



2024: CLEVELAND RACE WEEK SPONSORSHIP OPPORTUNITIES

Introduction

Cleveland Race Week (CRW) has undoubtedly become one of the largest sailing regattas on Lake Erie and one of the largest in the country. The annual event, celebrating its 43rd year, attracts hundreds of boats from across the United States and Canada. Nationally, Cleveland Race Week ranks as one of the largest sailing events based on number of sailing classes.

Founded in 1980, CRW has developed into 10 days of racing and unique events. Based at Edgewater Yacht Club, which recently celebrated their Centennial, the event is scheduled to take place June 14-23rd, 2024. CRW annually draws over 1,600 national and international participants and offers significant marketing exposure to a premiere demographic of sailing professionals, nationally ranked amateurs, junior sailors, and female competitors. With over a dozen One Design classes, nine racing divisions in the Handicap (PHRF) Class and three JAM divisions, the event has expanded to four racecourses.

CRW continues to be the premier sailing regatta on Lake Erie and has consistently maintained or increased participation while other regional and national regattas have seen significant reductions in the number of boats entered. Our strong sponsorship network provides continuous support placing Cleveland Race Week in the upper echelon of US sailing events and further enhancing CRW's status as a major regional regatta.

About Edgewater Yacht Club

Founded in 1914, Edgewater Yacht Club is the premier sailing and racing club in the Cleveland area. The club has hosted many regional, national and world championship regattas and has an outstanding reputation for running flawless on-the-water and off-the-water events. A sample of the many events Edgewater Yacht Club has successfully hosted includes:

- J/22 World Championship
- Ensign Great Lakes & District Championship
- J/120 Nationals
- J/24 North Americans
- Catalina 25 Nationals
- Star Western Hemisphere Championship
- Jet 14 Nationals
- US Sailing Champion of Champions
- Opti Midwest & Great Lakes Championship
- International Gay Games (GG9)
- T-Ten Great Lakes Championship
- J/70 North Americans
- Highlander National Championship
- Thistle North American Championship
- US Sailing Women's Keelboat Championship
- T-Ten North American Championship
- US Sailing Men's Keelboat Qualifier
- Dragon North Americans
- T-Ten Great Lakes Championship
- Ensign North Americans
- US Junior Olympic Sailing Festival
- VX One North Americans

Upcoming Events

- 2024 J/105 North Americans
- 2025 Ensign North Americans

For Additional Sponsorship Information Please Contact:

Hilary DiCenzi, Cleveland Race Week Chair
216.978.1480 or Hilary.DiCenzi@thesailinginc.com

Sponsorship Outreach



- 11-day event with captured and new audiences
- Long-term beneficial relationship with Cleveland Race Week, as well as Edgewater Yacht Club members and guests
- Fully customizable marketing, branding, and outreach initiatives
- Interactive brand building and loyalty marketing opportunities

CERTIFIED SILVER LEVEL CLEAN REGATTA – SAILORS FOR THE SEA

Cleveland Race Week	ONE ON ONE ACCESS TO THE FOLLOWING DEMOGRAPHICS
	300+ BOATS 1,600+ COMPETITORS
	10 – 18-YEAR-OLD FEMALE & MALE JUNIOR SAILORS 18 – 70-YEAR-OLD FEMALE & MALE COMPETITORS AMATEUR SAILORS, SAILING PROFESSIONALS, WORLD CHAMPIONS
	PARENTS, FAMILIES & COACHES OF COMPETITORS 200+ VOLUNTEERS (MEMBERS & NON-MEMBERS)
	HOUSEHOLD INCOMES BETWEEN \$75,000 - \$1+ MILLION
	LEADERS & INFLUENCERS IN THEIR COMMUNITIES BUSINESS OWNERS & BOARD MEMBERS

Levels and Benefits of Sponsorship

	TITLE \$8500	GOLD \$4000	SILVER \$1500	BRONZE \$750	SAILOR \$500
TITLE RIGHTS	●				
LOGO ON BOW OR BOOM DECALS	● SPECIFIC FLEETS ONLY				
LOGO ON EVENT MERCHANDISE	●				
REGATTA SKIPPER'S PACKET COVER	●				
RECOGNITION AT AWARDS CEREMONY	●	●	● DAILY AWARDS		
LOGO ON REGATTA TROPHIES	●		● DAILY AWARDS		
LOGO ON EVENT WEBPAGES	●	●	●	●	
LOGO ON CLUB TV DISPLAYS	●	●	●	●	
SOCIAL MEDIA SHOUTOUT	●	●	● ON SPONSORED DAY	●	●
SPONSOR PROVIDED BANNER ON-SITE	4	3	2	1	1
LOGO ON CRW REGATTA BUCKET	● LARGE LOGO	● LARGE LOGO	● LARGE LOGO	● SMALL LOGO	● SMALL LOGO
SPONSOR PROVIDED SWAG IN SKIPPER'S BAG	●	●	●	●	●
VIP WRISTBANDS	10	5	2	1	1

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Strategic Sponsorship Opportunities

Official Regatta Tent Sponsor

Tent Lounge Sponsor

Wristband Sponsor

Blender Party Sponsor

Start Line or

Finish Line Sponsor

Night Race Sponsor

Party Food Sponsor

Trophy Sponsor - Title

Race Circle Sponsor

Weather Debrief Sponsor

Entertainment Sponsorship

Volunteer Shirts

Skipper's Bags

Race Committee Lunch Sponsor

Logo on Bucket

Banner on Location

Beer Sponsorship

Contact Us with Your Ideas!!!



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