



MARION TO BERMUDA

2 0 1 1

## ***Corporate Sponsorship Opportunities***

### **Marion Bermuda Race Sailing Audience Affluent with Purchasing Power**

Since its inception in 1977, the spirit of the 645 mile Marion Bermuda Race is that all yachts and crew are participating for the joy and pleasure of sailing, competition and the camaraderie that accompanies such an offshore event. The race will start in Buzzards Bay off Marion, Massachusetts and finish off St. David's Head, Bermuda.



#### ***Sponsoring Clubs:***

**Beverly Yacht Club**

**Blue Water Sailing Club**

**Royal Hamilton Amateur Dinghy Club**

**– RACE START DATE: JUNE 17, 2011 –**

***Marion Bermuda is a pure cruising race, not just a race with a cruising class***

## DEMOGRAPHICS

Median Age .....	49
Age range.....	37-78
Annual amount spent on boat (race) preparation.....	\$21,200
Average size of boat (in race) .....	48 feet
Average value of boat (in race) .....	\$280,000
Number of boats owned.....	3
Greater than \$100,000 in annual income .....	85%
Net Worth \$1 million plus.....	90%
Net Worth \$2 million plus.....	34%
Owns own company.....	22%
C-level position within company.....	37%
Homeowner.....	96%
Owns two cars .....	85%
College Degree.....	97%
Post Graduate degree .....	72%
Average number of years sailing .....	34 years
Future sailing expectation .....	20 years
Yacht Club member .....	83%
Average number of sailing related magazine subscriptions....	2
Average number of boats shows attended annually .....	2
Internet users .....	100%
Average number of days sailing annually.....	44
Average number of times participating in the race.....	4

***Based on actual number of Captains and Crews in 2009, over \$450,000 was spent in Bermuda alone, post race.***

Number of boats arriving in Bermuda .....	42
Total Participants: Captain, Crew and Family/Guests .....	521
Average number of crew per boat.....	8.4
% staying ashore while in Bermuda .....	83%
Average spent on food in Bermuda .....	\$154,077.00*
	<i>(Survey Avg \$77/day)</i>
Average spent on accommodations in Bermuda...	\$301,040*
	<i>(Survey Avg \$212/night)</i>

***Each boat accounts for 15.9 visitors (total) equating to 667 visitors to Bermuda.***

Visitors accounted for 1420 room nights  
81% said they planned to purchase liquor to take home.

## SPONSORSHIP LEVELS

### GOLD SPONSOR

**\$10,000**

- Full Page Ad in Race Book (Published February 2011)
- Logo or Ad Unit on website ([www.marionbermuda.com](http://www.marionbermuda.com))
- Logo with Link on Race Discussion forum ([www.racetobermuda.ning.com](http://www.racetobermuda.ning.com))
- Online Supplier Listing with Link (Bold and at top of list in alpha order)
- Ad Unit in all Race Update eNewsletters (distribution list 2700)
- Company recognition in all press releases (at least once a month)
- Dinner and Reception Tickets: Marion Pre-Race party and Bermuda Prize-Giving Ceremony (10)
- VIP Spectator Boat Passes (10)
- Use of Event Photography
- Opportunity to insert company materials into Skipper Bags

## **SILVER SPONSOR**

**\$7500**

- Half Page Ad in Race Book (Published February 2011)
- Logo or Ad Unit on website ([www.marionbermuda.com](http://www.marionbermuda.com))
- Logo with Link on Race Discussion forum ([www.racetobermuda.ning.com](http://www.racetobermuda.ning.com))
- Online Supplier Listing with Link (Bold in alpha order, listed after Gold Sponsors)
- Featured Link in Race Update eNewsletters (distribution list 2700)
- Company recognition in all press releases (at least once a month)
- Dinner and Reception Tickets: Marion Pre-Race party and Bermuda Prize-Giving Ceremony (8)
- VIP Spectator Boat Passes (8)
- Use of Event Photography
- Opportunity to insert company materials in Skipper Bags

## **BRONZE SPONSOR**

**\$5000**

- Quarter Page Ad in Race Book (Published February 2011)
- Logo or Ad Unit on website ([www.marionbermuda.com](http://www.marionbermuda.com))
- Logo with Link on Race Discussion forum ([www.racetobermuda.ning.com](http://www.racetobermuda.ning.com))
- Online Supplier Listing with Link (Bold in alpha order, listed after Silver Sponsors)
- Featured Link in Race Update eNewsletters (distribution list 2700)
- Company recognition in all press releases (at least once a month)
- Dinner and Reception Tickets: Marion Pre-Race party and Bermuda Prize-Giving Ceremony (4)
- VIP Spectator Boat Passes (4)
- Use of Event Photography
- Opportunity to insert company materials in Skipper Bags

## **Special Underwriting Category: iBoat Track Sponsors**

**\$3500**

- Logo and Link on tracking site every day during race
  - Average of 5889 Unique Visitors during race week
  - Average of 64,508 Page Views during race week
- Full Page Ad in Race Book
- Featured Link in all Race Update eNewsletters (distribution list 2700)
- Online Supplier Listing with Link (Bold in alpha order, listed after Bronze Sponsors)
- Mention in all Press Releases

## **Skipper Bag – insert your promotion piece**

**\$750**

# STANDARD ADVERTISING OPTIONS

## Marion Bermuda Notice of Race Program/Book

- Distributed to registered Skippers as early as February 2011 for months of recognition
- Planning tool for Skippers as well as a keepsake for Captain and Crew

Full Page Ad 4-color.....	\$850
Half Page Ad (horiz or vertical) 4-color.....	\$450
Quarter Page Ad (vertical) 4-color.....	\$200

## Marion Bermuda Website ([www.marionbermuda.com](http://www.marionbermuda.com))

Skyscraper Ad with link.....	160 x 600 pixels	\$950* – six months
Button Ad with link.....	180 x 150 pixels	\$600* – six months
Supplier listing with link.....		\$450* – six months

*\*from point you sign up through June-July 2011*

## Race Updates eNewsletter (distribution list 2700 Opt-In email names)\*

Large Rectangle Ad with link.....	350 x 200 pixels	\$200 per newsletter
Horizontal Banner Ad with link.....	468 x 60 pixels	\$150 per newsletter
Vertical Banner Ad with link.....	120 x 240 pixels	\$125 per newsletter
Featured Link.....	<25 words and URL	\$75 per newsletter

*\*limited inventory per newsletter, sign up early*

## To secure your sponsorship participation, please contact:

### Ed Stott

Sponsorship Chair  
(617)777-3470  
estott@setsailyachts.com

### Liz Stott

Director of Marketing  
(857)636-9737  
liz@lizstott.com

### Tricia Katz

Race Book Advertising  
(781)367-6782  
tricia@fullandby.com



## Marion Bermuda Cruising Yacht Race Association

P.O. Box 916, Marion MA 02738

*The Marion Bermuda Cruising Yacht Race Association (MBCYRA) is a Massachusetts 501(c)(3) organization.*