

NEUSE YACHT RACING ASSOCIATION

PRESENTS

THE 28TH ANNUAL *LABOR DAY* REGATTA

SUNDAY, SEPTEMBER 1, 2013

(OPERATED IN CONJUNCTION WITH FAIRFIELD HARBOR YACHT CLUB'S JOHN WALSH MEMORIAL OAR RACE ON SATURDAY AUGUST 31, 2013)

SPONSORSHIP OPPORTUNITIES:

TITLE SPONSOR:

\$3000.00
(EXCLUSIVE)

- COMPANY NAME/ PRODUCT INCLUDED IN TITLE OF EVENT (I.E THE 28TH NYRA MICHELOB CUP REGATTA, SPONSORED BY RA JEFFREYS DISTRIBUTING COMPANY)
- OFFICIAL SPONSOR OF THE AWARDS CEREMONY
- COMPANY NAME/LOGO* IN HEADLINE POSITION ON 100+ TSHIRTS
- COMPANY BANNER (PROVIDED BY COMPANY) DISPLAYED PROMINENTLY AT AWARDS CEREMONY/SOCIAL AFTER THE EVENT
- OPPORTUNITY TO PROVIDE PROMOTIONAL OPPORTUNITIES IN PARTICIPANT SKIPPER BAGS
- COMPANY HIGHLIGHTED IN PRESS RELEASES/PROMOTIONAL MATERIALS (FLYERS/POSTERS) AND ADVERTISEMENTS (ANTICIPATED PUBLICATIONS IN SUN JOURNAL AND COUNTY COMPASS)
- FULL COLOR LOGO* AND HYPERLINK INCLUDED AT TOP OF REGATTA WEB PAGE
- OPPORTUNITY TO BE EXCLUSIVE PROVIDER OF COMPANY PRODUCT AT EVENT SOCIAL
- 4 TICKETS TO SATURDAY NIGHT OAR RACE SOCIAL IN ORIENTAL
- 4 TICKETS TO SUNDAY AFTERNOON BEER GARDEN SOCIAL IN NEW BERN
- FIRST OPPORTUNITY OFFERED FOR TITLE SPONSORSHIP IN 2013

COMMODORE

SPONSOR:
\$1500.00

- FULL COLOR COMPANY LOGO* AND HYPERLINK INCLUDED ON REGATTA WEB PAGE; NAME
- 1"X2" COMPANY LOGO* INCLUDED ON 100+ TSHIRTS
- COMPANY HIGHLIGHTED IN PRESS RELEASES/PROMOTIONAL MATERIALS (FLYERS/POSTERS) AND ADS (28TH ANNUAL MICHELOB CUP AT BRIDGEPOINT MARINA)
- COMPANY BANNER (PROVIDED BY COMPANY) DISPLAYED PROMINENTLY AT AWARDS CEREMONY/POST RACE SOCIAL
- OPPORTUNITY TO PROVIDE PROMOTIONAL OPPORTUNITIES IN PARTICIPANT SKIPPER BAGS
- 2 TICKETS TO SATURDAY NIGHT OAR RACE SOCIAL IN ORIENTAL
- 2 TICKETS TO SUNDAY AFTERNOON PAELLA SOCIAL IN NEW BERN

CAPTAIN SPONSOR:

\$500.00

- FULL COLOR COMPANY LOGO* AND HYPERLINK INCLUDED ON REGATTA WEB PAGE
- COMPANY LOGO* INCLUDED ON 100+ TSHIRTS
- COMPANY HIGHLIGHTED IN PRESS RELEASES/PROMOTIONAL MATERIALS (FLYERS/POSTERS) AND ADVERTISEMENTS)
- COMPANY BANNER (PROVIDED BY COMPANY) DISPLAYED PROMINENTLY AT AWARDS CEREMONY POST RACE SOCIAL
- OPPORTUNITY TO PROVIDE PROMOTIONAL OPPORTUNITIES IN PARTICIPANT SKIPPER BAGS
- 2 TICKETS TO SUNDAY AFTERNOON BEER GARDEN SOCIAL IN NEW BERN

CREW SPONSOR:

\$100-\$500

- FULL COLOR COMPANY LOGO* AND HYPERLINK INCLUDED ON REGATTA WEB PAGE
- COMPANY LOGO* INCLUDED ON 100+ TSHIRTS
- COMPANY BANNER (PROVIDED BY COMPANY) DISPLAYED PROMINENTLY AT AWARDS CEREMONY/AFTER RACE SOCIAL
- OPPORTUNITY TO PROVIDE PROMOTIONAL OPPORTUNITIES IN PARTICIPANT SKIPPER BAGS
- 2 TICKET TO SUNDAY AFTERNOON BEER GARDEN SOCIAL IN NEW BERN

AVAILABLE FOR 2013

REGATTA AT A GLANCE:

THIS YEAR THE NEUSE YACHT RACING ASSOCIATION (NYRA) IS HOSTING ONCE AGAIN THE NEUSE RIVER'S MOST SUCCESSFUL AND HISTORIC REGATTA, TO BE HELD ON LABOR DAY WEEKEND 2013. THE LABOR DAY WEEKEND REGATTA HAS TRADITIONALLY BEEN A HUGE EVENT FOR DOWNTOWN NEW BERN - IN 1987, 166 BOATS PARTICIPATED. LINKS TO SUN JOURNAL ARTICLES FROM THE RACE HELD IN 2002.

[HTTP://WWW.NEWBERNSJ.COM/ARTICLES/SPINNAKER-28842-RACE-BOATS.HTML](http://www.newbernsj.com/articles/spinnaker-28842-race-boats.html)

[HTTP://WWW.NEWBERNSJ.COM/ENTERTAINMENT/RACE-28909-ROTARY-REGATTA.HTML](http://www.newbernsj.com/entertainment/race-28909-rotary-regatta.html)

FOR NEW BERN'S 275 AND 300TH ANNIVERSARY PARTY, THE MICHELOB CUP REGATTA SERVED AN INTEGRAL PART:

[HTTP://NEWS.GOOGLE.COM/NEWSPAPERS?NID=1454&DAT=19850830&ID=VCAsAAAAIbAJ&sjid=FhQEAAAAIbAJ&pg=2771,9198226](http://news.google.com/newspapers?nid=1454&dat=19850830&id=VCAsAAAAIbAJ&sjid=FhQEAAAAIbAJ&pg=2771,9198226)

THE FORMAT FOR 2013 WILL BE SIMILAR TO THE RACE AS RUN IN THE PAST - FAIRFIELD HARBOR YACHT CLUB WILL SPONSOR THE "OAR RACE" ON SATURDAY, AUGUST 31; THE OAR RACE WILL BEGIN IN NEW BERN AND FINISH IN ORIENTAL SATURDAY AFTERNOON; SHRIMP DINNER SOCIAL WILL BE HELD AT ORIENTAL MARINA AFTER THE RACE. THE NYRA CUP REGATTA WILL BE HELD ON SUNDAY, SEPT 1. BOATS WILL RACE FROM ORIENTAL BACK TO NEW BERN, FINISHING JUST BEFORE THE BRIDGE BETWEEN NEW BERN AND BRIDGETON (ACTUAL FINISH LOCATION DEPENDANT ON WEATHER). A SHORE PARTY PAELLA SOCIAL/AWARDS CEREMONY WILL BE HELD FOLLOWING THE RACE AT BRIDGEPOINT MARINA. IN 2013, BOTH RACES WILL BE FEATURED EVENTS IN THE INTERCLUB RACE COMMITTEE'S "SKIPPER OF THE YEAR" AWARDS; BOTH EVENTS ARE ALSO NYRA "BOAT OF THE YEAR" EVENTS

FOR MORE INFORMATION ON THE NEUSE YACHT RACING ASSOCIATION, VISIT OUR WEBSITE - [HTTP://WWW.NYRA.ORG/](http://www.nyra.org/)

BECOME A FAN ON FACEBOOK: <http://www.facebook.com/facebook#!/pages/Neuse-Yacht-Racing-Association/174553937298?ref=ts>

Contact for more information: pastcommodore@nyra.org

**2013 NYRA LABOR DAY REGATTA
SPONSORSHIP AGREEMENT**

WE WANT TO SERVE AS A: (PLEASE CIRCLE)

TITLE SPONSOR FOR \$3000.00

COMMODORE SPONSOR FOR \$1500.00+

CAPTAIN SPONSOR FOR \$500.00 - \$999.00

CREW SPONSOR FOR \$200 - \$499.00

W_ AR_ NOT ABL_ TO SPONSOR TH_ R_GATTA, BUT PL_AS_ ACC_PT OUR DONATION OF \$ _____

COMPANY/INDIVIDUAL NAM_

CONTACT NAM_

ADDR_SS

CITY

STAT_

ZIP

PHON_

FAX

_MAIL

A CORPORAT_ CAM_RA-R_ADY LOGO IS _NCLOS_D FOR APPROPRIAT_ SPONSORSHIP ADS, OR A HIGH R_RESOLUTION LOGO (JPG FORMAT) HAS B_N S_NT VIA _MAIL TO COMMODOR_@NYRA.ORG Y_S NO

I AM _NCLOSING A CH_CK MAD_ PAYABL_ TO NYR@

PL_AS_ MAIL TO: PO Box 235

N_W B_RN, NC 28563

COMPANY PROMOTIONAL IT_M DONATION FOR CAPTAIN GIFT BAGS:

DONAT_D IT_M(S)

VALU_ OF IT_MS AND NUMB_R DONAT_D