

# **MELGES**<sup>24</sup>

## 2017 NorAm CHAMPIONSHIP

**July 19-22, 2017 - Cascade Locks, OR**

*Hosted by Columbia Gorge Racing Association*

**SPONSORSHIP OPPORTUNITIES**



Photo credit: Jan Anderson janspix.smugmug.com

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# **MELGES<sup>24</sup>**

## **2017 NorAm CHAMPIONSHIP**

### **Welcome to the 2017 MELGES<sup>24</sup> NorAm Championship Sponsorship Community**

Dear friends of the 2017 Melges24 NorAm Championship,

We are inviting you to the sponsorship community of the 2017 MELGES<sup>24</sup> NorAm Championship, hosted by the world-class Columbia Gorge Racing Association at Cascade Locks, Oregon July 19-22. With the return to the site of the hugely successful 2015 CSR MELGES<sup>24</sup> US National Championship, MELGES<sup>24</sup> class will have another opportunity to sail in spellbindingly beautiful surroundings with unparalleled speed, performance and fun.

The list of competitors and champions in our class includes the top professional and Corinthian sailors from around the world. The group of devoted MELGES<sup>24</sup> sailors includes Olympic medalists Reynolds, Kosteki, McKee/McKee, Buchan, Melges and Zuccoli (deceased), Glazer and other Olympians Brun, Favini Bressani, Rast, Hughes, McNay and Gulari. America's Cup winning skippers Spithill, Baird, Melges and other America's Cup sailors, Cayard, Brun, McKee, Larson, Toppa and T. Hutchinson and Yachtsmen of the Year Ullman, Porter and Klein (deceased) are part of the competitive group of sailors that comprise the impressive MELGES<sup>24</sup> rosters of the past couple decades.

Live-streaming will be delivered to sports enthusiasts who wish to track the drama and high energy. Followers will be also be captivated by the dramatic backdrop of snow-capped volcanoes, 600-foot waterfalls and steep tree and rock-lined walls of the Columbia River Gorge.

As a sponsor associated with the 2017 MELGES<sup>24</sup> NorAm Championship you will enjoy association with the year's premier sailing event in steady press releases through digital and conventional media outlets, MELGES<sup>24</sup> and other class websites, sailing and outdoor industry websites and the company websites of our growing community of sponsors.

We welcome your company to visit the Gorge for a first-hand experience of this enchanting venue. There will be full VIP service to our partners with on-the-water viewing and access to the daily on-shore events at our regatta village. As detailed in the following sponsor deck, on-site branding and display space will be provided so the sailors can learn more about your goods and services. There will also be daily reminders to the competitors and larger audience through conventional and digital media outlets, the event website, email blasts, Facebook, Twitter, on-site video-screens and public announcements on VHF radio and the local PA system.

Sincerest welcome,

**Cheryl Hutchinson**  
Sponsor Relations  
[info@Melges24NorAm.com](mailto:info@Melges24NorAm.com)  
+1 619.248.2600

# **MELGES<sup>24</sup>**

## **2017 NorAm CHAMPIONSHIP**

### **The MELGES<sup>24</sup>**

Designed, built and raced by America's Cup, Olympic and World Champions the **MELGES<sup>24</sup>** is the ultimate keelboat for the delivery of unparalleled speed, maneuverability and responsiveness. No other keelboat of its size can boast such dramatic speed in light air, yet be the only fleet left standing in the big wind and waves.

The boat is for all levels of sailor and places a premium on teamwork. The **MELGES<sup>24</sup>** Championship podium, which has turned away more than one America's Cup and Olympic champion, has featured amateur and professional men and women of all ages with one common thread- the love of competitive high-performance sailing (in shorts and bare feet).



Photo credit: Jan Anderson janspix.smugmug.com

# **MELGES<sup>24</sup>**

## **2017 NorAm CHAMPIONSHIP**



### **Brand Reach with MELGES<sup>24</sup>**

- Designed, built and raced by America's Cup, Olympic and World Champions
- International appeal- US, Canada, Australia and Europe
- Growing sport that is accessible to all ages
- Popular group, individual and family activity
- Over 850 boats built
- 60 boat starting line
- Over 35% of owners & crew are business owners and senior executives
- Average annual income over \$225k
- Annual investment in racing \$40k-\$280k
- Media reach
  - Live streaming
  - Live tracking
  - Local & Regional TV coverage
  - On-board & aerial live action filming

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**TITLE SPONSOR \$15,000**

### **Event Marketing**

- Company Logo sticker with bow number on all boats
- Company Logo/name on Notice of Race, press-releases event websites, e-newsletters, video releases
- Event website links to company website, interviews & articles
- Company logo on event banners
- Authorized company use of M24 NorAm Championship Logo

### **Direct Marketing**

- Display space at event headquarters & Regatta Village for product display & sales video & meeting competitors
- Brochures in skippers registration bags
- Company recognition and interview at welcoming and trophy ceremonies
- Title Sponsor recognition in daily RC announcements

### **Hospitality**

- VIP access as crew during **MELGES<sup>24</sup>** Speed Camp
- VIP access to regatta sponsor appreciation boat
- VIP access to all social functions – banquets, cocktail parties

# **MELGES<sup>24</sup>**

## **2017 NorAm CHAMPIONSHIP**

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### **ASSOCIATE SPONSOR \$7,500**

#### **Event Marketing**

- Company Logo/name on press-releases on event websites, e-newsletters, video releases
- Event website links to company website, interviews and articles
- Company logo on event banners
- Authorized company use of NorAm Championship Logo

#### **Direct Marketing**

- Prominent display space at event headquarters and in Regatta Village for product sales video and meeting competitors
- Brochures in skippers registration bags
- Company recognition and interview at welcoming and trophy ceremonies
- Company recognition in daily RC announcements

#### **Hospitality**

- VIP access to regatta sponsor appreciation boat
- VIP Access to all social functions- banquets, cocktail parties



Photo credit: Team Mikey

# **MELGES<sup>24</sup>**

## **2017 NorAm CHAMPIONSHIP**

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**SUPPORTING SPONSOR \$2,500**



### **Event Marketing**

- Company Logo/name in press-releases on event websites, e-newsletters, video releases
- Event website links to company website, interviews and articles
- Company logo on event banners
- Authorized company use of NorAm Championship Logo

### **Direct Marketing**

- Brochures in skippers registration bags
- Company recognition at welcoming and trophy ceremonies
- Designated display space in Regatta Village

### **Hospitality**

- VIP access to regatta sponsor appreciation boat
- VIP Access to all social functions- banquets, cocktail parties

Photo credit: Jan Anderson janspix.smugmug.com

# **MELGES<sup>24</sup>** **2017 NorAm CHAMPIONSHIP**

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**VENDOR PARTNER \$1,500**

## **Event Marketing**

- Company Logo/name on event website
- Event website links to company website, interviews and articles
- Company logo on event banners
- Authorized company use of NorAm Championship Logo

## **Direct Marketing**

- Brochures in skippers registration bags
- Company recognition at welcoming and trophy ceremonies
- Designated display space in Regatta Village

## **Hospitality**

- VIP Access to all social functions- banquets, cocktail parties



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### **COMMUNITY PARTNER**

#### **Event Marketing**

- Company Logo/name on event website
- Event website links to company website, interviews and articles
- Company logo on event banners
- Authorized company use of NorAm Championship Logo

#### **Direct Marketing**

- Brochures in skippers registration bags
- Company recognition at welcoming and trophy ceremonies
- Designated display space in Regatta Village



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