



2013 *Women's*
SAIL CANADA
KEELBOAT CHAMPIONSHIP
AUGUST 22nd to 25th 2013

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WHY SAILING?



- >> Sailing is growing at 8% per year, a higher rate than golf, skiing, tennis and other outdoor activities
- >> Sailors spend on average 19% more on their sport than those mentioned above
- >> 10,000 members in 30 sailing clubs in Nova Scotia
- >> A \$2 billion industry nation wide

WHY WOMEN?



- >> Four out of five new business are started by women
- >> One in ten women in Canada is self-employed
- >> 2.6 million people were employed by businesses with at least one woman owner in 2001
- >> Women entrepreneurs are one of the fastest-growing segments of the Canadian economy
- >> Women are responsible for 83% of all consumer purchasing and make 95% of all household financial decisions

PARTNERSHIP CATEGORIES



As a sponsor of the 2013 Women's National Keelboat Championship, your organization can expect to benefit from having your product or service profiled in a premier networking environment in Halifax Nova Scotia.

The Women's Keelboat Championship will provide the means for you to maximize your exposure through promotion on our websites, on the RNSYS property during the event and mentioned in all media releases.

Following is a detailed breakdown of sponsorship categories available for this regatta. We are always happy to discuss individual arrangements should you have a unique situation or request.



TITLE SPONSORSHIP



\$5,000

- >> The Title Sponsor shall be the exclusive title sponsor, with the regatta named after the company or given a name as provided by the sponsor
- >> Company banner/flag on Race Committee Boat (prime photo opportunity)
- >> Title name in all press releases/published race results
- >> Title name engraved on trophies (overall 1st, 2nd, 3rd place)
- >> Exclusive display booth (one of four) on RNSYS site during regatta
- >> Placement of company banner in prime position at RNSYS
- >> Priority placement of company name/logo on websites and FaceBook
- >> Regatta posters shall have sponsors name presented in the race title
- >> Placement of company name/logo on regatta sailing instructions, notice of race and other official hand-outs
- >> Announcement of company/sponsor name at all skippers meetings and prize/award presentations
- >> Ability for sponsor to provide promotional material, product samples, coupons to sailors in registration kits

GOLD LEVEL SPONSORSHIP



\$3,000

- >> Company banner/flag on Race Committee Boat (prime photo opportunity)
- >> Exclusive display booth (one of four) on RNSYS site during regatta
- >> Placement of company banner in prime position at RNSYS
- >> Prominent placement of company name/logo on regatta websites and FaceBook
- >> Regatta posters shall have sponsor's name/logo.
- >> Placement of company name/logo on regatta sailing instructions, notice of race and other official hand-outs
- >> Announcement of company's name at prize/award ceremonies
- >> Ability for sponsor to provide promotional material, product samples, coupons to sailors in registration kits



SILVER LEVEL SPONSORSHIP

\$1,000 or Gifts in Kind

- >> Placement of company name/logo on regatta website
- >> Regatta posters shall have sponsor's name/logo
- >> Placement of company name/logo on regatta sailing instructions and notice of race
- >> Announcement of company's name at prize/award ceremonies
- >> Ability for sponsor to provide promotional material, product samples, coupons to sailors in registration kits

LOBSTER DINNER SPONSOR

Lobster or monetary

- >> Placement of company banner/display in prime position during dinner
- >> Four tickets to attend dinner/entertainment
- >> Prominent placement of company name/logo on regatta websites and FaceBook
- >> Regatta posters shall have sponsor's name/logo
- >> Placement of company name/logo on regatta sailing instructions, notice of race and other official hand-outs
- >> Announcement of company's name at prize/award ceremonies
- >> Ability for sponsor to provide promotional material, product samples, coupons to sailors in registration kits

CLOTHING SPONSOR

\$2,000

- >> Company logo on clothing
- >> Prominent placement of company name/logo on regatta websites and FaceBook
- >> Regatta posters shall have sponsor's name/logo
- >> Placement of company name/logo on regatta sailing instructions, notice of race and other official hand-outs
- >> Announcement of company's name at prize/award ceremonies
- >> Ability for sponsor to provide promotional material, product samples, coupons to sailors in registration kits



LIBATION SPONSOR

\$1,000 or Gifts in Kind

- >> Exclusive sample display space during Opening Reception and wine & cheese awards ceremony at RNSYS site during regatta
- >> Prominent placement of company name/logo on regatta websites and FaceBook
- >> Regatta posters shall have sponsor's name/logo
- >> Placement of company name/logo on regatta sailing instructions, notice of race and other official hand-outs
- >> Announcement of company's name at prize/award ceremonies
- >> Ability for sponsor to provide promotional material, product samples, coupons to sailors in registration kits

PRIZE SPONSOR

- >> Exclusive sample display space during awards ceremony
- >> Representative opportunity to hand out awards
- >> Prominent placement of company name/logo on regatta websites and FaceBook
- >> Regatta posters shall have sponsor's name/logo
- >> Placement of company name/logo on regatta sailing instructions, notice of race and other official hand-outs
- >> Announcement of company's name at prize/award ceremonies
- >> Ability for sponsor to provide promotional material, product samples, coupons to sailors in registration kits

OTHER SPONSOR OPPORTUNITIES

Gifts in Kind

- >> Sponsor a Breakfast, Lunch or Dinner
- >> Gift and Prize Donation

