



# SPONSORSHIP PACKAGES

Festival of Sails 2020





# ABOUT

## Royal Geelong Yacht Club's Festival of Sails

The Festival of Sails is an iconic, fun-filled event with year on year growth. It offers something that no other regatta in Australia does - combining first-class racing with a huge Waterfront Festival over the event.

As the fleet arrives at the Royal Geelong Yacht Club, the festivities begin! 'Yachties' and residents come together to celebrate summer with an abundance of free entertainment on the waterfront including live music, water ski shows, free 'come and try' activities, arts and crafts, food stalls, camel rides and kids shows. Australia Day is celebrated with an incredible fireworks display and water ski shows.

Our sponsors also add to the excitement, with pop-up bars, giveaways and terrific activations. We work with our sponsors to ensure that they maximise their event marketing opportunities by delivering outstanding brand experiences. Partnering with the Festival of Sails provides your business with the opportunity to position your brand and connect with competitors, event visitors and other sponsors.

### Festival of Sails Fast Facts

|   |   |   |   |   |
|---|---|---|---|---|
|  |  |  |  |  |
| <b>300</b>  | <b>2500</b>   | <b>120,000</b>  | <b>\$2.1m</b>   | <b>1.5m</b>   |
| boats attend<br>Festival of<br>Sails  | sailors attend<br>Festival of<br>Sails  | visitors attend<br>Festival of<br>Sails   | AVE, with 642<br>stories across<br>102 media<br>outlets                             | social<br>media<br>impressions  |



# SPONSORSHIP PACKAGES



## Naming Rights

### Investment: \$POA

- Event Naming Rights
- Premier race division
- Flags on display
- Sponsor signage
- Exhibitor stall – 6x3m
- Social media promotion
- Branding on yachts
- Banner ad on website
- Advertising on big screen
- Customised brand activation
- Insert in skipper pack
- EDM to database
- Trophy presentations
- VIP invitations
- On-water exclusive VIP and Sponsor hospitality
- Access to VIP lounge for guests
- Regatta passes
- Logo on*
- Notice of Race
- Sailing Instructions
- Event website with link
- FOS e-newsletter
- Tiered sponsor signage
- Member's bar TV
- Trophies
- Results
- Video highlights

## Major Sponsor

### Investment: \$POA

- Naming Rights- race series
- Flags on display
- Sponsor signage
- Exhibitor stall – 6x3m
- Social media promotion
- Advertising on big screen
- Insert in skipper pack
- EDM to database
- Trophy presentations
- VIP invitations
- On-water exclusive VIP and Sponsor hospitality
- Access to VIP lounge for guests
- Regatta passes
- Logo on*
- Sailing Instructions
- Event website with link
- FOS e-newsletter
- Tiered sponsor signage
- Member's bar TV
- Trophies
- Results

## Great Investment!

## Exclusive Category

### Investment: \$10,000 **OWN YOUR CATEGORY**

- Naming Rights- race series
- Sponsor signage
- Exhibitor stall – 6x3m
- Social media promotion
- Advertising on big screen
- Insert in skipper pack
- EDM to database
- VIP invitations
- On-water exclusive VIP and Sponsor hospitality
- Access to VIP lounge for guests
- Logo on*
- Sailing Instructions
- Event website with link
- FOS e-newsletter
- Tiered sponsor signage
- Member's bar TV
- Trophies
- Results

## Support Sponsor

### Investment: \$6,000

- Exhibitor stall – 6x3m
- Social media promotion
- Advertising on big screen
- Insert in skipper pack
- EDM to database
- VIP invitations
- On-water exclusive VIP and Sponsor hospitality
- Access to VIP lounge for guests
- Regatta passes
- Logo on*
- Event website with link
- FOS e-newsletter
- Tiered sponsor signage
- Member's bar TV
- Trophies
- Results

## Associate Sponsor

### Investment: \$3,500

- Insert in skipper pack
- VIP invitations
- On-water exclusive VIP and Sponsor hospitality
- Access to VIP lounge for guests
- Regatta passes
- Logo on*
- Event website with link
- FOS e-newsletter
- Tiered sponsor signage
- Member's bar TV

## GET IN TOUCH

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