

2011

Inland Lake Yachting Association Championship

A Racing Tradition Since 1897!

**ANNUAL CHAMPIONSHIP REGATTA
FOR CLASSES A, E, C, MC**

August 11-21, 2011

**Minnetonka Yacht Club, Lake Minnetonka
Deephaven, Minnesota USA**



ILYA.org



MINNETONKA
YACHT CLUB

MinnetonkaYachtClub.org

CORPORATE & BRAND SPONSORSHIPS

.....
*The Rich Tradition and Competitive Spirit of Inland Yacht Racing comes to Minnesota for the **BIGGEST WEEK** of the Minnetonka Yacht Club's 129-Year History! **200 Racing Yachts and 1,000 Sailors will come to Lake Minnetonka to see who is The Best in America!***
.....

The Opportunity

Corporate & Brand Sponsorships

Use the Power of Competitive Yacht Racing to Enhance your **Brand Equity and Sports Marketing Efforts** with the *2011 Inland Lake Yachting Association National Championships*.

The 11-Day Regatta will determine the **Top Scow Class Racers in the United States**, in Four Classes of Yachts (A, E, C, MC) that are some of the Fastest Mono-Hull Sailboats in existence. Over 200 Boats and 1,000 Sailors, and a large Spectator Fleet in one of the **Top Venues for Competitive Sailing in America!**

Maximize Your Branding and Marketing Exposure to an Affluent Audience, **Interacting with Prospects in a Direct, Entertaining, Informative and Targeted Manner.**

Brand and Awareness Building with an Event and Sport that Represents a **Competitive, Athletic and Healthy Lifestyle** that Respects the Environment and Provides an **Authentic Showcase for GREEN Technology.**

DATES

August 11-21, 2011

VENUE

Minnetonka Yacht Club
Lake Minnetonka
Deephaven, Minnesota USA



ILYA.org

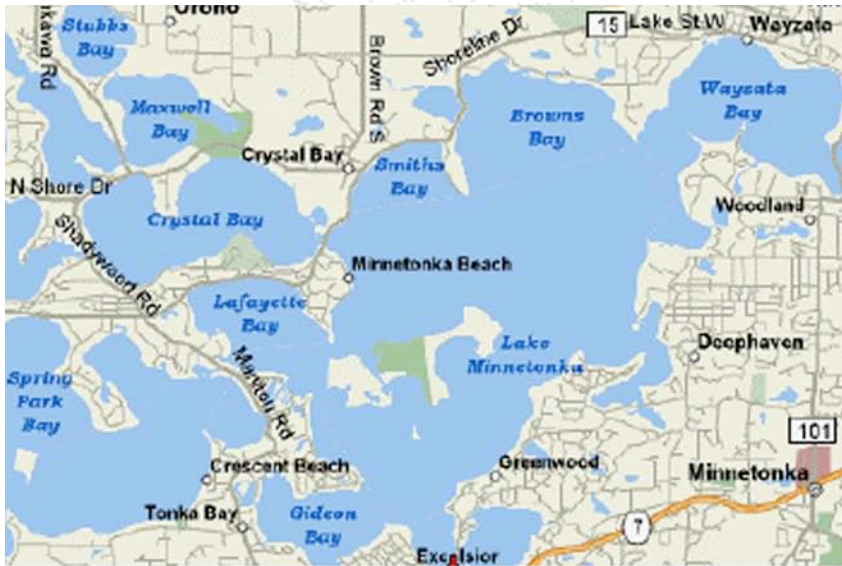


MinnetonkaYachtClub.org 1

The Venue

Minnetonka Yacht Club and Lake Minnetonka & Their Histories

- ★ Minnetonka Yacht Club was founded in 1882, and is one of the oldest yacht clubs on the U.S. It is noted for the advancement in sailboat racing and sailboat construction.
- ★ MYC has over 500 members and 165 boats in various classes: A, E, C, MC, M-17, X-Boat, Yngling, J22, Optimist, Laser, and Classic Wood Motorboats.
- ★ MYC has developed more world-class and national championship sailors than any other U.S. inland lake.
- ★ Members include America Cup Sailors, Olympic Gold & Silver Medalists, Head Coach of the U.S. Olympic Sailing Team, U.S. Junior National Champion and winners of countless National North American and World Championships. It is rich in a long tradition of family multi-generational sailing.
- ★ The MYC also is the site of one of the most successful youth, adult and high school sailing schools in county, the Lake Minnetonka Sailing School, headed up by sailing master Gordy Bowers.
- ★ MYC Clubhouse is located on Lighthouse Island near entrance to Carson Bay and St. Louis Bay on east shore of Lake Minnetonka.
- ★ Lake Minnetonka, located 15 miles west of Minneapolis, is one of the largest inland lakes in U.S. and has been a competitive sailing hotbed since the early 1800's. It has hosted numerous major regattas, such as: five J-22 North American Championships, 470 and Flying Dutchman National Championships (Olympic classes), A, E, C Scow Nationals, MORC International Championships, U.S. Youth Optimist Nationals, Baker Nationals High School Sailing Championship, National Class A-Scow Association Championship and 12 ILYA Championships.



Sponsorships

The 2011 ILYA Sponsorship Opportunity

A Brand Building Strategy to Accomplish Sales Objectives

- ★ **Synergistic Marketing:** Enhance and advance your image and branding by borrowing the interest of a 114 year old sports brand—Inland Lake Yachting Association sailboat racing.
- ★ **Regatta Sponsorships Deliver:** Join the ranks of leading global companies including BMW, Toyota, Oracle, Rolex and Coca-Cola, etc. that know the value of regatta sponsorships, that, in this case, will deliver results locally throughout the Midwest and to sailing enthusiasts nationally.
- ★ **Maximum Exposure with Event Marketing**—by sponsoring the #1 racing event for Scow Class sailors in 2011, all to determine the best racers in the country with some of the most prestigious trophies in all of sport!!
- ★ **Rich Tradition:** The Inland Championship will host four of the hottest scow racing fleets, a competition which began in 1897. There will be over 200 boats and over 1,000 sailors, all showcasing some of the fastest mono-hull sailboats in the world! ...and all held at one of the oldest and most famous yacht clubs in the country, the Minnetonka Yacht Club.
- ★ **Top World Sailors:** Associate with a Regatta that will include some of the world's top sailors including Buddy Melges, America's Cup Winner, Bill Allen, Olympic Gold Medal Winner, Jeff Ecklund, Melges 32 and 24 Champion, John Gluek, America's Cup crew, Gordy Bowers, U.S. Olympic Sailing Coach, Rob Evans, 10 time ILYA Champion, Andy Burdick, multiple Inland Champion and president of Melges Performance Sailboats, Brian Porter, Melges 24 National Champion, Harry Melges, CEO of Melges Performance Sailboats and Melges 24 World Champion. Also, team with a sport that represents adventure, achievement, athleticism, strategy, teamwork and intense competition.
- ★ **Event Exposure:** Sponsor awareness will be generated through mailings, notices, websites, sailor briefings, banners, social events, Open Ceremonies and Trophy Presentations, signage, PA announcements, boat decals, company kiosks, TV, newspapers, news releases, Welcome Kits, etc.

Continued next page

The Power of Partnership



ILYA.org



MYC

MinnetonkaYachtClub.org 3

Sponsorships

The 2011 ILYA Sponsorship Opportunity

A Brand Building Strategy to Accomplish Sales Objectives

- ★ **Prospect Interactive For 11 Days:** Have your salesforce and customers interact with sailors, skippers, spectators, other sponsors, volunteers, committee members, regatta officials, Minnetonka Yacht Club members and the boating/sailing community in general, from August 11-21.
- ★ **Local Event Fan Interest:** over 1500 spectators and a race-viewing fleet of 300+ boats are expected to view the biggest event on Lake Minnetonka next summer!
- ★ **Media Coverage:** TV, newspaper, on-line, radio, cable TV, PLUS the 3-day A-Boat Regatta covered live on *Sailgroove.com*, the world's most popular sail racing website.
- ★ **Over 30 Days of Local/Regional/National Exposure:** Sponsors will gain exposure from 1,225 ILYA members and 90 race officials nationwide, the ILYA's 51 member Yacht Clubs and those Clubs' 10,000 members via sailing magazines, ILYA.com, Sailgroove.com, MinnetonkaYachtClub.com, Melges.com and other websites.
- ★ **High Opportunity Prospect Contacts:** With several “Meet & Greet” events, get one-on-one quality time with prospects at post-race social gatherings, parties, dinners, Award Ceremonies and aboard VIP/Sponsor Spectator Boat.
- ★ **Measureable Effectiveness:** Execute brand equity promotions during the Regatta such as sweepstakes, contests, couponing, sampling, product demos, special offers, etc. that will allow you to see a tangible and effective return on investment!
- ★ **New Customers:** Use this 11-day Regatta to present your products or service directly to a high-opportunity targeted prospect base through live/event marketing... A Powerful Strategy to Engage Consumers —turning prospects into customers, while realizing positive community relations!



The Power of Partnership



ILYA.org



MinnetonkaYachtClub.org

ILYA History

Inland Lake Yachting Association - A Rich Tradition & History

In the late 1800's, as Americans moved from the east coast to the Midwest for new opportunities, many brought with them their heritage and love of competitive sailboat racing and the knowledge and experience of race organization and management. In 1890, a group of dedicated Upper Midwest lake sailors with a passion for sailboat racing, established a formal racing regatta held in Duluth called the Great Lakes Race, and it was won by 23 foot Nushka, with Lucius Ordway of White Bear Lake at the helm. Another of these challenges, a single regatta in 1892 between White Bear Lake and Lake Minnetonka was later formalized in 1895 in a three-year series for 23-foot sloop and cat classes, creating the Interlake Regatta, which has been sailed in most years on a regular basis most actively since 1919.

In 1897 at the White Bear Yacht Club, Interlake officials invited sailors from clubs in Minnesota, Wisconsin and Illinois to a meeting to unify and make consistent boat design, measurement, rules, governances, ratings and pin down the types of boats to be in the racing association. Clubs represented were Nodaway Yacht Club (Neenah, WI), Lake Geneva Yacht Club, Duluth Yacht Club, Oconomowoc Yacht Club (WI), Delavan Yacht Club (WI), Detroit Lake Yacht Club, Pine Lane Yacht Club (WI), Oshkosh Yacht Club, Green Lake Yacht Club (WI) and White Bear Lake Yacht Club. The group decided to adopt sailing and measurement rules that would become the structure of the newly formed Inland Lake Yachting Association (ILYA). The purpose of the organization then was to "encourage and promote yachting and interlake racing on inland lakes of the West under uniform rules of measurement, classification, racing and sailing." Officials felt the new ILYA would broaden smaller lake racer exposure to the competition and "enlarge their battlefield."

Thus, through the ILYA, the sport of yacht racing in the Midwest began with more excitement, sheer numbers of yachts and an enhanced spirit of challenge among clubs and individual racers. The inaugural ILYA Championship Regatta was held on White Bear Lake August 22-25, 1898 with top contenders on 20-foot yachts Hazard with Minnetonka Captain Alfred Pillsbury and White Bear Captain Lucius Ordway aboard Mahto, and 17-foot yachts with Minnetonka Captain Fred Hopkins steering We're Here and White Bear Lake Captain Harry T. Drake aboard Xenia. The ILYA's annual championship regatta has been held most years since this first competition. The Minnetonka Yacht Club has hosted the ILYA Championship twice in last 20 years, most recently in 2001 (has hosted 12 times since 1909). For 114 years, the ILYA has championed the development of one-design scow sailboat design and manufacturing and oversees the high standards of world-class race competition, regatta organization, judging, rules, fleet communication and the overall advancement of inland lake yacht racing.

Today, the Inland Lake Yachting Association organizes and manages 12 regattas each year in the U.S. (clubs have expanded into Texas, Florida, New York). The ILYA today has 1,225 members, 90 race officials, 51 clubs and club membership of 10,000. Nine Minnesota sailors from Minnetonka and White Bear Yacht Clubs have been inducted into the ILYA Hall of Fame. Today there are 10 classes of racing sailboats that race in ILYA sanctioned regattas; A Scow, E Scow, C Scow, MC Scow, M Scow, Melges 17, X Boat, I20 Scow, Optimist and Youth Classes.



Demographics

Sailing Sport Industry Data & Participant Demographics

Sailing Regattas provide a proven successful venue for companies to reach a large, athletic, outdoor enthusiast, upscale and affluent audience and provides a significant return on a small investment.

- ★ Over 69 million people participate in recreational boating; 16 million of those sail
- ★ Over 285,000 sailboats are register in U.S.; and over 12,000 manufactured each year in North America
- ★ 51 yacht clubs in U.S include one-design scow class racing, the oldest being the Minnetonka Yacht Club founded in 1882



Sailing enthusiasts and racers are experienced, committed racing and performance sailors. For both racing participants and followers of the sport, sailing is not just a hobby—it's a passion and a way of life!

Medium Age: 46

Age 25-54: 78%

Martial Status :77% married

Average Income: \$215,000

Net Worth \$1+Million 52%

Occupation: 81.3% professional/managerial

College Degree :83%; Post Graduate 40%

Sailing Experience: 25 years (average)

Own Home (93%); Own 2+ Homes 36.9%

Own 2+ Cars (86%)

Source: KWRW Research, US Sailing Survey; US Sailing Industry Statistical & Demographic Date; National Marine Manufacturers Association



ILYA.org



MinnetonkaYachtClub.org

Media Exposure

Press Coverage of The ILYA Championships



Media Exposure

Press Coverage

This major sailing championship event is expected to draw media coverage locally, regionally, nationally and internationally in sailing-specific publications and websites, as well as local Minneapolis/St. Paul media.

| MEDIA | CIRCULATION |
|----------------------------------|--------------------|
| Sailing World | 50,000 |
| Sail Magazine | 120,000 |
| Soundings | 85,000 |
| Sailing Anarchy | 35,000 |
| Scuttlebutt | 30,000 |
| Scuttlebutt E-News | 50,000 |
| Yachting Magazine | 135,000 |
| Sail-World E-News | 30,000 |
| Newport Life | 25,000 |
| Newport This Week | 45,000 |
| Melges E-News | 25,000 |
| ILYA Scow Slants | 8,000 |
| ILYA.org | 10,000 |
| Melges.com | 20,000 |
| OneDesign.com-North Sails | 45,000 |
| Sailgroove | 14,000 |
| Minneapolis Star Tribune | 290,000 |
| St. Paul Pioneer Press | 180,000 |
| Lakeshore Weekly News | 15,000 |
| Twin Cities Suburban Newspapers | 25,000 |
| Lake Minnetonka Cable Commission | 5,500 |

Plus Twin Cities TV, radio and other media



ILYA.org



MYC

MinnetonkaYachtClub.org

Sponsorship

Title Sponsor Level: \$3,500 (1)

Benefits and Costs

Advertising/PR/Logo Exposure

- ★ (Your Name Here) 2011 Inland Lake Yachting Association Championship Regatta
- ★ Category exclusivity
- ★ Event logo usage in your marketing material
- ★ Your logo on Regatta Commemorative T-shirts
- ★ Your logo featured in advertising, e-marketing, websites, signage and letterhead
- ★ Company mention in local/national news releases and banners at press interviews
- ★ Your logo displayed on each competitors boat
- ★ Logo on Regatta “Welcome” signage at Minnetonka Yacht Club (Lighthouse Island and Carson Bay), registration and official events sites (restaurants, lodging, pubs)
- ★ Website link and 150 word overview with 3 images
- ★ Banner ad on e-newsletters and 100-word spotlight
- ★ Regatta Program ad
- ★ “Brought to you by” sponsorship on Sailgroove on-line broadcast of A Boat Regatta (August 15-17) (Tentative)
- ★ Daily exclusive branding on Sailgroove, sailing’s #1 website for racing videos/instruction

Social/Meet & Greet/Events

- ★ Spectator on-water race access: 10 guests daily on charter VIP Sponsor Appreciation Boat
- ★ Access to all post race daily events
- ★ Access of 4 people at Opening and Trophy Ceremonies and Regatta dinners
- ★ Opportunity to present traveling trophies to winners of each class
- ★ Access (4) to MYC “Grill & Chill” social event Wednesday before Regatta

Direct Marketing

- ★ Access to Minnetonka Yacht Club member and competitor databases for marketing purposes
- ★ Display table at Regatta headquarters for product sampling, premium giveaways, sales literature for competitors, race fans, Regatta committee and MYC members
- ★ Company recognition and spokesperson to speak at Opening/Trophy Ceremonies
- ★ Product samples and brochures in all participants “Welcome Packets”
- ★ Individual banner at Regatta Headquarters; 12 days and Opening/Trophy Ceremonies
- ★ Open to other initiatives to maximize sponsorship value (sweepstakes, lead generators, etc.)



Sponsorship

Presenting Sponsor Level: \$2,000

Advertising/PR/Logo Exposure

- ★ Event logo usage in your marketing material
- ★ Category exclusivity
- ★ Your logo on Regatta Commemorative T-shirts
- ★ Your logo featured in advertising, e-marketing, websites, signage and letterhead
- ★ Company mention in local/national news releases and banners at press interviews
- ★ Logo on Regatta “Welcome” signage at Minnetonka Yacht Club (Lighthouse Island and Carson Bay), registration and official events sites (restaurants, lodging, pubs)
- ★ Website link and 75 word overview with 3 images
- ★ Logo on e-newsletter
- ★ Regatta Program ad
- ★ Daily exclusive branding via Sailgroove, sailing’s #1 website for racing videos/instruction

Social/Meet & Greet/Events

- ★ Spectator on-water race access: 4 guests daily on charter VIP Sponsor Appreciation Boat
- ★ Access of 2 people at Opening and Trophy Ceremonies, and Regatta dinners
- ★ Access (2) to MYC “Grill & Chill” social event Wednesday before Regatta

Direct Marketing

- ★ Access to Minnetonka Yacht Club member and competitor databases for marketing purposes
- ★ Display table at Regatta headquarters for product sampling, premium giveaways, sales literature for competitors, race fans, Regatta committee and MYC members
- ★ Company recognition at Opening and Trophy Ceremonies
- ★ Product samples and brochures in all participants “Welcome Packets”
- ★ Individual banner at Regatta Headquarters; 12 days and Opening/Trophy Ceremonies



Sponsorship

Platinum Sponsor Level: \$1,500

Advertising/PR/Logo Exposure

- ★ Event logo usage in your marketing material
- ★ Your logo on Regatta Commemorative T-shirts (pending # of sponsors)
- ★ Your logo featured in advertising, e-marketing, websites, signage and letterhead
- ★ Company mention in local/national news releases and banners at press interviews
- ★ Logo on Regatta “Welcome” signage at Minnetonka Yacht Club (Lighthouse Island and Carson Bay), registration and official events sites (restaurants, lodging, pubs)
- ★ Website link and 50 word overview with 2 images
- ★ Logo on e-newsletter
- ★ Regatta Program ad
- ★ Branding via Sailgroove, sailing’s #1 website for racing videos/instruction

Social/Meet & Greet/Events

- ★ Spectator on-water race access: 2 guests daily on charter VIP Sponsor Appreciation Boat
- ★ Access of 2 people at Opening and Trophy Ceremonies, and Regatta dinners

Direct Marketing

- ★ Access to Minnetonka Yacht Club member and competitor databases for marketing purposes
- ★ Display table at Regatta headquarters for product sampling, premium giveaways, sales literature for competitors, race fans, Regatta committee and MYC members
- ★ Company recognition at Opening and Trophy Ceremonies
- ★ Product samples and brochures in all participants “Welcome Packets”
- ★ Individual banner at Regatta Headquarters; 12 days and Opening/Trophy Ceremonies



Sponsorship

Gold Sponsor Level: \$1,000

Advertising/PR/Logo Exposure

- ★ Event logo usage in your marketing material
- ★ Your logo featured in advertising, e-marketing, websites, signage and letterhead
- ★ Company mention in all Regatta local/national news releases
- ★ Logo on regatta “Welcome” signage at Minnetonka Yacht Club (Lighthouse Island and Carson Bay), registration and official events sites (restaurants, lodging, pubs)
- ★ Website link and 50 word overview with 1 image
- ★ Logo on e-newsletter
- ★ Regatta Program logo

Social/Meet & Greet/Events

- ★ Spectator on-water race access: 4 guests daily on charter VIP Sponsor Appreciation Boat

Direct Marketing

- ★ Display table at Regatta headquarters for product sampling, premium giveaways, sales literature for competitors, race fans, Regatta committee and MYC members
- ★ Product samples and brochures in all participant “Welcome Packets”
- ★ Company recognition at Opening and Trophy Ceremonies

Silver Sponsor Level: \$750

Advertising/PR/Logo Exposure

- ★ Usage of event logo in your marketing material
- ★ Your logo featured in advertising, e-marketing, websites, signage and more
- ★ Company mention in all Regatta local/national news releases
- ★ Logo on regatta “Welcome” signage at Minnetonka Yacht Club (Lighthouse Island and Carson Bay), registration and official events sites (restaurants, lodging, pubs)
- ★ Logo on e-newsletter
- ★ Regatta Program logo

Direct Marketing

- ★ Product samples and brochures in all participants “Welcome Packets”
- ★ Company recognition at Opening and Trophy Ceremonies



Sponsorship

Bronze Sponsor Level: \$500

Advertising/PR/Logo Exposure

- ★ Usage of event logo in your marketing material
- ★ Your logo featured in advertising, e-marketing, websites, signage and more
- ★ Company mention in all Regatta local/national news releases
- ★ Logo on regatta “Welcome” banner at Minnetonka Yacht Club
- ★ Regatta Program logo

Social/Meet & Greet/Events

- ★ Product samples and brochures in all participants “Welcome Packets”



Champion Sponsor Level: \$1500

Advertising/PR/Logo Exposure

- ★ Branding on signage at Yacht Club
- ★ Website Announcement
- ★ Trophy Awards public recognition

In-Kind Sponsor Level

Donated Products or Services

- ★ Gold, Silver or Bronze benefits based on negotiated value of donated product or service to support Regatta.
- ★ We can tailor your involvement to meet your exposure and marketing objectives.

For more Sponsorship Information or to schedule a meeting, please contact:

Tim Browne, Regatta Sponsorship Chair
Browne+Browne Marketing
952 594-5395
tim@browne2marketing.com

