

# 2020 PARTNERSHIP OPPORTUNITIES

Royal Geelong Yacht Club



# PARTNERING WITH RGYC



Partnering with RGYC provides your business with the opportunity to position your brand and connect with members, competitors, event visitors and other sponsors.

RGYC implements a comprehensive communications campaign using both traditional and digital channels to communicate with its participants, commercial partners and the broader community. Some of our key partners include Club Marine Insurance, Davidsons, Leura Park Estate and Deakin University.

RGYC, located in Geelong's premier waterfront position, provides partners exposure through high profile events, targeted marketing, advertising and business networking opportunities, brand building, exclusive category sponsorship and hospitality.

With a busy sailing and social calendar, RGYC provides numerous opportunities to engage members and visitors to promote your business products and/or services. We are happy to explore developing personalised events and activations to promote your brand.

## Community Involvement

RGYC is committed to making sailing accessible to everyone in the Geelong community. As such, it implements sailing programs for specific groups of people, including:

- Women in sailing
- Tackers (kids learn to sail courses)
- Sailability (sailing accessible for people of all abilities)
- Elite youth development program
- School programs
- Presentation of the shore-side festival in conjunction with Geelong Connected Communities as part of the Festival of Sails, providing free entertainment and activities for visitors to Geelong

Additionally, RGYC is proud to support Give Where You Live as its nominated charity partner.



## World Class Events

RGYC regularly hosts elite sailing events including World Championships and National titles.

These regattas attract some of the best sailors in the world to the club – inspiring members and the general public alike.

In 2020 we will host the 49er/49erFX/Nacra17 World Championship and also the 2020 Laser Masters World Championship. These events will bring hundreds of sailors and visitors to Geelong providing huge economic boost to the area.

The Club also hosts the annual Festival of Sails and the biennial Wooden Boat Festival of Geelong.

Sponsor packages are available for each of these significant events and major regattas.



# SPONSORSHIP BENEFITS



There are a range of opportunities for you to associate with a particular program or event, and we can tailor a customised package to suit your needs and budget.

## Major Sponsor

**Value: Priceless**

**Investment: \$POA**

- Naming Rights- race series
- Flags on display
- Sponsor signage
- Social media promotion
- Advertising in yearbook
- Advertising in e-newsletter
- RGYC membership
- Invitations to partner networking events
- Invitations to major club events
- Festival of Sails sponsor & VIP hospitality invitations
- Free room hire for corporate events
- Annual twilight race night with guests
- Presentation of trophies
- Logo on*
- Club website
- Member e-newsletter
- Member's bar TV
- Trophies
- Results
- Sailing Instructions

## Exclusive Category

**Value: >\$15,000**

**Investment: from \$5,000**

- Naming Rights- race series
- Flags on display
- Sponsor signage
- Social media promotion
- Advertising in yearbook
- RGYC membership
- Invitations to partner networking events
- Festival of Sails sponsor & VIP hospitality invitations
- Discounted room hire for corporate events
- Annual twilight race night with guests
- Logo on*
- Club website with link
- Member e-newsletter
- Member's bar TV
- Tiered sponsor signage

## Spinnaker Package

**Value: \$15,000**

**Investment: \$5,000**

- Naming Rights- race series
- Sponsor signage
- Social media promotion
- Advertising in yearbook
- RGYC membership
- Invitations to partner networking events
- Discounted room hire for corporate events
- Annual twilight race night with guests
- Logo on*
- Club website with link
- Member e-newsletter
- Member's bar TV

## Genoa Package

**Value: \$9,000**

**Investment: \$3,500**

- Advertising in yearbook
- RGYC membership
- Invitations to partner networking events
- Discounted room hire for corporate events
- Festival of Sails sponsor & VIP hospitality invitations
- Logo on*
- Club website with link
- Member e-newsletter
- Member's bar TV

## Introductory Offer

### Jib Package

**Value: \$6,000**

**Investment: \$2,500**

- RGYC membership
- Invitations to partner networking events
- Discounted room hire for corporate events
- Logo on club website with link
- Logo on member e-newsletter
- Logo on member's bar TV

## RGYC Fast Facts



**1,200**  
RGYC members



**1,600**  
subscribers to e-newsletter



**5,000**  
copies of Club Brochure distributed around Geelong



**10,000**  
followers across company Facebook pages

## GET IN TOUCH

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# KEY OPPORTUNITIES 2020



RGYC OFFER UNIQUE AND TAILORED SPONSORSHIP OPPORUNITIES FOR YOU TO CONNECT WITH OUR 1,200 MEMBERS.

## Sponsorship Categories

- Major Partner
- Two handed series
- Midweek corporate sailing
- Australia Day fireworks

## Sponsorship Events

- Festival of Sails
- Wooden Boat Festival
- Cadet National Championship
- 49er / 49er FX / Nacra 17 World Championship



CONTACT US TODAY TO  
GET ON BOARD WITH THE  
**ROYAL GEELONG YACHT CLUB**

