

SAIL COUNTRY

A L B U R Y W O D O N G A

2-3 November
2019



www.sailcountry.com

Because everyone deserves a weekend in the country!



THE OPPORTUNITY

Sail Country 2019 offers your business or organisation an opportunity to be associated with an event that

- showcases Lake Hume and the broader Albury Wodonga region to a national audience
- encourages juniors, youth, adult and senior sailors to participate in a sport that strives for inclusion, a friendly atmosphere, environmental responsibility and sustainability
- welcomes sailors of all skill levels by offering events that cater for elite competitors through to people in 'green fleet' who are new to the sport of sailing
- is 100% powered by volunteers from all sectors of the community
- is raising funds towards renewal of new safety equipment and updating AWYC training facilities, especially for schools

OUR PROMISE TO SPONSORS

Albury Wodonga Yacht Club (AWYC) will ensure Sail Country sponsors receive maximum return on their investment. We will deliver an integrated social and mainstream media campaign, photography and brand representation opportunities to ensure you can reach and attract new connections and receive high visibility on and off the water.

WHAT IS SAIL COUNTRY?

Sail Country is an annual sailing regatta and development program held on Lake Hume. Open to juniors, youth and adults, the regatta is hosted by volunteers from Albury Wodonga Yacht Club (AWYC). Now in its 6th year, Sail Country 2019 will be held on Saturday 2nd & Sunday 3rd November. The regatta will feature:

- Three separate sailing race courses on Lake Hume
- 'Green fleet' for young sailors who are competing for the first time in a regatta
- Coaching and training sessions for various classes of sailing boat, with members of State sailing teams staying on for intensive training camps after the regatta.
- Daily safety and event briefings for competitors and volunteers
- A comprehensive social program.

WHY IS SAIL COUNTRY SPECIAL ?

Sail Country has put Albury Wodonga on the national sailing map. Sail Country is now regarded as one of Australia's top ten sailing regattas, and the event continues to grow in popularity. Capped at 200 boats the event sold out within 3 days in 2018.

Sail Country attracts elite sailors to Lake Hume.

Many Youth Pathway classes of sailing boats, such as the Laser, 29er and 420 attend the regatta. These boat types are feeder classes for Olympic classes. Current and past Olympians have entered previous Sail Country regattas.

Sail Country introduces young people and their families to our region.

Apart from top level competitors, the various classes of sailing boats competing at Sail Country will have a very large youth component, starting with children from the age of 8 years who sail in the International Optimist class. These people are future visitors to our region.

HOW MANY PEOPLE WILL ATTEND SAIL COUNTRY 2019?

AWYC is preparing to host some 1,000 people over the the regatta, comprising

- 250 plus competitors and sailing coaches
- 500 plus family, crew and spectators drawn from Melbourne, Sydney, Canberra, Regional Victoria and NSW
- 100 – 150 volunteers drawn from AWYC and friends, SES, Naval Cadets and Australian Volunteer Coastguard.

WHERE CAN PEOPLE SEE THE REGATTA IN ACTION?

Sail Country spectating is free of charge and AWYC will be encouraging local residents to enjoy the spectacle.

Members of the public are welcome to come out and soak up the atmosphere at the AWYC or watch the racing from public areas such as the Weir Wall, Jackson's Point and Kookaburra Point.

WHAT BENEFITS WILL SAIL COUNTRY BRING TO THE LOCAL ECONOMY ?

Sail Country is raising the profile of our region as a top sailing and holiday destination.

AWYC estimates that with 1,000 visitors expected to attend this regatta, the value to the local economy is over half a million dollars.

SAIL COUNTRY 2019 SPONSORSHIP OPPORTUNITIES

LEVEL	EXPOSURE & BENEFITS	INVESTMENT
BRONZE	<ul style="list-style-type: none"> Naming rights to one Sail Country class trophy Supply of electronic images from Sail Country and summary information about the regatta for use in your company promotion (e.g. your newsletter, social media). 	\$250 - \$500
SILVER	<ul style="list-style-type: none"> Naming rights to one Sail Country class trophy Placement of signage on Sail Country event site Acknowledgement of support via collateral, media, website, electronic/social media streams and public address during the event, including: <ul style="list-style-type: none"> Albury Wodonga Yacht Club website Sail Country website Sail Country Facebook <p>Opportunity for a representative to present to participants in an official or semi-official capacity during the event</p>	\$750 - \$1,000
GOLD	<ul style="list-style-type: none"> Opportunity for up to four representatives to view start of racing from dedicated on-water course boat Placement of sticker with business/organization logo for application on all racing boats Company name printed on 12 buoys that will be placed on all three racing courses and used by AWYC throughout the 2019/2020 sailing season. Note: These buoys will be key photography points during Sail Country and will be seen by all competitors, offering high visibility Exclusive invitation to competitor briefing and VIP drink with Commodore and Race Officer <p>PLUS</p> <ul style="list-style-type: none"> Placement of signage on event site Acknowledgement of support via collateral, media, website, electronic/social media streams and public address during the event, including: <ul style="list-style-type: none"> Albury Wodonga Yacht Club website: www.awyc.org.au Sail Country website: http://www.sailcountry.com Sail Country Facebook : https://www.facebook.com/sailcountry Opportunity for a representative to present to participants in an official or semi-official capacity during the event 	\$2,500 + Only 3 Available

NB: Above prices are all + gst



BE PART OF THE SAIL COUNTRY POP-UP MARKET

Albury Wodonga Yacht Club introduced a pop-up market to Sail Country 2018 as a new way of bringing together sponsors, suppliers and sailors.

The concept was a hit!

Our sponsors and suppliers enjoyed directly showcasing and selling products and services to sailors and their support crews.

And sailors loved replacing sailing gear and clothing and trying out equipment during the regatta.

GOOD NEWS - the pop-up market is returning for Sail Country 2019.

Here's how you can do business during the regatta.

- As a Gold sponsor, you automatically receive a complimentary space in the pop-up market.
- OR
- Book and buy a 3 x 3 metre space for \$250 +gst (or equivalent value vouchers to for prize giving at Sail Country)

Please note: AWYC does not guarantee category exclusivity in the pop-up market at Sail Country 2019

FOR MORE INFORMATION

We would be delighted to provide you with more information about Sail Country 2019 and would welcome an opportunity to discuss a sponsorship opportunity with you.

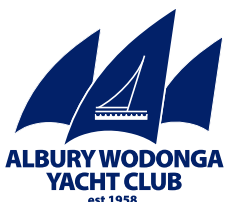
Please contact:

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