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2010 J/35 NORTH AMERICAN CHAMPIONSHIPS SPONSORSHIP OPPORTUNITIES

The J/35 Class Association is pleased to announce the 2010 North American Championship Regatta hosted by the Gibson Island Yacht Squadron in Gibson Island, Maryland, 10 – 12 September 2010. The following outlines the potential structure for sponsoring this remarkable event.

SPONSORSHIP OPPORTUNITIES:

TITLE SPONSOR: Regatta Overall Awards & Skipper's Bags Donation (~\$2,500 value)

Title Sponsor(s) will provide:

- All trophies for Regatta Overall awards (1st – 7th Skipper + 8 Crew)
- Skipper's Bags with embroidery for each registered boat

Title Sponsor(s) will receive:

- Exclusive Title Sponsor(s) position with name of the regatta advertised and promoted as "The [Title Sponsor] 2010 J/35 North American Championship Regatta"
- Premier on-site presence, signage display and promotional opportunities for all activities throughout the entire event, including potential Race Committee Boat and Mark Boat signage opportunities
- All signage, correspondence, promotion, website pages and advertising to include Title Sponsor(s) name(s) logo(s)
- Access to registrants and J/35 Class Association membership information
- Title Sponsor(s) name(s) and/or logo(s) embroidered on major side of Skipper's Bags
- Product samples and/or promotional materials included in Skipper's Bags
- Individual, loose-leaf, full page color advertisement included Skipper's Bags

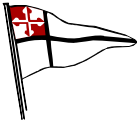
PLATINUM DAILY SPONSOR: Set of Daily Awards Donation (~\$1,000 value)

A Platinum Daily Sponsor will be the daily sponsor for one of the three racing days and will provide:

- Daily Overall awards (1st – 5th Skipper + 8 Crew) and Individual Race awards (1st – 3rd Skipper Only)

A Platinum Daily Sponsor will receive:

- Naming rights for one exclusive day of Individual Race and Daily Overall Awards (e.g., "The [Platinum Sponsor] Daily Awards")
- Prominent Platinum Sponsor on-site presence, signage display and promotional opportunities on their specific day
- Access to all registrant and J/35 Class Association membership information
- Name(s) and/or logo(s) embroidered in secondary location on Skipper's Bags
- Product samples and/or promotional materials included in Skipper's Bags
- Individual, loose-leaf, half page color advertisement included Skipper's Bags
- Half page advertisement in Regatta Program (Full page advertisement available for additional \$150)



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GOLD SPONSOR: Bow Stickers Donation (~\$500 value) plus \$200 of products for auction/raffle

A Gold Sponsor will:

- Donate the event stickers to that will be affixed to both sides of the competitors' bow provide
- Provide at least \$200 in value of products/services that the J/35 Class Association can auction or raffle during the regatta social events.

Gold Sponsor will be recognized as a Gold-level event sponsor and will receive:

- On-site display and promotional opportunities at all three social events
- Product samples and/or promotional materials included in Skipper's Bags
- Individual, loose-leaf, half page color advertisement included Skipper's Bags
- Quarter page advertisement in Regatta Program (Half page advertisement available for additional \$100)
- Access to all registrant and J/35 Class Association membership information

SILVER SPONSORS: \$500 of products for auction and/or raffle

A Silver Sponsor will provide \$500 value of products that the J/35 Class Association can auction or raffle during the regatta social events.

Silver Sponsor will be recognized as a Silver-level event sponsor and will receive:

- On-site display and promotional opportunities at all three social events
- Product samples and/or promotional materials included in Skipper's Bags
- Individual, loose-leaf, quarter page color advertisement included Skipper's Bags
- Quarter page advertisement in Regatta Program (Half page advertisement available for additional \$100)
- Access to all registrant and J/35 Class Association membership information

OTHER SPONSORSHIP OPPORTUNITIES:

RUM SPONSOR & BEER SPONSOR (1 EACH)

Each Sponsor will receive:

- Recognition and promotion as "The (Rum Sponsor / Beer Sponsor) J/35 North American Championship Regatta Post Race Party"
- Significant signage, publication and website opportunities
- Social event display and promotional rights
- Opportunity to have an advertisement in program at rates indicated in the "Publication Advertisements" section at the end of the packet

In turn, Rum Sponsor and Beer Sponsor will provide the following during the regatta event:

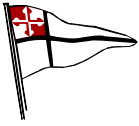
- Sufficient beverages for all registrants and guests at the Daily Regatta Post Race Parties
 - *Rum Sponsor* to provide approximately the equivalent of four cases of rum
 - *Beer Sponsor* to provide approximately five kegs of beer
- Crew hats and/or shirts to include in the Skipper's Bags distributed at Registration, as well as to hand out during social events (minimum production of 180: ~20 boats @ 9 crew per boat, plus social event hand-outs)

SERVICE SPONSORSHIP:

Numerous opportunities for service sponsorship exist, such as

- Cases of water for each boat
- Boat Yard Services (hauling/launching, commissioning/decommissioning, etc.)
- Daily meal discounts
- Marine supplies

Offering these services complementary, or at a significantly discounted rate, may be possible forms of sponsorship.



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FOR MORE INFORMATION CONTACT:

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