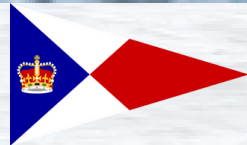


Sponsorship Opportunity

OUR VISION FOR THIS EVENT IS TO HAVE A PLACE WHERE WOMEN CAN COMPETE AT A HIGH LEVEL AND MAKE GENUINE CONNECTIONS WITH A COMMUNITY OF FEMALE SAILORS FROM ACROSS BRITISH COLUMBIA



RVYC



Women's
Invitational

September 20-22, 2024

14
TEAMS

42
RACERS

100
STAFF

5000
YACHT CLUB MEMBERS

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ACKNOWLEDGEMENTS &
THANK YOU

DEAR SPONSOR

We at Royal Vancouver Yacht Club kicked off an inaugural Women's Invitational Regatta last year for BC and it was a tremendous success.

The support we received to see our idea of supporting women of all ages in sailing come to life, gave us the motivation to keep going.

Plans for this year's event in 2024 have already begun, and we hope you would consider a partnership! .

*Thank you
for your
consideration*

**RVYC
WOMEN'S RACE
COMMITTEE**



SPONSORSHIP OPPORTUNITY

The RVYC Women's Invitational Regatta was created to support women of all ages and stages, to race in a competitive and supportive environment.

As mentioned, our kickoff in 2023 proved to be an incredible success. The enthusiasm and support for the Women's Invitational Regatta was overwhelming so we are doing it again!

We saw tremendous support from our **sponsors Mustang Survival, Steveston Marine, North Sails and Vancouver Fish Company** - all of whom donated fantastic prizes to celebrate the racers' achievements, certainly increasing brand awareness. We anticipate this momentum will only grow every year going forward.

This regatta represents an effective marketing platform, offering sponsors such as yourself the unrivalled opportunity to personally impact female athletes and access the lucrative sailing demographic directly.

[Sponsorship Overview for Regatta - September 20th-22nd, 2024:](#)

Investment of cash or product includes:

- a. ***Logo placement on all social media and marketing***
- b. ***Physical banners strategically placed throughout RVYC Yacht Club for entire weekend***
- c. ***Yacht seating on water for VIP spectators (minimum \$500 cash investment)***
- d. ***VIP tickets to Sunday Awards Dinner (minimum \$1000 cash investment)***
- e. ***Logo placement at your cost on boats and/or additional requests such as a booth negotiable***



Thank you in advance!

RVYC

**WOMEN'S RACE
COMMITTEE**

RVYC WOMEN'S INVITATIONAL REGATTA

WWW.ROYALVAN.COM/WIR

2023 SAILING AND SOCIAL

THE EVENT OF THE SEASON

Our vision for this event was to have a place where women could compete at a high level and make genuine connections with a community of female sailors from across the Pacific North West.

We kicked off this event on a Friday afternoon with an informal BBQ and social gathering at the dinghy dock as the sun set over English Bay.

Dinners were served on both days after racing, reportedly some of the best regatta food many of our sailors had ever had.

On Saturday, RVYC Olympian, Nigel Cochrane came out on the water and delivered a racing skills debrief.

On Sunday, we invited our sponsors to join us to watch the medal race and attend the prize giving event.





**12
TEAMS**

From six different local clubs participated - Royal Vancouver Yacht Club, Royal Victoria Yacht Club, Jericho Yacht Club, West Vancouver Yacht Club, Kitsilano Yacht Club and Viking Sailing Centre.

**48
RACERS**

Participated in nine challenging races on Saturday and Sunday in conditions ranging from pelting rain to hot sun, and 3-23 knots of breeze.

**50
STAFF**

and volunteers helped the event run successfully. From on water support to running the BBQ at our social events, we could not have done it without them.

All in all, the enthusiasm and support for the Women's Invitational was overwhelming.

Beyond the 12 teams who participated, we had another five on a waiting list, and we intend to increase our capacity in the coming years.

SAILOR FEEDBACK



What an awesome weekend!

The boardroom worked well, meals were excellent, fantastic sponsorship, great wind, the staff helping with parts and rigging on the dock were amazing, great race committee work. Impressive that so many talented women's teams from all over could jump into the Elliott and handle the boat so well.

That speaks well to the Elliott being a good invitational boat. Thanks for organizing all - a fantastic event!

- Teddi L.



I wanted to start with a very big THANKYOU! 🙏

You and your whole organizing committee and volunteers were awesome and we had such an amazing time at the regatta last weekend. Truly an honour to compete/spectate and be a part of such a wonderful, ground breaking and fun event. We have not stopped talking about it and posting on social media...our friends and family in Oz all know about this!

- Sophie C.



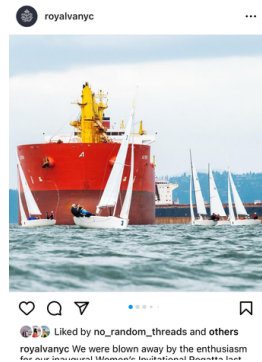
Thank you for an amazing regatta! I had so much fun and our whole crew can't stop saying how great it was.

- Stephanie B.

VALUE PROPOSITION

PRINT MEDIA

You will be recognized in "The Seabreeze," which reaches **5000 yacht club members monthly**. We also anticipate local external media coverage this year as well.



SOCIAL MEDIA

Over 50 social media posts with a combined **5000+ views** and 60+ reshares with sponsor tags.

BANNER AND PRODUCTS

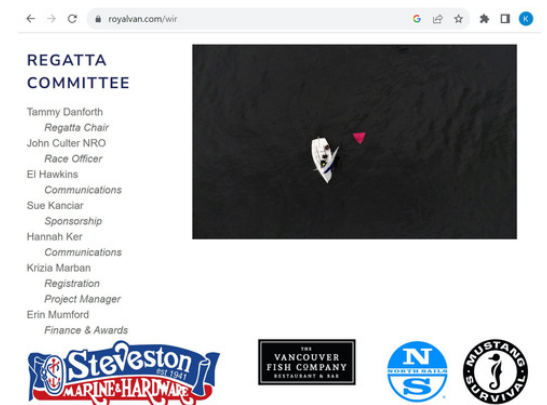
Your banners (if provided) will proudly displayed at the three dinners attended by all racers, on the docks at RVYC during the event to increase reach, including Registration and at the Participants Meeting.



LOGO PLACEMENT

Your **logos** will be published and printed on all regatta documents, on the regatta website, and included in registration packages, Notice of Race, and all other race documents and reminders.

Your sponsorship will be published on the Regatta Website, with access and **reach of 500+ sessions** with peak sessions post-regatta.



REACH

During the Regatta the Club will be open to all members and guests.

This race weekend will be prime for brand recognition as members are either heading to their boats or to the dining facilities for breakfast, brunch, lunch, afternoon snacks and dinner. Volumes average around 200-400+ guests per day which is an excellent opportunity to reach this demographic with signage and/or a booth for an example.

MARKETING DEMOGRAPHIC



Sailors are traditional buyers of higher end or luxury products and services.

Boaters have a great deal of **discretionary income**, and are devoted to spending time on their boats, traveling extensively for pleasure and business.

Sailing is associated with adventure, sportsmanship, competition and a coastal lifestyle.

Boat owners make up a universe of mostly well-educated and affluent individuals.

60%

OF SAILORS EARN OVER
\$125,000

20%

EARN OVER \$225,000

72%

ARE UNIVERSITY EDUCATED

40%

HOLD POST GRADUATE DEGREES

63%

HOLD PROFESSIONAL
OR MANAGERIAL POSITIONS

PHOTO: CHARCUTERIE SPREAD BETWEEN RACES ON DAY 1 COURTESY OF "TEAM PRIMETIME"

ACKNOWLEDGEMENTS

This event would not have been possible without the following individuals and sponsors this past year.

Steveston Marine

North Sails

Mustang Survival

The Vancouver Fish Company

All incredible photographs and media are by photographer **Douglas C. Hampton** @douglaschampton, and available for purchase <https://dougashampton.pixieset.com/rvycwomensinvitationalregatta2023/>

*WE THANK YOU FOR SUPPORTING OUR EFFORTS TO
CONTRIBUTE TO WOMEN'S SAILING IN BRITISH COLUMBIA.*

REGATTA COMMITTEE

TAMMY DANFORTH
REGATTA CHAIR
JOHN CULTER NRO
RACE OFFICER
EL HAWKINS
COMMUNICATIONS
SUE KANCIAR
SPONSORSHIP
HANNAH KER
COMMUNICATIONS
KRIZIA MARBAN
REGISTRATION
PROJECT MANAGER
ERIN MUMFORD
FINANCE & AWARDS

CONTACT

Reach out to:
email: wir@rvan.ca
for more information

THANK YOU!

We saw an incredible spirit of camaraderie, enthusiasm and competition which makes us so excited for what the future holds.

As mentioned, 2024 planning is already underway and we thank you again for considering a partnership and commitment to advancing Women's Sailing in the Pacific North West.

