

# 2015 Sponsorship Opportunities



## Swiftsure's Goals:

- Provide the best possible racer experience
- Provide good value for our Sponsors
- Create a festive atmosphere for Swiftsure
- Seek community involvement in the event

## Swiftsure Sponsor Revenue:

Over 40 % of Swiftsure revenue comes from sponsorship. The rest is achieved through race registration fees and sales. Sponsorship is key to Swiftsure's ongoing success; without you, Swiftsure is unable to create a top-notch event.

## **Swiftsure; Market Exposure**

Swiftsure is a sailboat race for participants young and old, near and far. The Royal Victoria Yacht Club hosts this international event, taking great pride to bring this race to Victoria year after year, decade upon decade. Competitors experience extremes of weather and currents throughout this race, pitting themselves against the elements. The public is included in this event; it is rare for a significant race event to be visible from the heart of a city. It takes a dedicated team of over 200 volunteers to organize and put on the Swiftsure Race Week each year.

Presenting a race from the heart of Victoria takes a mountain of cooperation AND gives Swiftsure Sponsors incredible exposure, value for money, and access to our marketable materials to reach your market. Every Yacht Club in the Pacific Northwest, including Oregon and northern California receives a Swiftsure poster with YOUR logo included.

So... join the thrill of the hunt, alongside Olympic racers and amateur but excellent competitive sailors.

## **About Swiftsure International Yacht Race - the product**

Swiftsure is a large yacht race (~ 200 boats), takes place over a long distance (3 of 4 courses race overnight to the USA and back to Victoria), and is historic (2015 will be the 72<sup>nd</sup> running). The heartbeat of the race transforms Victoria's Inner Harbour into an energetic dock party. Via Government Street, locals, tourists and the media photograph and report on the flotilla of sailboats flying battle flags at the dock while crews climb masts, sorting out final preparations. Visitors listen in on racer's boisterous reunions and good-natured rivalries among Pacific Northwest yachts.

## **Swiftsure Race Week - the brand**

Since 1930, the annual Swiftsure International Yacht Race has been hosted by the Royal Victoria Yacht Club. Keen racers and sailors come for a weekend of yachting competition and camaraderie; this thrilling race takes place the last weekend of May. Competitors put time, effort and money into preparing their yachts for Swiftsure and they get what they came for – a fine party, great competition, every type of weather, wind and currents, and perhaps their name engraved on fine historic trophies. Everyone gets bragging rights - completing Swiftsure is an amazing accomplishment as any racer will gladly share. We have competitors with OVER 40 Swiftsure races competed!

## **Swiftsure - the excitement of the race start**

**Ship Point** in Victoria's Inner Harbour is the central focus of pre-race events. There, Swiftsure Centre creates a festival atmosphere including music and a refreshments garden where racers, media, Sponsors, yachtsmen, and the public are welcomed (must be 19 for alcoholic refreshments).

From 7AM on Saturday, May 23<sup>rd</sup> 2015, watch the race flotilla **leave Victoria's Inner Harbour**. A couple of hundred yachts toss off dock lines, ease away from the dock, and wish each other 'best of luck for a great race'.

Around 8 AM, 8,000+ locals and visitors arrive at Clover Point off Dallas Road, wander to the shores edge to watch yachts large and small jockey for the best starting position while listening to the 'scoop' about yachts, racers, winds and current, and the **Central Saanich Lions Club serves over 350 pancake breakfasts**. At 9 AM, a **Royal Canadian Naval Kingston Class vessel** (53.3 metres in length) begins each of the 5 Swiftsure International Yacht Race starts with a gun blast. Race yachts hoist their dacron (or carbon fibre) sails and head for Race Passage. **Some media and sponsors** watch each race start from VIP boats.

# Key Swiftsure Statistics:

## Spectators for Swiftsure Race Week

- 45,000 throughout the week
- Growing interest by public and tourists over previous years
- Tourists tell us Swiftsure is one reason they return to Victoria

## Swiftsure and Social Media:

- Facebook 2014: **23,600 total reach with 15 viral posts** (reached 500+ viewers) May 1-31, 2014
- With smartphones and GoPro cameras; stories and photos can be loaded directly to Facebook and Twitter

## Swiftsure Race Tracker (LIVE competitor progress):

- 25,000 visits May 23<sup>rd</sup> – 31<sup>st</sup>, 2014 (average visit is 7:23 minutes)
- **Other yacht races** use Swiftsure's proprietary Race Tracker technology, including the upcoming Van Isle 360

## Swiftsure Website:

- Over 230,000 page views May 23 – 31, 2014 (visits to multiple pages)
- Over 32,000 sessions (more than 10,000 were unique visitors) through 2014
- Countries visiting site: Canada, US, UK, Australia, New Zealand, France, Germany, Brazil, Italy, Mexico

## Total Registered Swiftsure Yachts:

- About 190 registered yachts in 2014 with over 1300 skippers and crew plus another 700 family, friends
- Swiftsure attracts the LARGEST racing fleet in the Pacific Northwest

## Swiftsure Volunteers:

- Over 200 from Greater Victoria and beyond, plus friends and family

## Swiftsure Volunteer & Sponsor Recognition night:

- About 150 in attendance for 2014

## Swiftsure's Audience Defined

- 2000+ Racers, shore support, their families and friends
- 200+ Local and International sail, boat, marine equipment/repair and marina staff
- 200+ Swiftsure Volunteers and family, friends
- 45,000+ General Public from Vancouver, Puget Sound, Vancouver Island, Gulf and San Juan Islands
- Professionals (doctors, lawyers, brokers) are aspiring racers
- Royal Canadian Marine Search And Rescue Units 33 (Oak Bay), 35 (Victoria), 37 (Sooke)
- Coast Guard - Canadian and US
- Royal Canadian Navy and Royal Canadian Air Force
- Valued Sponsors and their clients, customers
- Media and their audience: Shaw TV, CHEK TV, 100.3 The Q! (FM), The Zone at 91.3, Times Colonist newspaper, Pacific Yachting, Northwest Yachting, 48<sup>o</sup> North, Good Old Boat magazines
- Community Sponsors: Greater Victoria Harbour Authority, Capital Regional District
- Donors to Silent Auction and Swiftsure In-Kind Goods & Services providers

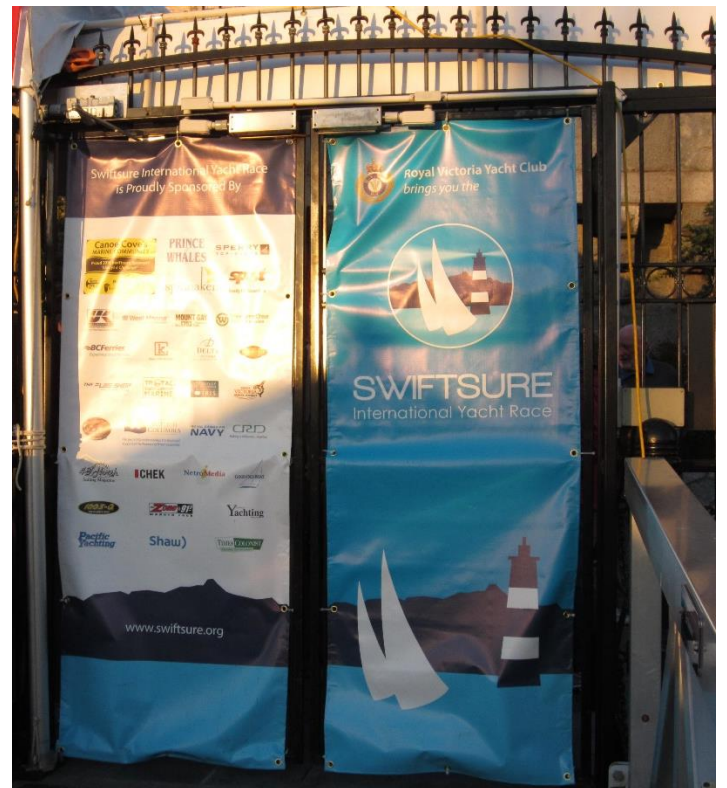


## Yacht and Crew Demographics:

Over 60% of race yachts have 6-8 crew aboard

- **Age Ranges:**
  - 20% are 41-50
  - 40% are 51-60
  - 30% are over 61
- **Home Locations:**
  - 45% from Greater Seattle area
  - 35% from Greater Victoria/Gulf Islands
  - 15% from Greater Vancouver
- **How many Swiftsures raced?**
  - 40% have raced Swiftsure 1-5 times
  - 25% have raced Swiftsure 6-10 times
  - 20% have raced Swiftsure 11-20 times

And 2 yachts have raced Swiftsure more than 40 times!



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<b>Sponsorship Deliverable At Each Level</b>	<b>PRESENTING \$20K</b>	<b>PLATINUM (max 2) &lt;\$7 – 10 K</b>	<b>GOLD &lt;\$4 - \$7K</b>	<b>SILVER &lt;\$2 - \$4K</b>	<b>BRONZE \$2K or less</b>
Your company name on all Swiftsure International Yacht Race materials	X	-	-	-	-
Bow Decals—your corporate logo on each yacht	X	-	-	-	-
Direct web link via Swiftsure’s presenting Logo to your corporate website & statement	X	-	-	-	-
Exclusive sponsor/supplier of your industry	X	-	-	-	-
Exclusive presentation opportunity at meetings and awards ceremonies (including banners)	X	-	-	-	-
Presentation Opportunity & Banners @ both Swiftsure Skipper’s Meetings	X	-	-	-	-
Race Tracker – your logo + direct link to your website; Platinum (add'l \$\$) if no ‘Presenting’	X	Possible			
Target promotions to Swiftsure racers/friends	X	X	-	-	-
Private Commodore-hosted function at the Royal Victoria Yacht Club (Platinum over \$9K)	X	X	-	-	-
Yacht Moorage @ Ship Point Thursday - Sunday	X	X	-	-	-
Display banners @ Clover Point, <b>Sat, May 23<sup>rd</sup></b>	Unlimited	Unlimited	1	-	-
Your commercial video/ad - Facebook, Website	Both	Facebook	Facebook	-	-
Display & promote products/services @ Swiftsure Centre	X	X	X	-	-
Distribute Your Promotional Material, SWAG in 225 Skipper’s Packets	X	X	X	X	-
Sponsor plaque from Swiftsure, RVYC – mounted aboriginal art carving	X	X	X	X	-
<b>Cash Sponsorships, separate Black/White Ad in 1000+ RVYC Members Annual (BY 1 Jan ‘15) (3)</b>	FULL page	½ page	½ page	¼ page	-
Facebook/Twitter promotion	Continuous	Vigorous	Vigorous	X	X
Business Logo on Swiftsure Website	Presenting, OVERSIZE throughout	Platinum, 1 OVERSIZE	Gold	Silver	Bronze
Logo on Swiftsure Poster (BY 1 Jan ‘15) (1)	‘Presenting’, OVERSIZE	Platinum, OVERSIZE	Gold	Silver	Bronze
Sponsor Advertisement page “Sponsor’s Services”	X	X	X	X	X
Logo printed on Sailing Instructions (250), Poster (300)	‘Presenting’, OVERSIZE	X	X	X	X
Logo on Swiftsure Poster Ad in RVYC Member Annual (BY 1 January ‘15) (3)	‘Presenting’, OVERSIZE	X	X	X	X
Logo in March/April Ads with Northwest Yachting, Pacific Yachting & 48 <sup>o</sup> North (BY 1 Jan ‘15) (2)	‘Presenting’, OVERSIZE	X	X	X	X
Logo in Times Colonist Swiftsure Ads April-June (2)	‘Presenting’, OVERSIZE	X	X	X	X
Use Swiftsure’s trademark Logo on your promotional materials through 2015	X	X	X	X	X

<b>Display banner @ Volunteer Orientation Nights May 5, 6</b> (size as shown)	Unlimited	Medium	Medium	Small	-
<b>Display corporate Logo Banners at Ship Point, RVYC (# as shown)</b>	Unlimited	3	2	1	1
<b>Display banner at Volunteer &amp; Sponsor Recognition Night in early June</b> (size as shown)	Unlimited	Large	Medium	Small	Small
<b>Experience Swiftsure Race Start from VIP vessel</b>	15 reps	10 reps	4 reps	3 reps	2 reps
<b>Swiftsure Sponsor Luncheon invitation April 8<sup>th</sup></b>	6 reps	4 reps	2 reps	2 reps	2 reps
<b>Volunteer &amp; Sponsor Recognition Night invitation + promote product/service June 4<sup>th</sup></b>	8 reps/guests	6 reps/guests	4 reps/guests	3 reps/guests	2 reps/guests
<b>Sponsor Reception @ Swiftsure Centre - meet racers + RVYC executive; Thurs, May 21<sup>st</sup></b>	X	X	X	X	X
<b>Sponsor Logos on Swiftsure Gateway banner at dock entrance in front of Empress Hotel</b>	X	X	X	X	X
<b>Sponsorship Deliverable At Each Level</b>	<b>PRESENTING</b> <b>\$20K</b>	<b>PLATINUM</b> <b>(max 2)</b> <b>&lt;\$7 – 10 K</b>	<b>GOLD</b> <b>&lt;\$4 - \$7K</b>	<b>SILVER</b> <b>&lt;\$2 - \$4K</b>	<b>BRONZE</b> <b>\$2K or less</b>

- 1) Swiftsure Posters are sent to all Pacific Northwest yacht clubs and sailing associations in January 2015
- 2) Swiftsure Poster is reproduced in colour or black/white in these publications
- 3) Black & White camera-ready artwork to be supplied by Sponsor; PNG (no background, 800x600 resolution) or AI file format BY 1 January 2015

## Other Sponsor Display/Presentation Potential

Victoria's Inner Harbour is THE MOST PHOTOGRAPHED shot of Swiftsure, closely followed by Clover Point on Saturday morning where the Swiftsure Race starts and, later, Ogden Point where the race yachts cross the finish line.

- **BIG, COLOURFUL Sponsor Battle Flags or Pennants; yachts fly them proudly. MEDIA love capturing these flags, giving HUGE public exposure... in print, televised and social media (Gold-level or higher)**
- **Prize draws for Sponsor logo-wear during Skipper's Meetings; Friday, May 22<sup>nd</sup>**
- **Silent Auction items for Swiftsure Centre on Friday, May 22<sup>nd</sup>**
- Multi-media displays or interactive games or competitions, splicing demos, or other activities at Swiftsure Centre during Thursday, Friday (Silver-level or higher)
- Underwrite Thursday and/or Friday bands – prominently display your banner up front
- Sponsor Swiftsure Racer's Breakfast at Ship Point 6:30 – 8:00 AM on Saturday, May 23<sup>rd</sup>
- ALL Sponsor Logos included on Swiftsure Posters – Racers and volunteers collect these and a framed copy of each year hangs permanently at the Royal Victoria Yacht Club
- ALL Sponsor Logos get Front and Centre exposure with Sponsor Gateway to the Inner Harbour docks – everyone walks 'through' the Gateway to reach the docks, visibility from the Upper Causeway is great.



## Access Swiftsure's Audience – Promotion Potential

- Direct Contact via Swiftsure Events
- Print media - Sponsor's advertising linked with Swiftsure articles
- Swiftsure Centre creates opportunities to co-promote Sponsors products/services/information
- Facebook '[SwiftsureYachtRace](#)' and Twitter '@SwiftsureRace' – Sponsors are promoted
- Media interviews - Swiftsure-focused Sponsor storylines to attract media plus plugs by Swiftsure Committee members in interviews and presentations
- Promotion to the Swiftsure Volunteers at Volunteer and Sponsor Recognition night
- SWAG possibilities for racers – ball caps, sailing gear, bottles of beer, food energy bars, drinks

## Sponsorship Communication:

- Sponsors will receive regular communication about progress, timing and event opportunities
- Sponsors will be provided current and comprehensive information regarding Swiftsure
- Sponsors supporting specific Swiftsure events are assured their funds are ONLY used for that purpose
- Sponsors will receive exposure in alignment with their specific sponsorship level
- Sponsors will receive coordination details for Swiftsure Sponsors Luncheon in April, Swiftsure VIP Yachts to watch Swiftsure race start, Volunteer and Sponsor Recognition night and other events, if applicable

## Swiftsure on Social Media:

- **Facebook** - 'Like' [SwiftsureYachtRace](#) and follow the action 
- **Twitter** - Follow [@SwiftsureRace](#)
  - **Not on Twitter?** On [Swiftsure's](#) home page, check the  near the bottom/right of the page for current tweets

## For best reproduction, please provide your logo as:

- Both a colour AND black/white logo with one of the following specifications
  - PNG file format (no background, 800 x 600 resolution), or
  - AI file format, or
  - EPS, SVG file formats also accepted (though specialized technical knowledge is needed)

## Swiftsure Trademarked Logo

Upon signing the Memorandum of Understanding for Swiftsure 2015, Sponsors are entitled to use the Trademarked Swiftsure Logo in their advertising materials throughout the year. This Logo identifies you as a supporter of Swiftsure. Sponsors may use the Trademarked Swiftsure Logo while you remain a Sponsor of Swiftsure.



# SWIFTSURE

## Hosted by the Royal Victoria Yacht Club

**Support Swiftsure; We Help Market Your Business**