

2018 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:

Sponsorship generates over 35% of Swiftsure's revenue, the rest coming from race registration fees and sales. Sponsorship is key to Swiftsure's ongoing success; without you, Swiftsure is unable to sustain our top-notch event.

Swiftsure; Market Exposure

The inaugural Swiftsure race was held in 1930 and Swiftsure International Yacht Race has been hosted since 1951 by the Royal Victoria Yacht Club. Spectators from Victoria and around the world experience the annual Swiftsure Race from the heart of Victoria. Race yachts from across the Pacific Ocean and race crew of all ages come to experience extreme weather and currents, competing alongside Olympic racers, world-renowned sailors and racing yachts.

Swiftsure Sponsors access Swiftsure's distinct markets to reach your target clients and experience incredible exposure, and promotion opportunities. The logo of each **Swiftsure Sponsor** is on Swiftsure's poster which is distributed to every Pacific Northwest yacht club and into Oregon and California. Presenting a yacht race of this magnitude takes a mountain of cooperation; over 200 volunteers organise and present the Swiftsure International Yacht Race.

Swiftsure International Yacht Race - largest yacht race on North America's West Coast

Swiftsure is historic (2018 is the 75th running), attracts over 200 race boats racing overnight into US waters and back. Pre-race events transform Victoria's Inner Harbour into a massive dock party. Locals, tourists and media photograph and report on the flotilla of sailboats flying battle flags at the dock while crews climb masts and make final preparations. Boisterous reunions and good-natured rivalries take place among racers aboard yachts from around the Pacific Northwest and beyond. Swiftsure is among the V.I.R.S Vancouver Island Racing Series races.



Swiftsure – Always A Challenge

During the last weekend in May, the US Memorial Day, Swiftsure International Yacht Race attracts keen racers and sailors who come for pre-race action and a long weekend of yachting competition and camaraderie. Racers test their boats and crew skills, competing in all types of weather, wind, and currents. Winner will have their name engraved on fine historic trophies. Every competing Swiftsure racer gains bragging rights, some having raced OVER 40 Swiftsures!

Sponsorship Benefits for Each Level	PRESENTING \$20K	PLATINUM (max 2) <\$7 – 10 K	GOLD <\$4 - \$7K	SILVER <\$2 - \$4K	BRONZE \$1 -2K
Sponsor Logo/company name on all Swiftsure International Yacht Race materials	X	-	-	-	-
Direct link via Presenting Logo to your corporate website & statement	X	-	-	-	-
Exclusive Presentation & Banners @ Swiftsure Skipper's Meeting & Awards	X	-	-	-	-
Private Commodore-hosted function at the Royal Victoria Yacht Club	X	-	-	-	-
Exclusivity for your industry	X	Possible	-	-	-
Race Tracker – Sponsor Logo, direct link to your website; Platinum if no Presenting	X	Possible			
Target promotions to Swiftsure racers/friends	X	X	-	-	-
Yacht Moorage @ Ship Point Thursday - Sunday	X	X	-	-	-
Display banners @ Clover Point, Sat, May 26 th	Unlimited	Unlimited	-	-	-
Your commercial video/ad - Facebook, Website	Both	Both	Facebook	-	-
Sponsor's business card on front page of the Sailing Instructions (250)	X	X	X		
Display & promote products/services @ Swiftsure Centre	X	X	X	-	-
Include promotional material, SWAG in 200+ Skipper's Packets	X	X	X	X	-
Sponsor plaque from Swiftsure/RVYC – mounted original aboriginal art carving	X	X	X	X	-
For Cash Sponsorships, Black/White Ad in RVYC 1000+ Members Annual (BY 1 Jan '18) (3)	FULL page	½ page	½ page	¼ page	-
Sponsor Display/Sales at Swiftsure Centre	X	X	X	X	
Facebook/Twitter promotion	Continuous	Vigorous	Vigorous	X	X
Sponsor Logo on Swiftsure Website. linked to your website	Presenting, OVERSIZE	Platinum, OVERSIZE	Gold	Silver	Bronze
Sponsor Logo on Swiftsure Poster (BY 1 Jan '18) (1)	'Presenting', OVERSIZE	Platinum, OVERSIZE	Gold	Silver	Bronze
Sponsor Advertisement page " Sponsor's Services " on Swiftsure website	X	X	X	X	X
Sponsor Logo on the Sailing Instructions cover (250), Poster (300)	'Presenting', OVERSIZE	X	X	X	X
Sponsor Logo on Swiftsure Poster Ad in RVYC Member Annual (BY 1 January '18) (3)	'Presenting', OVERSIZE	X	X	X	X
Sponsor Logo in March/April Ads with Northwest Yachting, Pacific Yachting, 48 ^o North (BY 1 Jan '18) (2)	'Presenting', OVERSIZE	X	X	X	X
Sponsor Logo in Times Colonist Swiftsure Ads April-June (2)	'Presenting', OVERSIZE	X	X	X	X
Right to use trademarked Swiftsure logo on your promotional materials through 2018	X	X	X	X	X

Display banner @ Volunteer Orientation Nights May 1 st & 3 rd (sizes shown)	Unlimited	Medium	Medium	Small	-
Display Sponsor banners at Swiftsure Centre, RVYC (# shown)	Unlimited	3	2	1	1
Display Sponsor banner at Volunteer & Sponsor Recognition Night – Thu, May 31 st (sizes shown)	Unlimited	Large	Medium	Small	Small
Experience VIP Swiftsure Race Start Sat, May 26 th	15 reps	10 reps	4 reps	3 reps	2 reps
Swiftsure Sponsor Luncheon Wed, April 11 th	6 reps	4 reps	2 reps	2 reps	2 reps
Volunteer & Sponsor Recognition Night invitation + promote product/service May 31 st	8 reps/guests	6 reps/guests	4 reps/guests	3 reps/guests	2 reps/guests
Sponsor Reception - meet RVYC executive and racers Thu, May 24 th	X	X	X	X	X
Sponsor Logo names on Swiftsure Gateway Banner at Inner Harbour dock entrance	X	X	X	X	X
Sponsor Logo on poster permanently hung at the Royal Victoria Yacht Club	X	X	X	X	X
Sponsorship terms maintained confidentially	X	X	X	X	X
Sponsorship Benefits for Each Level	PRESENTING \$20K	PLATINUM (max 2) <\$7 – 10 K	GOLD <\$4 - \$7K	SILVER <\$2 - \$4K	BRONZE \$1 -2K

- 1) Swiftsure Posters are sent to all Pacific Northwest yacht clubs and sailing associations in January 2018
- 2) Swiftsure Poster is reproduced in colour or black/white in the noted publications
- 3) Camera-ready logo artwork to be supplied by **Sponsor**; PNG (no background, 800x600 resolution) or AI file format **BY 1 January 2018**

Swiftsure – Further Sponsorship Potential; THE MOST PHOTOGRAPHED shots of Swiftsure are the yachts docked in the Inner Harbour, Clover Point race starts on Saturday, and Ogden Point where race yachts finish.

Contribute increased sponsorship for:

- Direct Contact via Swiftsure Events – **Sponsor** a specific Swiftsure event
- Print media - **Sponsor's** advertising can be linked with Swiftsure articles
- Media interviews - Swiftsure-focused **Sponsor** storylines can attract media plus promotion by Swiftsure Chair and other Committee members in interviews and presentations
- Promote directly to Swiftsure Volunteers at the Volunteer and **Sponsor** Recognition night **Thurs, May 31st**
- SWAG ideas for racers – ball caps, sailing gear, beer, food energy bars, drinks
- **BIG, COLOURFUL Sponsor Battle Flags or Pennants flown from yachts rigging (Gold-level or higher)**
- **Prize draws of Sponsor’s products during Skipper’s Meeting; Friday, May 25th**
- **Silent Auction items for Swiftsure Centre on Friday, May 25th**
- Displays or other activities at Swiftsure Centre during Friday **(Gold-level or higher)**
- Underwrite the Friday night band – prominently display your **sponsor** banner up front

Key Swiftsure Statistics:

Spectators

- 45,000 locals/tourists during Race events including thousands along Dallas Road and Clover Point

Social Media:

- Facebook, Instagram, Twitter with 2000+ followers
- Smartphones and GoPro cameras directly load stories, photos to Swiftsure's social media.

Swiftsure Website:

- Over 250,000 page views from around the world during Swiftsure
- Over 32,000 sessions (over 10,000 unique visitors)
- Over 150 countries visit Swiftsure's website: Canada, US, UK, Australia, New Zealand, etc.

Total Registered Swiftsure Yachts:

- Over 200 registered yachts and over 1400 skippers and crew plus 800+ family, friends
- Swiftsure has the LARGEST racing fleet on the West Coast of North America

Swiftsure Volunteers:

- Over 200 from Greater Victoria and beyond
- 125 at the 2017 Volunteer & Sponsor Recognition Night

Swiftsure's Audience Defined

- 2000+ Racers, shore support, families and friends
- Professionals (doctors, lawyers, brokers, techies) are racers
- Valued **Sponsors**, their clients and customers
- 200+ Local and International sail, boating, marine equipment/repair and marina staff
- 45,000+ spectators from Vancouver, Puget Sound, Oregon, Vancouver Island, Gulf and San Juan Islands
- Royal Canadian Marine Search And Rescue Units 33 (Oak Bay), 35 (Victoria), 37 (Sooke)
- Coast Guard - Canada and USA
- Royal Canadian Navy and Royal Canadian Air Force
- Media and their audience: Shaw TV, CHEK TV, Times Colonist newspaper, Pacific Yachting, 48⁰ North magazines
- Community **Sponsors**: Greater Victoria Harbour Authority, Capital Regional District, BC Sailing
- Donors to Silent Auction and Swiftsure In-Kind Goods & Services providers



Yacht and Crew Demographics:

Most race yachts carry over 6 crew

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



Swiftsure – Public Events and the race start

Causeway Docks and Ship Point in Victoria's Inner Harbour are the focus of Swiftsure pre-race events, where a festive atmosphere of music, entertainment, clothing, food & refreshments welcomes racers, media, **Sponsors**, and the public.




Inner Harbour, 7 AM on Saturday, May 26th 2018, watch the race flotilla leave the docks; over 200 yachts hand off dock lines, ease away from the dock, and wish each other 'a great race'.

Clover Point on Dallas Road, from 8 AM, thousands of spectators arrive, clambering the shore's edge to watch yachts jockey for starting positions while Swiftsure announcers share the 'scoop' on yachts, racers, winds and currents, and over 350 pancake breakfasts are served. Songhees and Esquimalt First Nations elders bless the fleet from shore's edge. From 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 blast from a large mm gun. Racing yachts hoist sail and head for Race Passage leading to the Strait of Juan de Fuca. **Media and sponsor VIPs** observe the race starts aboard VIP boats.

Communication with Sponsors:

- **Sponsors** will receive regular communication on progress, timing, event opportunities, and perks
- **Sponsors** supporting specific Swiftsure events are assured their funds are used ONLY for that purpose
- **Sponsors** will receive exposure in alignment with their specific sponsorship level
- **Sponsors** will be invited to the Swiftsure Sponsors Luncheon on **Wed, April 11th**, Swiftsure VIP Race Start viewing on **Sat, May 26th**, Volunteer and Sponsor Recognition night on **Thu, May 31st** and other events

Swiftsure on Social Media:

- Facebook - 'Like' [SwiftsureYachtRace](#) to follow the action 
- Instagram – 'Follow' [swiftsurerace](#) 
- Twitter - [@SwiftsureRace](#) (not on Twitter? click the  on [Swiftsure's](#) home page

For best reproduction, please provide your company logo in the following format:

- 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)

Trademarked Swiftsure Logo

Upon signing the Memorandum of Understanding for Swiftsure 2018, **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 continue to use the Trademarked Swiftsure Logo while you remain a **Sponsor** of Swiftsure.



SWIFTSURE

Presented by the Royal Victoria Yacht Club