

Nantucket Race Week

August 13 – 21, 2016



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Nantucket Race Week: August 13-21, 2016

- Nantucket Race Week is an exciting **9 days of sailboat regattas**, awards ceremonies, parties and networking.
- Events are hosted by the **Nantucket Yacht Club and the Great Harbor Yacht Club**.
- **3000 participants** include Nantucket seasonal and year round residents, yacht club members, visiting sailors from the northeastern US, top professional sailors, corporate sponsors, local Nantucket businesses and Nantucket vacationers.
- **300 boats** will compete in races throughout the week, culminating in celebrating one of the largest gatherings of classic wooden boats for the **44th annual Opera House Cup Regatta**.
- Nantucket Race Week is certified as a gold-level **Clean Regatta** by Sailors for the Sea, to help preserve Nantucket's pristine natural environment.
- All proceeds from the week benefit the youth sailing programs of **Nantucket Community Sailing**, a 501(c)(3) non-profit organization.



NRW Supports Nantucket Community Sailing



- Founded in 1994 to provide affordable access to the water
- Nationally recognized by US Sailing as the ***Outstanding Seasonal Community Sailing Program (2011)*** and for ***Outstanding Community Outreach (2014)***
- NCS youth programs, for ages 5 and up:
 - 1000 enrollments, representing 700 unique children from 450 families
 - 30% year round Nantucket kids, most receiving scholarships
 - 45 US Sailing certified instructors
- NCS supports the community
 - \$100K in sailing scholarships to 200+ children
 - \$50K in free sailing and outreach:
Boys & Girls Club, kids with disabilities, Hospice,
“Old Salts” senior citizens, Mentoring Youth
Nantucket, Nantucket High School Sailing team



Nantucket – “Best Island in the World”

(National Geographic)

- Nantucket represents a highly attractive consumer market:
 - Over 1 million visitors come to the island every year – most of them during August.
 - The year round population is about 12,000 residents, and grows to 45 to 55 thousand during the summer months.
 - Nantucket real estate sales are strong and reflect the consumer demographic:
 - \$17B real estate market
 - \$1B sales; avg home sales price \$2.0M+
 - 53% of Nantucket homes are seasonal
 - Over 50% of Nantucket is protected conservation land, including miles of pristine beaches and hundreds of acres of moors.
- Nantucket Race Week participants are highly-affluent, own boats and multiple homes, and have significant financial investments
 - Participants come from the Washington – NYC-Boston – Maine corridor, Texas, and California



Sponsorship Opportunity

- Nantucket Race Week is an unique opportunity for a select group of elite sponsors to reach the highly attractive Nantucket market through multiple venues in a fun, relaxed environment.
- Sponsors enjoy focused marketing and brand visibility:
 - Participation in social & racing events
 - Regatta awards ceremonies
 - Marketing collateral in skippers' bags
 - Marketing collateral in VIP gift bags
 - Logo and ad in program & on web site
 - Branded merchandise
 - Product as Awards
 - Product as Raffle Prize
 - NRW official brand
 - "Clean Regatta" products
- Sponsorship Levels:
 - Range from \$1,000 - \$60,000
 - Cash and in-kind contributions
- We will work with you to make your sponsorship experience fun and successful



Example of Sponsor Benefits:

At the **\$10,000 level**, there are many opportunities to participate in Nantucket Race Week:

- Company name and logo in NRW official program, race documents, raffle materials, web site, press releases, link on NRW website and advertisements
- One-third page color ad in the official Nantucket Race Week program, which will be widely distributed to the Nantucket community
- Tickets to select Nantucket Race Week social events
- Opportunity to provide branded gift items in 300 Skippers bags, 100 VIP gift bags



Additional Sponsorship Opportunities

- Identified as the presenting sponsor for one of the races or social events, e.g.:
 - Youth Regatta
 - Women’s Regatta
 - Sail Nantucket Regatta
 - Classic Yacht Exhibition



- Opportunity to host a private event for your clients or guests

Participation in any of these opportunities is at an additional cost



Sponsor Name and Brand Visibility

Source	Impressions
NRW website and email sponsor logo impressions (since 2008)	1,486,610
<i>Inquirer and Mirror</i> ads, editorial content	150,000
Nantucket Race Week Program	10,000
NRW Website views	175,000
Social Media: email/Facebook/Twitter/Instagram	5,000+



NRW Racing and Social Events

- **Racing Events (number of boats)**
 - Youth Regatta (Optimists and 420s) -- 50
 - One Design Series (Rainbows, Alerions, Indians, Rhodes 19s, Marshall Cat 15s and 18s) -- 60
 - International One Design (IOD) Regatta -- 14
 - Kiteboard Event -- 35
 - Laser Series – 15
 - Women's Regatta - 25
 - IOD Celebrity Invitational -- 14
 - Sail Nantucket Regatta (classic, PHRF) -- 40
 - Opera House Cup Regatta (wooden boats) -- 60
- **Social Events (number of participants)**
 - Family Cookout in Celebration of Youth Sailing – 300
 - Women's Regatta Dinner - 50
 - IOD Celebrity Invitational Opening Buffet - 200
 - Regatta Dinner - 200
 - Sponsor Party – 200
 - Classic Yacht Exhibition – 400
 - Opera House Cup Skippers Party -- 100
 - Opera House Cup Awards Party - 400





NRW 2016 Sponsor Levels

Sponsorship Level	\$1,000	\$2,500	\$5,000	\$10,000	\$15,000	\$30,000	\$60,000
Title sponsor for Nantucket Race Week							x
Logo on NRW merchandise and banners							x
Category exclusivity						x	x
Opportunity to be introduced or make brief remarks at event(s)					x	x	x
Opportunity for special sponsor email blast					x	x	x
Opportunity to sponsor a regatta or event					x	x	x
Logo on all official race documents				x	x	x	x
Highlighted in ad in Nantucket Inquirer & Mirror				x	x	x	x
Mentioned in all press releases				x	x	x	x
Opportunity to provide branded gifts or gear			x	x	x	x	x
Sponsor table/display at Regatta Dinner (Thursday)			x	x	x	x	x
Sponsor banner at OHC Awards Party (Sunday)			x	x	x	x	x
Listing or Ad in NRW Program (value) * Opportunity to upgrade to a larger size if space is available	Listing*	1/8 pg*	1/4 pg*	1/3 pg*	1/2 pg*	1 pg*	1 pg prime
Recognition on NCS and NRW social media		x	x	x	x	x	x
Logo and link on NRW website	x	x	x	x	x	x	x
Tickets to social events**: Value (\$)	\$100	\$100	\$200	\$380	\$620	\$890	\$1,010
Family BBQ				2	2	2	2
IOD Celebrity Invitational Opening Buffet						2	2
NRW Regatta Dinner					2	2	2
Sponsors Party	2	2	2	2	2	4	4
Classic Yacht Exhibition			2	2	4	4	4
Opera House Cup Awards Party				2	2	2	4
**Additional tickets to all events may be purchased separately							
Total sponsor benefit	\$100	\$350	\$700	\$1,130	\$1,620	\$2,890	\$3,510

2015 Major Corporate Sponsors



Nantucket Race
Week Title Sponsor

Opera House Cup
Title Sponsor



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PANERAI
CLASSIC YACHTS CHALLENGE

