



SUMMER SAILSTICE

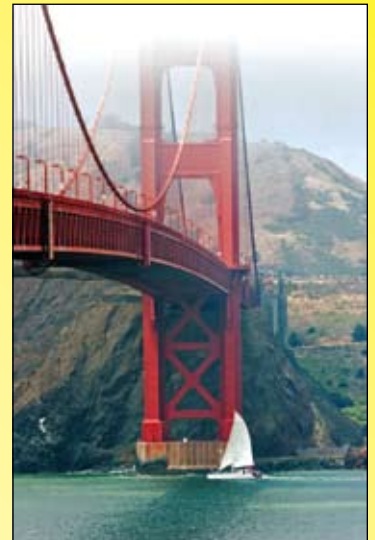
Summer Sailstice 2012 Sponsorship

—Support global sailing participation while reaching more sailors in more places with a single event sponsorship!

Summer Sailstice is a sailing holiday uniting the global sailing community in a collaborative celebration of sailing including all vessels, designs, geography and activities— from racers to cruisers to recreational sailors.

The **12th Annual Summer Sailstice** celebration is scheduled for June 23/24, 2012. An annual sponsorship will help you utilize this unique event to efficiently connect with sailors, customers and prospects participating in this worldwide sailing event.

Held annually on the weekend closest to the summer solstice (usually June 21), **Summer Sailstice** is the ideal date for sailing as people transition, not to the summer season, but to the sailing season!!



San Francisco Golden Gate Bridge

Summer Sailstice successfully reaches a broad geographic and demographic cross-section of sailors by engaging them through the **Summer Sailstice** website and in local events around the world. In 2011 over 4,200 boats and 17,000 sailors participated in a **Summer Sailstice** related sail. To participate sailors sign up for free on the **Summer Sailstice** website to win prizes, create events, list their sailing plans, share stories and photos, find crew and more.

In 2011, over 60 sailing companies contributed over 400 prizes which were awarded to sailors across North America.

SUMMER SAILSTICE

**Sail Locally
Celebrate Globally!**

www.summersailstice.com

Summer Sailstice 2012 Sponsorship



Summer Sailstice sponsorships provide rich benefits for event sponsors:

- **Broad geographic, yet targeted, reach with a diversity of sailing interests**—2011 participating sailors were sailing in all 50 states, 5 Canadian provinces and numerous countries around the world (47 in 2011). Event participation embraces all sailing styles—from racers, cruisers, daysailers, windsurfers, beach cats, classic yachts, sailing dinghies and more!
- **A cost-effective online marketing vehicle**—Summer Sailstice's strong reputation and heritage of over 10 years has assembled a targeted online audience of sailors around the world. Summer Sailstice participation is free and this easy-going, universally-available event comfortably fits into the sailing lifestyle, calendar, and adapts to local sailing culture. A Summer Sailstice sponsorship allows you to connect with sailors everywhere by leveraging the Summer Sailstice website and e-letters read by over 17,000 sailors annually.
- **Easy execution**—Summer Sailstice sponsors can have multiple impressions across the Summer Sailstice website and extend reach via e-letters, press releases, and even participate in local events. The event is global in scope, a weekend long and easy to leverage via online media. All artwork is sent to a central event coordinator who is able to upload sponsor artwork within 48 hours to update Summer Sailstice sponsor listings.
- **Sailing industry integration and PR support**—Summer Sailstice has received media coverage in most major sailing publications including SAIL, Cruising World, Sailing, Bluewater Sailing, Latitude 38, Spinsheet, 48 North, Points East, Windcheck, Southwinds, Soundings, Yachts & Yachting, Scuttlebutt, Yachting World and more. Additionally it's receiving growing coverage in the general media including newspapers such as the San Francisco Chronicle, the Marin Independent Journal, Milwaukee Journal Sentinel, the Miami Herald, and other regional publications.

2012 Sponsor Opportunities:



Circumnavigator Sponsor

\$1950 plus \$250 minimum-value prize donation

- Custom/editable URL on the Summer Sailstice website i.e. [www.summersailstice.com/\(your_company_name\)](http://www.summersailstice.com/(your_company_name))
- Feature story in two Summer Sailstice e-Newsletters sent to 17,000 qualified sailors
- Brand logo in all outgoing Summer Sailstice emails (10/year)
- Banner ad on homepage
- Large logo listing on top of sponsor page "Circumnavigator Sponsors"
- Featured sponsor representation on top of prize page with live link to company website (one month)
- Brand logo included in printed event collateral:
 - Annual event poster
 - Annual event flyer



Sailstice, New York, Long Island Sound

Racer/Cruiser Sponsor

\$1,250 plus \$200 minimum-value prize donation

- Feature story in one Summer Sailstice e-Newsletter sent to 17,000 qualified sailors
- Brand logo in selected outgoing Summer Sailstice emails (5/year)
- Banner ad on homepage
- Logo listing on sponsor page "Racer/Cruiser Sponsors"
- Featured sponsor representation on top of prize page with live link to company website (two weeks)
- Brand logo included in printed event collateral:
 - Annual event poster
 - Annual event flyer



Sailstice, North Dakota

Daysail Sponsor

\$650 plus \$100 minimum-value prize donation

- Brand logo in selected outgoing Summer Sailstice emails (2/year)
- Logo listing on sponsor page "Daysail Sponsors"
- Link on prize page with live link to company website



Sailstice, Milwaukee, Wisconsin

Prize Donor

Minimum \$100 value prize donation

- Link on prize page with live link to company website



Sailstice, Wisconsin Raft Up

All promotional information will list contributors in order of the value of their sponsor level and retail value of contributed prizes. Position preferences will be given to past sponsors renewing on a first come, first serve basis.

The sponsor fees will allow us to continue to improve the website and promote sailing for the benefit of sailors and Summer Sailstice supporters.



Sailstice, Maryland

Sponsor Support

Other benefits from sponsor participation in **Summer Sailstice**:

- All sponsor fees are used to continue to improve the event website and continue to expand promotion of sailing for the benefit of both sailors and Summer Sailstice sponsors.
- Summer Sailstice is a partner of Sailors for the Sea promoting healthy oceans.
- A guide with simple ideas to enhance your company's participation in Summer Sailstice is available in PDF format for you to use with your customers to:
 - Include in your company's email newsletter
 - Add a Sailstice link/logo to your website
 - Encourage your customers/owners/prospects to sign up and sail during the event weekend and all year long!



Sailstice, China, Early AM

Sign up as a sponsor today!

2012 Summer Sailstice Payment Options:

Pay via credit card here:

<http://www.summersailstice.com/store/index.php?cPath=5>.

Pay by check made out to Summer Sailstice and send to:

Summer Sailstice

6 Jersey Lane
San Anselmo, CA 94960

If you have questions about event sponsorship, please contact Founder, John Arndt at john@summersailstice.com or at 415-412-6961.

On behalf of the 17,000 participating sailors **Summer Sailstice** thanks you for your continued support of this unique global sailing holiday. We look forward to working with you to make this a rewarding event for sailors, sailing and your company.



Sailstice, Virginia



Sailstice, Wisconsin

Summer Sailstice sailors thank you for your continued support of a global sailing holiday. We look forward to working with you to make this another enjoyable and rewarding event for sailors and supporters.