



**The West Coast's
Premiere Sailing Event**

June 24 – 26, 2011

Introduction



- Long Beach Race Week is the top annual sailboat racing regatta West of the Mississippi.
- National media coverage—10+ million media impressions
- 500,000 website hits on Race Week Website
- Top sailors from around the nation
140+ boats and more than 1,000 sailors

On the Water



- Three racing circles
- Over 18 classes of boats
- Three days of Racing
- 1,000+ sailors
- World class race officials
- The “Championship” regatta for many classes

Off the Water



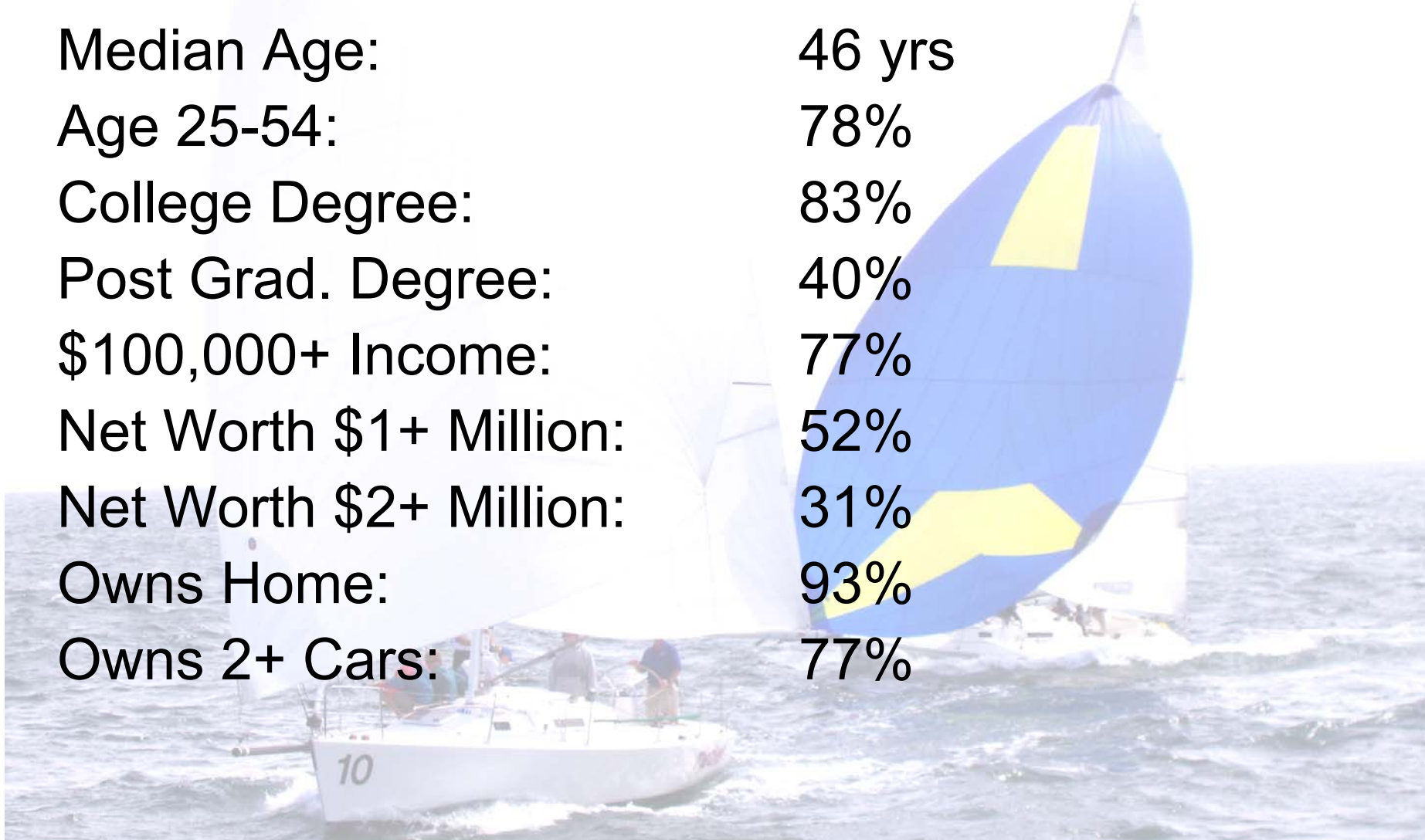
- Daily events – Three full days of events
 - Parties
 - Social functions
 - Awards ceremonies
 - Live entertainment
 - Videos, etc.
- VIP hospitality
- Sponsor exhibits and kiosks



Demographics



Median Age:	46 yrs
Age 25-54:	78%
College Degree:	83%
Post Grad. Degree:	40%
\$100,000+ Income:	77%
Net Worth \$1+ Million:	52%
Net Worth \$2+ Million:	31%
Owns Home:	93%
Owns 2+ Cars:	77%



Sponsorship Levels



Title Sponsor

- *Negotiated \$10,000 plus*
- Category Exclusivity
- Spectator boat guests
- Sponsor guest entry to parties
- Committee boat logo positions subject to availability
- Logo on bow numbers subject to availability
- Named trophy presentation
- Sponsor logo on narrated video at crew parties
- Venue banners
- Volunteer clothing logo embroidery/silk screens
- T shirt logo silk screening
- Sponsor information tables at venues
- Skippers meeting and trophy ceremony signage
- Skippers registration packet promotional flyer inserts
- LBYC Yak and ABYC Sou'wester member magazine coverage
- Website promotions and banners
 - Standalone event website
 - LBYC and ABYC member and public websites
 - Linkages to sponsor sites
- Press announcements and promotional inclusion
 - Promotional mailings
 - Press releases
 - Event schedules

Sponsorship Levels



Presenting Sponsor

- Negotiated \$7,500 plus
- Category exclusivity
- Press announcements and promotional inclusion
 - Promotional mailings
 - Press releases
 - Event schedules
- Spectator boat guests (4)
- Website promotions and banners
 - Standalone event website
 - LBYC and ABYC member and public websites
 - Linkages to sponsor sites
- Committee boat logo positions subject to availability
- Venue banners
- Sponsor guest entry to parties (8)
- Volunteer clothing logo embroidery/silkscreens
- T shirt logo silk screening
- Sponsor information tables at venues
- Skippers meeting and trophy ceremony signage
- Skippers registration packet promotional flyer inserts
- LBYC Yak and ABYC Sou'wester member magazine coverage

Sponsorship Levels



Platinum Sponsors - \$5,000 level

- Spectator boat guests (4)
- Sponsor guest entry to parties (8)
- Committee boat logo positions subject to availability
- Venue banners
- Volunteer clothing logo embroidery/silkscreens
- T shirt logo silk screening
- Sponsor information tables at venues
- Skippers meeting and trophy ceremony signage (common)
- Skippers registration packet promotional flyer inserts
- LBYC Yak and ABYC Sou'wester member magazine coverage
- Website promotions and banners
 - Standalone event website
 - LBYC and ABYC member and public websites
 - Linkages to sponsor sites
- Press announcements and promotional inclusion
 - Promotional mailings
 - Press releases
 - Event schedules

Sponsorship Levels



Gold Sponsors - \$2,500 level

- Sponsor guest entry to parties (4)
- Venue banners
- Volunteer clothing logo embroidery/silkscreens
- T shirt logo silk screening
- Sponsor information tables at venues
- Skippers meeting and trophy ceremony signage (common)
- Skippers registration packet promotional flyer inserts
- LBYC Yak and ABYC Sou'wester member magazine coverage
- Website mentions
 - Standalone event website
 - LBYC and ABYC member and public websites
 - Linkages to sponsor sites
- Press announcements and promotional inclusion
 - Promotional mailings
 - Press releases
 - Event schedules

Silver Sponsors - \$1,000 level

- Sponsor guest entry to parties (2)
- Skippers meeting and trophy ceremony signage (common)
- Skippers registration packet promotional flyer inserts
- LBYC Yak and ABYC Sou'wester member magazine coverage
- Website mentions
 - Standalone event website
 - LBYC and ABYC member and public websites
 - Linkages to sponsor sites

Further Information



Contact us to discuss sponsorship options
and for further information at

info@lbrw.org

