

GET ONBOARD!

Fly your flag high as a sponsor of the Whitsundays most significant sporting and community event...



 WHITSUNDAY SAILING CLUB

 AIRLIE BEACH RACE WEEK - 2018 - 30 YEARS ANNIVERSARY

airlie beach
race week

FESTIVAL OF SAILING
9-16 AUGUST 2018

SIX SPECTACULAR DAYS OF RACING
+ SEVEN NIGHTS OF LIVE ENTERTAINMENT

 IT'S LIVE!
in Queensland

 The Whitsundays
Queensland's Island Wonders

+ The Long Late Lunch On The Lawn • Wine Tasting • Food Stalls • Festival Fun Run

abrw.com.au

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The Whitsunday Sailing Club in Airlie Beach is located in the heart of Queensland's Great Barrier Reef Marine Park. It is the Gateway to the Whitsunday Islands and fast becoming known as one of the World's premier sailing destinations.

Airlie Beach is also home to one of the largest yacht racing regattas staged off the Australian Coast - Airlie Beach Race Week and its onshore Festival of Sailing.

Now in its 30th year, Airlie Beach Race Week is a seven day event that attracts entrants and spectators from all over Australia and overseas.

Offshore the Regatta offers classes from IRC competitive racing through to cruising divisions, last year attracting 100 Entries and around 800 competitors, officials and volunteers.

Onshore the Festival of Sailing is the Whitsunday Coast's most significant public event. Seven days and nights of high profile, social activities with attendances of over 10,000 in 2017.

In 2018 the onshore Social Program will include live entertainment, food stalls, wine tastings, a long lunch on the lawn and a festival fun run.

Target Markets for the on-water racing combined with onshore entertainment is the Australian sailing community, particularly the racer/cruiser sector. Research has found the Racing market is predominately male aged between 40 and 60 with the average crew age from ranging upwards from 25. Onshore it is Competitors, their entourages and local communities from Mackay to Townsville that are targeted.



Marketing expenditure for the 2017 event totalled over \$140,000 and included Regional Television and Radio Advertising as well as print advertising in publications across the APN network and a range of Sailing Magazines. Web & Social Media and extensive PR campaigns were also incorporated. An eight page 'Official Program' was published in the Whitsunday Times.

Contingent on Sponsor support, an even wider reaching campaign is planned for 2018 targeting more Entrants and their entourages from the Southern States.

The Whitsunday Sailing Club invites you to Get Onboard, fly your flag high and enjoy the benefits as a sponsor of the Whitsundays most significant sporting and community event!

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Sponsorship Opportunities

SPONSORSHIP PACKAGES	ex GST
MARINE & LOCAL SERVICES	\$600.00
BUSINESS SUPPORT	\$1,200.00
BUSINESS DEVELOPMENT	\$3,000.00
BUSINESS PARTNERSHIP	\$6,000.00



Sponsor Benefits Summary

Packages:	\$600	\$1200	\$3000	\$6000
4 x banners (1200x600) at the event marquee				✓
Presentation of prizes on one day				✓
Logo on event newsletters				✓
Promotion by media partners on all platforms				✓
Signage at the event and at WSC for 6 months				✓
Attendance by promotional staff at the event				✓
Merchandise giveaway at the event				✓
Listing logo, url & image on the event website				✓
Hosted sponsors network lunch for 4 people				✓
Company product distributed as prizes				✓
1 x promo item in the skipper's bag			✓	✓
Announced recognition at presentations			✓	✓
Promotion through Event e Newsletter			✓	✓
Static or manned site in the event marquee			✓	✓
A4 flyer at the event marquee		✓	✓	✓
1 x A5/DL flyer in the skipper's bag	✓	✓	✓	✓
Contact details in the Sailing Instructions	✓	✓	✓	✓
Contact details on the event website	✓	✓	✓	✓
Logo in the Sailing Instructions	✓	✓	✓	✓
Logo on Club Sponsors Board for 12 Months	✓	✓	✓	✓
1 x banner (600x300) at the event marquee		✓		
2 x banners (1200x600) at the event marquee			✓	
Hosted sponsors network lunch for 2 people			✓	

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Further Questions?

Thank you for taking the time to consider these marketing opportunities for your business. If you have any questions regarding the proposal please contact:

Adrian Bram 0418 385 181

Email marketing@abrw.com.au

If you wish to become a Sponsor then please complete the form below and email to:
marketing@abrw.com.au

ABRW SPONSORSHIP BOOKING FORM

Package Name: \$600 \$1200 \$3000 \$6000

Value: \$ _____ (plus GST) _____ Total: _____

Company Name: _____

Contact Name: _____

ABN: _____

Address: _____

Email: _____

Best Contact Number/s: _____

Signed: _____

Date: ____ / ____ / ____

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