



FESTIVAL OF SAILS
GEELONG EST. 1844

PARTNERSHIP OPPORTUNITIES



PARTNER WITH *Festival of Sails*

Align with Australia's most esteemed maritime spectacular the Festival of Sails. Leverage tradition, history and a passionate national audience to elevate your brands exposure, image and recognition by partnering with Australia's oldest sporting event, and a reputation that can only be earned with 181 years of experience!

FESTIVAL OPPORTUNITIES

The Festival of Sails is one of Australia's pinnacle regatta and offers something no other regattas in Australia does – combining first class racing and post-race entertainment with a vibrant Waterfront Festival. As the large fleet arrives in Geelong's Corio Bay and descends on Royal Geelong Yacht Club, the festivities begin! Sailors catch up with their competing crews onshore in the Regatta Village, while the public absorb the excitement and atmosphere of the shoreside festivities!

The waterfront is alive with many thousands of visitors enjoying the spectacle while taking in the free activities, entertainment and hospitality.

Celebrating the arrival of the fleet adds it's own special celebrations, which have featured fireworks, live entertainment and the RAAF Roulettes.

Our sponsors also add to the excitement with product displays and 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 the opportunity for increased brand exposure and recognition by aligning with Geelong's most recognisable waterfront festival.

GET IN TOUCH

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Festival HIGHLIGHTS



ENGAGEMENT HIGHLIGHTS



300

Boats attend Festival of Sails



3,000

Sailors attend Festival of Sails



120,000

Spectators attend Festival of Sails



11,595

Social media reactions



1,354

New social media followers

KEY PARTNERS


2024



- Southern Hemisphere's largest Keelboat Regatta
- Oldest sporting event in Victoria
- FREE Live music and entertainment
- Fireworks display
- RAAF Roulettes demonstration
- On water activations and come and try activities
- Piccadilly market stall activation



SPONSORSHIP Opportunities

	NAMING RIGHTS	MAJOR SPONSOR	<small>GREAT INVESTMENT!</small> EXCLUSIVE CATEGORY	SUPPORT SPONSOR	ASSOCIATE SPONSOR
	VALUE: PRICELESS INVESTMENT: \$POA	INVESTMENT: \$POA	OWN YOUR CATEGORY INVESTMENT FROM: \$10,000	INVESTMENT FROM: \$6,000	INVESTMENT FROM: \$3,500
Event Naming Rights					
Naming Rights - race Series					
Premier Race Division					
Flags on display					
Sponsor signage					
Exhibitor stall					
Social Media promotion					
Branding on yachts					
Website banner advertisement					
Big screen advertising					
Customised brand activation					
Insert in Skippers packs					
eDM to database					
Trophy presentation					
VIP Invitations					
On water exclusive VIP and sponsor hospitality					
Regatta passes					

BRAND Exposure

	NAMING RIGHTS	MAJOR SPONSOR	<small>GREAT INVESTMENT!</small> EXCLUSIVE CATEGORY	SUPPORT SPONSOR	ASSOCIATE SPONSOR
Sailing Instructions					
Event Website					
FOS e-newsletter					
Tiered sponsor signage					
Member bar TV					
Trophies					
Results					



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