sponsor logos will be featured on all email and direct mail correspondence to an extensive participant and opt-in database. Mailings will include, but not limited to: exclusive sponsor product offers via email, notice of race, confirmation kits, schedule of events, updates and post-event news. Sponsors will also have the option to provide an 8.5" x 11" promotional flyer to be inserted into confirmational kit mailers.

Website:

All sponsor logos, with a link to their website, will be featured prominently on the Sperry Charleston Race Week website (www.charlestonraceweek.com) which features all pertinent information about the event.



Live Streaming Video:

Live streaming, professional video and color commentary of the races, along with sponsor recognition, are broadcast on the SCRW website as well as on the beachside Jumbotron at the Regatta Village.

Social Media:

A social media campaign engages consumers year-round along with continuous updates on the website. Sponsor partnerships with SCRW will be announced through these social media channels prior to the event.

- Social Media - Reach: 1,101,698 (Oct. 1, 2018 - May 24, 2019)
- Youtube & Facebook Video Views - 81,587
- Twitter and Instagram Followers - 3,363
- Sperry Charleston Race Week has been featured on numerous sponsor and boat class sites, reaching more than 200,000 followers.



Global Media Coverage:

Sperry Charleston Race Week receives extensive year-round, international media coverage, which regularly promotes its sponsors. Our public relations coordinator manages press and public relations for the event which is attended by approximately 50 local and national press members. Our media team and photographers are out on the water making constant updates and news feeds to the SCRW website and social media platforms.



In addition to print and broadcast coverage locally and through the advertising vehicles listed on page 7 (print/digital advertising), articles and updates appear consistently on these and other top sailing and news sites:

charlestonmag.com; charlestonscene.com; chesapeake sailmakers.com; cofc.edu; coralreefsailing.com; dreamtime-sailing.com; farr280.com; hoodaustalia.com; intown.com; inusanews.com; J70fleet9.net; Jboats.com; Jsailingnews.com; Jworldannapolis.com; karenryansmugmug.com; karmayachtsales.com; KXXV.com; LarchmontYC.org; melges.com; Melges20.com; newportshipyard.com; News360.com; newsboot.com; nicholsonyachtsworld.com; photoboat.com; pressure-drop.com; quantum sails.com; reichel-pugh.com; Sail-world.com; sail-worldcruising.com; sailcharleston.com; sailfeed.com; sailing1design.com; sailinganarchy.com; sailingbreezes.com; sailingchannels.com; sailingscuttlebutt.com; sailingworld.com; sailmagazine.com; sailorsforthesea.org; sciway.com; sconfire.com; scoopnest.com; Scuttlebutteurope.com; seaanchorfind.com; Seahorsemagazine.com; snewsi.com; southsportonline.com; Southwindsmagazine.com; Spinsheet.com; sport195.com; thedaily sail.com; Tidelinesmagazine.com; timwilkes.com; US Sailing.com; usmelges24.com; Viper640.org; vxone.org; walb.com; warriorsailing.org; WCBD.com; WCIV.com; WCSC.com; Windcheckmagazine.com; wopular.com; WTAT.com; xssailing.com; yachtboatnews.com; yachtsandyachting.com; yachtscore.com.

Impressions:

- Electronic Mailings: 44,000
- Social Media Reach: 1,103,112
- Sponsor Social Media Reach: 215,562
- Youtube and Facebook Video Views: 81,587
- Sailing Forums & Blogs: Millions
- Print, Digital & Broadcast Coverage: 1,635,906
- Print & Web Advertisements: 3,074,236
- CharlestonRaceWeek.com views: 41,000 (Oct. 1, 2018 - May 24, 2019)
- 2019 Attendance - 2,800

MEASURABLE IMPRESSIONS - 6,198,203

(Plus, thousands more from unmeasurable sites of our sponsors, friends, blogs and more!)

The value of tangible impressions far exceeds the cost of sponsorship!



EVENT SPECIFICS

The event officially begins Thursday, April 23, 2020.
The schedule of events is as follows:

Thursday, April 23:

Registration at Lookout Pavillion
Informal Practice Starts
Skippers' Meeting at Lookout Pavillion
Local Knowledge Talk
Opening Beach Party

Friday, April 24:

Free US Sailing Espresso Bar and bagels on the dock
Racing on 6 courses (*The scheduled racing venue will be as many races as possible per class over three consecutive days, weather and conditions permitting.*)
Friday Race Debrief and special presentation
Daily Awards, Beach Party

Saturday, April 25:

Free US Sailing Espresso Bar and bagels on the dock
Racing on 6 courses
Saturday Race Debrief and special presentation
Pro-Am Event
Daily Awards, Beach Party

Sunday, April 26:

Free US Sailing Espresso Bar and bagels on the dock
Racing on 6 courses
Sunday Race Debrief
Beach Party
Final Awards Ceremony



Skipper's Meeting - Lookout Pavillion



Spectators enjoying the Pro-Am Event



The America's Cup Trophy Visits Race Week!

The popularity of Charleston Race Week continues to attract additional boat classes to the event each year, which increases attendance on a global scale.



The M32 class, which top out at 28-30 knots, added another thrilling element to the 2019 event.



The RS21 and Flying Tiger one design classes are gaining in popularity.



COMMUNITY SUPPORT

Sponsorship of Sperry Charleston Race Week, a 501(c)(3) organization, is tax-deductible and supports these and many other worthwhile organizations.

- **Sailors for the Sea** - with the help of our Green Team, regatta participants and sponsors, SCRW is proud to have achieved Gold Level Certification in the Clean Regattas Program!
- **US Sailing's STEM Education Series and REACH Program** utilizes sailing as an educational platform, challenging youth to embrace education and explore productive Science, Technology, Engineering, and Math based careers (STEM). Combining educators, sailing instructors, engineers, and scientists with today's youth provides them with a one of a kind authentic learning experience.
- **Warrior Sailing Program** - Getting military service members on the water provides physical, mental and emotional therapy for a variety of injuries and illness.
- **Charleston Community Sailing** - Provides access, facilities and sailing instruction to people of all socioeconomic backgrounds and physical abilities. The programs engage lives by building character, promoting a healthy spirit, mind and body and instilling a sense of accomplishment.
- **College of Charleston Sailing Team** - SCRW's support has made a significant difference in helping the team maintain a consistent top National ranking. In 2018, they were recognized as the top performing collegiate sailing team in the U.S.
- **S.C. Special Olympics Sailing Team**

Additional programs supported:

- Local High School Sailing
- Local Yacht Club Junior Sailing Programs
- South Atlantic Yacht Racing Association Race committee training



CORE VALUES

Sperry Charleston Race Week's strong core values overlap with many of its sponsors, which should always be an important consideration when choosing an event to sponsor.

Quality

- Sperry Charleston Race Week has been the recipient of U.S. Sailing's One Design Award for Regatta Excellence for several consecutive years and has a solid reputation as a top-tier event.

Safety

- Safety of the sailors is of utmost priority at Sperry Charleston Race Week with numerous on-the-water medical teams in place. In fact, in 2016, the event's emergency plan and prepared crews saved a life on the water by getting to a heart attack victim within 3 minutes. Race officers are also quick to call races when weather presents a safety concern.

Environment

- Sperry Charleston Race Week has partnered with Sailors for the Sea and is certified as a Gold Level Clean Regatta.



BRIEF HISTORY

Now celebrating its 25th year, Sperry Charleston Race Week has experienced phenomenal growth and evolved to become the largest keelboat regatta in all of North and South America. The regatta was established in 1996 by members of Charleston Ocean Racing Association (CORA), a 300-member non-profit organization and strong supporter of regional youth sailing programs and the development of new sailors.

One reason behind Sperry Charleston Race Week's success is the cooperation and resources received from four local yacht clubs: Carolina YC, Charleston YC, James Island YC and Hobcaw YC. More than 300 volunteers work to make this event internationally recognized.

Sperry Charleston Race Week and CORA have hosted numerous championship events including the Melges 24 Nationals and North Americans, the Sunfish Worlds, the Melges 20 US Championships, and the J/24 North Americans. They will be hosting the Melges 24 World in May of 2020. The superb talent on the committee boats at Sperry Charleston Race Week represent the most experienced group of race officers ever assembled for a public regatta. All of the principal race officers have national or international credentials.

In addition, the organization's leaders have strong ties with the Charleston Harbor Pilots Association and the local US Coast Guard station.

**Sperry Charleston Race Week will return April 23-26, 2020
with an even stronger guest experience
program and new and innovative media solutions.
GET ONBOARD TODAY!**

AT CHARLESTON RACE WEEK, OUR SPONSORS ARE OUR PARTNERS.

We would welcome a meeting to discuss additional activation programs that can be developed for measurable results and return on investment.

Contact Information:

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**Linda Rodarte, Sponsor Liaison
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