



# 2017 Cleveland Race Week Sponsorship Opportunities

## Introduction

**Cleveland Race Week (CRW)** is the largest sailing regatta on Lake Erie and one of the largest on the Great Lakes. The annual event, now celebrating its 37<sup>th</sup> year, attracts hundreds of boats from across the Great Lakes and beyond. Nationally, Cleveland Race Week ranks as one of the largest sailing events based on number of sailing classes. Building on that eminence, this year's CRW Regatta will again play host to multiple Regional Championship events.

Founded in 1980, CRW has developed into 10 days of racing and special events. Based at Edgewater Yacht Club, which recently celebrated their Centennial year and is undergoing renovation, the event is scheduled to take place June 15-25, 2017. CRW annually draws over 1,500 national and international participants and offers significant marketing exposure to a premiere demographic of sailing professionals, nationally ranked amateurs, junior sailors and female competitors. One design fleets that participate include J/22, J/70, J/24, J/105, Tartan 10, Lightning, Highlander, Dragon, Ensign, Jet-14, VX, Interlake, and Star classes. The Handicap (PHRF) Class is represented with nine racing divisions and three JAM divisions.

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 activities. A sample of the many regatta events Edgewater Yacht Club has successfully hosted includes:

- J/22 World Championship
- J/24 North Americans
- US Sailing Championship of Champions
- US Sailing Women's Keelboat Championship (Adams Cup)
- US Sailing Men's Keelboat Qualifier (Mallory Cup)
- International Gay Games (GG9)
- Thistle North American Championship
- Thistle Regional and Lake Erie Championships
- Highlander National Championship
- Dragon North Americans
- Ensign North Americans
- Ensign Great Lakes and District Championships
- Farr 30 Great Lakes Championship
- Melges 24 Great Lakes Championship
- Mumm 30 Great Lakes Championship
- T-10 North American Championship
- T-10 Lake Erie and Great Lakes Championships
- Lightning District Championship
- Catalina 25 Nationals
- Jet 14 Nationals
- North Coast Women's Sailing Association Regatta
- US Junior Olympic Sailing Festival
- Opti Midwest and Great Lakes Championships

**For More CRW Sponsorship Information Contact:**

**Caroline Sundman, Sponsorship Chair**  
**440.669.6557 or [CRWsponsorship@yahoo.com](mailto:CRWsponsorship@yahoo.com)**



# 2017 Cleveland Race Week Sponsorship Opportunities

## Sponsorship Outreach

- 10-day event with captured and new audiences
- Long-term beneficial relationship with Cleveland Race Week and Edgewater Yacht Club members and guests
- Fully customizable marketing, branding, and outreach initiatives
- Interactive brand building and loyalty marketing opportunities
- One-on-one access to the following demographics:
  - 18-70 year-old Female and Male Competitors
  - 12-18 year-old Female and Male Junior Sailors
  - Parents of 12-18 year-olds
  - Sailing Coaches and Professionals, as well as Amateur Sailors
  - 1500+ Competitors and 300 Boats
  - 550+ Guests and Volunteers (Members and Non-Members)
  - Household Incomes between \$50,000 – 1,000,000+

## Levels & Benefits of Sponsorship

### PLATINUM

#### **\$10,000 Title Sponsorship — One Available**

- Customized Branding with Title Rights
- Invitation for up to 10 Guests to the VIP Party
- Four Wristbands to all On-Premise Events
- Two On-Site Parking Passes for Duration of Event
- Bow Decals on All Competitor Boats
- Recognition at Awards Ceremonies
- Logo on Regatta Trophies
- Logo on Event Webpage & HDTV Display Throughout Duration of Event
- Regatta Skippers Packet Cover
- Social Media Shoutouts
- Logo Printed on Event Banners
- Up to 2 Sponsor-Provided Banners
- Logo on CRW Skippers Bucket

### GOLD

#### **\$2,500 Circle Sponsorship — Five Available**

- Logo on Race Marks in Circle
- Bow or Boom Decals on Competitor Boats in Circle

#### **\$900 Daily Sponsorship — Eight Available**

- Customized Branding
- Invitation for up to Six Guests to the VIP Party
- Two Wristbands to all On-Premise Events
- One On-Site Parking Pass for Day of Sponsorship
- Recognition at Daily Awards Presentation
- Company Name on Daily Award Trophies
- Logo on Event Webpage & HDTV Display Throughout Duration of Event
- Social Media Shoutouts
- One Sponsor-Provided Banner
- Large Logo on CRW Skippers Bucket

### SILVER

#### **\$500+ Strategic Sponsorship**

- Customized Branding
- Invitation for up to Four Guests to the VIP Party
- Two Wristbands to all On-Premise Events
- Logo on Event Webpage & HDTV Display Throughout Duration of Event
- One Sponsor-Provided Banner or Small Logo on CRW Skippers Bucket

### BRONZE

#### **\$100-350 Contributing Sponsorship**

- Large Logo on CRW Skippers Bucket — \$350
- Sponsor Provided Banner — \$300
- Small Logo on CRW Skippers Bucket — \$200
- Keg Sponsorship — \$100

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## Sample Strategic Sponsorship Opportunities

- Official Regatta Tent Sponsor
- Tent Lounge Sponsor or Tent Activities Sponsor
- Race Circle Sponsor – Title Sponsorship for racing area (five available)
- Wristband Sponsor
- Beverage Sponsor (free bottled water and/or soda for Competitors)
- VIP Party Sponsor
- “Sunday Morning Recovery” – Bloody Mary Bar Sponsor
- Entertainment Sponsor
- Social Media Sponsor
- Competitor Shuttles to and from the Visitor Parking Area
- Designated Display Table/Exhibition Space
- Bow or Boom Decals on all Competing Boats
- Logo on the famous Cleveland Race Week Skippers Bucket—*the gift that keeps on giving!*
- Sponsor-Provided Banners displayed in designated event space
- Giveaways and marketing material provided to Competitors in the Regatta Skippers packet
- Keg Sponsorship—you won’t want to hear “Last Call!”

*What are you waiting for? Join the fun today!*



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# 2017 Cleveland Race Week Sponsorship Opportunities

## Schedule of Events

**Thursday, June 15 – Sunday, June 18**

One Design Race Weekend

**Wednesday, June 21**

Junior Race Day

Women's Race Night

Doublehanded Race Night

RC Sailboat Regatta

**Thursday, June 22 – Sunday, June 25**

Offshore Race Weekend



We look forward to speaking with you regarding sponsorship opportunities for the  
2017 Cleveland Race Week!

For more information on the opportunities outlined above or to reserve your sponsorship,  
please contact:

*caroline sundman*, Cleveland Race Week Sponsorship Chair

email: [caroline.sundman@yahoo.com](mailto:caroline.sundman@yahoo.com)  
[CRWsponsorship@yahoo.com](mailto:CRWsponsorship@yahoo.com)

phone: 440.669.6557



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