



# 2020 Sponsorship Opportunities

The Round Saltspring Race has been called “**The Best Regatta on the Coast**” by participants. Our Race Sponsors become a featured part of the experience – recognized in the community, at the Awards ceremony, on the race website, and at the venue during Race Weekend. **In order to provide Sponsor recognition as described, we appreciate confirmation of your participation level by April 13, 2020. Thank you!**

## Round Saltspring Race Facts

Round Saltspring, now in its 46<sup>th</sup> year, is one of the **largest regattas of Canadian boats in BC**, with 100 or more participants. Round Saltspring weekend attracts an estimated **500-plus attendees each year**, including skippers, crews, volunteers, club and family members and other visitors. The 42-mile race and shoreside celebrations are organized and run by **Sailing Club volunteers**.

## Race Sponsors

Round Saltspring could not happen without the support of our **Race Sponsors**, who help the Club with out-of-pocket costs through **cash donations**; contribute **goods or services** used to stage the regatta; or provide **racing prizes** that are awarded to Division and overall winners, featured in our Race Weekend Silent Auction, or included in our *Saltspring Artisan Picnic Prize Bags*. Round Saltspring values our generous **marine business sponsors** and so do our participants. It’s an opportunity to build relationships with 100+ skippers and their crews on the coast’s most active racing boats – and a great way to support the sailing community. Our **Saltspring Island sponsors** get extra local recognition through a downtown banner (gold level) and post-race appreciation ad in the newspaper. Round Saltspring supports our local Island economy by patronizing local businesses and bringing race visitors and their families to Saltspring on race weekend – visitors who shop, dine and stay locally ... and return!

## 2020 Sponsorship Levels and Recognition

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| <b>Gold</b><br>\$300 cash or \$500 retail value   | <ul style="list-style-type: none"> <li>• Logo and link displayed on race website <i>sponsor page</i> (before, during &amp; period after race)</li> <li>• Logo displayed on Sponsor banners at venue and downtown* on Race Weekend</li> <li>• Logo featured in printed weekend Race Program</li> <li>• Framed recognition certificate and promotional use of Round Saltspring Sponsor logo</li> </ul> |
| <b>Silver</b><br>\$150 cash or \$250 retail value | <ul style="list-style-type: none"> <li>• Logo and link displayed on race website <i>sponsor page</i> (before, during &amp; period after race)</li> <li>• Logo featured in printed weekend Race Program</li> </ul>  |
| <b>Bronze</b><br>\$100 or more retail value       | <ul style="list-style-type: none"> <li>• Name and link on race website <i>sponsor page</i> (before, during &amp; period after race)</li> <li>• Name in printed weekend Race Program</li> </ul>   |
| <b>Supporter</b><br>Under \$100 retail value      | <ul style="list-style-type: none"> <li>• Name on race website <i>sponsor page</i> (before, during &amp; period after race)</li> </ul>  |

**Note on prize recognition:** in the case of all racing prizes, sponsor name will be on prize and/or announced at the Awards Ceremony; in the case of items selected for Silent Auction, prizes and/or bid sheets will be displayed on Race Weekend with sponsor logos and/or names; in the case of Island-made products for the *Saltspring Artisan Picnic Prize Bags*, sponsor names will be featured on the gift tag.

\***Downtown banner** for local Saltspring Island sponsors only.

## Multi-year Sponsorship Opportunities

Round Saltspring also offers a special opportunity for a limited number of **Signature Sponsors** interested in a higher profile, multi-year sponsorship. Sponsors who express an interest will be contacted early in the New Year to confirm their participation.

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| <b>Signature Sponsor</b><br>Limited number of Financial Sponsors <b>with a minimum 2-year commitment</b> . Let’s talk about sponsorship levels and benefits that suit your business. | <ul style="list-style-type: none"> <li>• Logo on all 2019 race communications, including invitations sent to 350+ past participants</li> <li>• Logo on 2019 event posters distributed to 30 yacht clubs and other venues</li> <li>• Logo and link prominently displayed on race website <i>home page</i> (year-round)</li> <li>• Name, logo and slogan on featured Signature Sponsor banner at venue on Race Weekend</li> <li>• Logo prominently featured in printed weekend Race Program</li> <li>• Distribution of sponsor’s promotional material at Race Registration table.</li> <li>• Special recognition at Skippers’ Meeting and Awards Ceremony</li> <li>• Framed recognition certificate and promotional use of Round Saltspring Sponsor logo</li> </ul> |
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For more info call Jeremy Milsom 250-537-1466 (Saltspring sponsors) or Chris Gadsby 250-537-8583 (off-island sponsors)