



## 2020: CLEVELAND RACE WEEK 40<sup>TH</sup> ANNIVERSARY 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 40th 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 special events. Based at Edgewater Yacht Club, which recently celebrated their Centennial and underwent a renovation, the event is scheduled to take place June 19 – 28, 2020. CRW annually draws over 1,800 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)
- 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
- J/70 North Americans

### Upcoming Events

- 2020 Lightning North Americans
- 2023 J/105 North Americans

For Additional Sponsorship Information Please Contact:

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

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## Sponsorship Outreach



**EDGEWATER  
YACHT CLUB  
PROFILE**

**615  
MEMBER  
FAMILIES**

**390  
WET SLIPS**

**50  
DRY SAIL  
SPOTS**

- 10-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 BRONZE LEVEL CLEAN REGATTA – SAILORS FOR THE SEA

### ONE ON ONE ACCESS TO THE FOLLOWING DEMOGRAPHICS

<b>CLEVELAND RACE WEEK</b>
<b>350+ BOATS 1,800+ COMPETITORS</b>
<b>12 – 18-YEAR-OLD FEMALE &amp; MALE JUNIOR SAILORS 18 – 70 YEAR-OLD FEMALE &amp; MALE COMPETITORS AMATEUR SAILORS, SAILING PROFESSIONALS, WORLD CHAMPIONS &amp; PAST OLYMPIANS</b>
<b>PARENTS, FAMILIES &amp; COACHES OF COMPETITORS 300+ VOLUNTEERS (MEMBERS &amp; NON-MEMBERS)</b>
<b>HOUSEHOLD INCOMES BETWEEN \$75,000 - \$1+ MILLION</b>
<b>LEADERS &amp; INFLUENCERS IN THEIR COMMUNITIES BUSINESS OWNERS &amp; BOARD MEMBERS</b>

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## Levels and Benefits of Sponsorship

	TITLE \$7,500	GOLD \$5,000	SILVER \$1,000	BRONZE \$750	SAILOR \$500 or LESS
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	●	●	●	●	● *\$500+
SOCIAL MEDIA SHOUTOUT	●	●	● ON SPONSORED DAY	●	
SPONSOR PROVIDED BANNER ON-SITE	4	3	1	1	1
LOGO ON CRW REGATTA BUCKET	● LARGE LOGO	● LARGE LOGO	● SMALL LOGO	● SMALL LOGO	
SPONSOR PROVIDED SWAG IN SKIPPER'S BAG	●	●	●	●	●
VIP WRISTBANDS	8	6	2	1	1
VIP PARTY TICKETS	10	8	4	2	2* *500+

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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**

**R/C Lunch Sponsor**

**Logo on Bucket**

**Banner on Location**

**Beer Sponsorship**

*Contact Us with Your Creative Ideas!!!*



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