

# PORTLAND YACHT CLUB

## SPONSORSHIP BENEFITS for the 2023 RACE SERIES

Sponsor Levels	<b>SOLD</b> Title	Captain	Beverage	Chief Mate	Marine Industry Partner
Number Available	1	5	4	5	10
Sponsorship Cost	\$5,000	\$1,500	In-kind	\$750	\$250+

### Regatta Day Benefits

Your logo in the event logo	✓				
Logo on event trophies	✓				
Logo on race packets	✓				
Logo on event banner	✓	✓	✓	Name Only	Name Only
Logo on event apparel	Most Apparel	Tees Only			
Watch the race up close from a spectator boat	✓	✓			
Free entry to social events	✓	✓	✓		
Exclusive market segmentation	✓	✓	✓		
Exhibit merch/services	✓	✓	✓		
Provide property for prizes	✓	✓	✓		
Business info/promo items distributed in race packets	✓	✓	✓	✓	✓

### Print Marketing

Event posters	✓	✓	✓	✓	✓
Event postcards	✓	✓			
Notice of race documents	✓	✓			
Sailing instructions	✓	✓			
Logo included in Points East Magazine advertisement	✓	✓			

### Web Marketing

Logo on online race tracker	✓	✓			
Logo/link on sponsor page	✓	✓	✓	✓	✓
Ads posted on social media	✓	✓	✓	Name Only	Name Only
Logo on emails	✓	✓	✓	Name Only	Name Only