



SCYA MIDWINTER REGATTA

SPONSORSHIP OPPORTUNITIES







Southern California Yachting Association

October 29, 2023

Dear Prospective Sponsor,

Southern California Yachting Association has a rich history of sponsoring the largest regatta on the west coast and possibly the nation. The SCYA Midwinter Regatta offers over 30 venues, attracts more than 600 competing boats and over 2,500 sailors including youths and adults. Our Midwinter Committee is working closely with SCYA and participating host clubs to ensure everyone has a great time. Each hosting yacht club showcases what they have to offer the sailing community. The Southern California Yachting Association, with over 100 years of service, continues to facilitate member club communications, sponsors a variety of boat safety seminars including the Women's Boating Event and the Medical Emergencies at Sea Seminar, offers club management training, recognizes distinguished individuals and organizations through honor and service awards, and much more. Ninety-three years of successful Midwinter regattas tells the story about this unique event. Participants enjoy a great racing experience, find networking opportunities, and make new friends. Most importantly, a great time is had by everyone on the water!

The 2024 SCYA Midwinter Regatta will take place on February 17th and 18th, and February 24th and 25th. The two-weekend format, stretching from Morro Bay to San Diego and Baja California and points east, will again enable host yacht clubs to select the best fit for racers wishing to participate in this unique event. This yachting tradition is a chance to test one's skills against the best skippers on the West Coast or provides an opportunity to experience the thrill of competitive racing for the first time.

As a sponsor of this prestigious and highly anticipated SCYA Midwinter Regatta you will receive media attention at not just one event, but over thirty events, over a two-weekend period. You will also be included in the promotional materials and publications and the social media leading up to the 2024 SCYA Midwinter Regatta and throughout the year.

Thank you in advance for your consideration and we look forward to partnering with you to make the 2024 SCYA Midwinter Regatta a huge success!

Sincerely,

John Marshall
SCYA Staff Commodore
678.296.4970

Sponsorship Levels

Presenting Sponsor - \$10,000

- Exclusive status as the “Presenting Sponsor” on all event advertising, promotional materials and websites
- Industry exclusive related to other potential sponsors
- Company logo in all advertising for each Regatta related event, on all promotional materials and on all regatta apparel
- Logo and link on the regatta page of the SCYA and SCYA Midwinter websites
- Recognition as the “Presenting Sponsor” and link in SCYA Facebook posts
- Recognition in SCYA’s monthly newsletter, The Searchlight, sent to 90 member clubs
- Sponsor recognition during all trophy presentations
- Company has the right to use the regatta logo in any corporate advertising, including print, broadcast, social media, and in-house publications.

Yachting Sponsor – \$5,000

- Referred to as a “Yachting Sponsor” on all event advertising, promotional materials and websites
- Company logo on all advertising for each Regatta related event
- Logo and link on the regatta page of the SCYA and SCYA Midwinters websites
- Recognition as a “Yachting Sponsor” and link in SCYA Facebook posts
- Recognition in SCYA’s monthly newsletter, The Searchlight, sent to 90 members clubs
- Sponsor recognition during all trophy presentations
- Company has the right to use the regatta logo in any corporate advertising, including print, broadcast, social media, and in-house publications

Regatta Sponsor – \$2,500

- Referred to as a “Regatta Sponsor” on all event advertising, promotional materials and websites
- Logo and link on the regatta page of the SCYA and SCYA Midwinters websites
- Recognition in SCYA Facebook posts
- Sponsor recognition during all trophy presentations
- Company has the right to use the regatta logo in any corporate advertising, including print, broadcast, social media, and in-house publications

Spinnaker Sponsor - \$1,500

- Referred to as a “Spinnaker Sponsor” on all event advertising, promotional materials and websites
- Logo and link on the regatta page of the SCYA and SCYA Midwinters websites
- Sponsor recognition during all trophy presentations
- Company has the right to use the regatta logo in any corporate advertising, including print, broadcast, social media, and in-house publications

Mainsail Sponsor - \$500

- Referred to as a “Mainsail Sponsor” on all event advertising, promotional materials and websites
- Sponsor recognition during all trophy presentations
- Company has the right to use the regatta logo in any corporate advertising, including print, broadcast, social media, and in-house publications

*** Qualifying donations may consist of funds, in-kind contributions, products, or a combination thereof.**