

2012 SPONSORSHIP PACKAGE



ALL PHOTOS COURTESY TIM WILKES





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THE REGATTA

Chester Race Week has been a tradition for over 100 years. It has roots in races between fishermen and has become one of North America's top regattas. *Sailing World* magazine called it "a serious destination for racers from throughout Canada and, increasingly the world." *Sailing World* also named Chester Race Week as one of the 14 North American regattas that make up "The Ultimate Summer" (June 2010).

Chester Yacht Club is host to Race Week. Situated on the waters of beautiful Mahone Bay, the regatta attracts approximately 150 boats annually. The event has a loyal following of racers who return year after year to test their sailing skills on one of four different race courses.

Over the decades, the volunteer Race Committee has honed its reputation for producing a world-class racing event. PRO **ANDREAS JOSENHANS**, associated with North Sails, again heads up the professional race management team.

Chester Race Week is a community-based, volunteer event.

*Sponsors make it possible,
volunteers make it happen.*


WWW.CHESTERRACEWEEK.CA



PHOTO COURTESY TIM WILKES

BENEFITS OF SPONSORSHIP

	TITLE * 3 YEAR CONTRACT	MAJOR \$5000	PRIMARY \$2500	SELECT \$1000	SUPPORTING \$500
Logo on ground crew and volunteer t-shirts	▲	▲			
Company flag on club flag pole during the event	▲	▲			
Logo on year round sponsor board on club grounds	▲	▲	▲		
Award presentation by company representative	▲	▲	▲		
Company banner on club grounds during the event	▲	▲	▲		
Skipper bag Inserts	▲	▲	▲		
Logo on event poster	▲	▲	▲		
Logo on event banner	▲	▲	▲	▲	
Logo on event website	▲	▲	▲	▲	
CRW Logo to post on your web site	▲	▲	▲	▲	▲
Invitation to sponsor boat cruise August 17th	▲	▲	▲	▲	▲
Event gift bag	▲	▲	▲	▲	▲
Name on event poster				▲	▲
Name on event banner					▲
Name on event website					▲

 RACE MARK SPONSORSHIP OPPORTUNITIES - \$650
 Black company logo on three sides of an 8' tetrahedron windward yellow race mark. (six available)

Contact Gillian Reid for more information: sponsorship@chesterraceweek.com

* TITLE SPONSOR PRICING AND ADDITIONAL BENEFITS ON NEXT PAGE



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ADDITIONAL TITLE SPONSOR BENEFITS

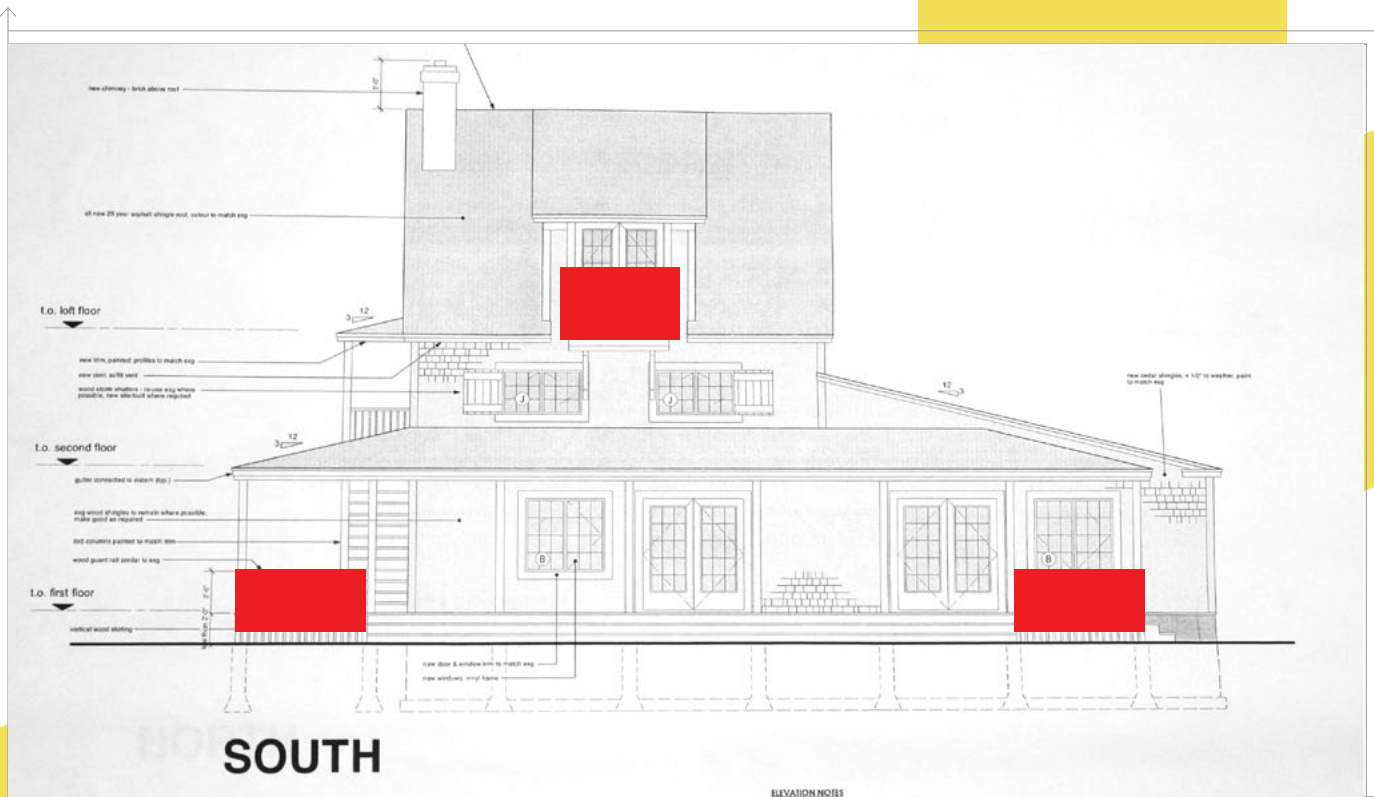
- Own the name: "Your Company" Chester Race Week
- Title sponsor branded Chester Race Week used wherever CRW mentioned, published or broadcast
- Two race marks with Title logo on three sides of each tetrahedron
- Fly company flag from 3 signal boats
- Option to provide title logo bow stickers for every registered boat

TITLE SPONSOR PRICING

\$10,000 in 2012, \$6250 in 2013 and 2014 respectively, for a total three year commitment of \$22,500

SPONSOR PLACEMENT AT CLUB

= possible signage placement



MARKETING OPPORTUNITIES

CORPORATE REPRESENTATION

At any level of sponsorship of Chester Race Week 2012, your company will have access to the membership of the Chester Yacht Club, the skippers and crews of approximately 150 sailboats and the communities of Halifax and Chester.

MEDIA EXPOSURE

Chester Race Week sponsors benefit by coverage on local television and in local, national and international publications. The regatta's website www.chesterraceweek.ca provides exposure for all of our Race Week sponsors.

OUR PARTICIPANTS

Share our participants' enthusiasm for the sport of sailboat racing.

As a 2012 Chester Race Week sponsor, you will have access to a high profile demographic with strong influence in workplaces, businesses and communities.

TITLE SPONSOR

As the first ever Title sponsor of Canada's largest keelboat regatta, you will receive exclusive opportunities for recognition to reflect your substantial contribution. Aside from the benefits outlined in the Benefits of Sponsorship package, we can discuss additional benefits tailored to your corporate marketing strategy.



PHOTO COURTESY TIM WILKES



CHESTER RACE WEEK

