

June 20, 2020

**Support and grow the community that supports you.
Join with businesses everywhere in growing a global sailing celebration.**

Our Vision: "For one weekend, all sailors, all sailing, everywhere."

Twenty-years of Summer Sailstice celebrations have created a focused and active sailing community throughout the US and across multiple international locations.

Since its first humble flotilla of five sailboats, the Sailstice celebration has become a catalyst for the revitalization of hundreds of sailing clubs and associations, through reconnecting sailors and providing opportunities for thousands of new sailors to discover the sailing lifestyle.

Clubs, fleet associations and sailing schools alike harness the power of Summer Sailstice's broad reaching marketing and promotional schedules to build their own following and membership bases.

Support your business by supporting the community that supports you — Sailing.

2019 Highlights:

- Focused industry partnerships with national sailing organizations [American Sailing Association](#) and US Sailing have expanded our reach exponentially.
- Increased participation from multi-city international events such as [SailGP](#), [Holopuni Canoes Fleet](#), Peruvian Navy's [BAP Union](#).
- Active participation, and marketing support from national media partners such as [Spin Sheet Magazine](#), Cruising World, Latitudes & Attitudes, Latitude 38, Ocean Navigator and more..



Events such as Chesapeake Region Accessible Boating (CRAB) provided disabled people and their families the [opportunity to experience sailing](#).



The [Flying Scot event](#) on Deep Creek Lake saw close to 200 sailboats hoist their sails.



Spin Sheet Magazine's ['Take Someone Sailing Day'](#) brought dozens of newcomers to sailing.

SUMMER SAILSTICE

sponsorship ensures visibility in front of a targeted, national and global sailing audience.



Every June, [Washed Up Yacht Club](#) rallies for a stunning sunflower raft up for Summer Sailstice.



Yacht clubs around the country bring out the fleet (and their friends) for Summer Sailstice.



An active audience is an engaged audience.

Our Mission: "To create a global, publicly visible and inspiring event to demonstrate and celebrate sailing, creating a positive impact and significant growth in sailing."

Participant Testimonials:

- "Thanks to the Summer Sailstice 2019 I'm refueled with enthusiasm. This is helping me start conversations to showcase our sailing program. p.s. This is the best platform that any sailor could have to promote sailing." – [J. Manuel Moreno, Reality Sailing Youth Program, ASA, San Diego, CA](#)
- "Thanks so much for all you do for sailing! Summer Sailstice is an awesome idea, and I think we had more traction here on the Chesapeake this year than ever before." "Huge success! Also had a great day for the SSA Demo Day. Lots of new sailors out on the water both days. Hope all the rest of your events were as successful!" – [Mary Ewenson, SpinSheet Magazine, Annapolis, MD](#)
- "On Saturday, June 22, over [55 US Sailing member organizations](#) and 15 First Sail locations participated in Summer Sailstice... We salute everyone who took part in this event and encouraged others to get out and enjoy the day." – [Betsy Alison, Adult Director, US Sailing \(Summer Sailstice marketing partner\)](#)
- "Great Summer Sailstice on Chesapeake Bay for people with disabilities and local children from at-risk communities. We closed Sunday with a [Family Sail for 60 people with a variety of disabilities](#) and their proud family members, and CRAB volunteer skippers and crew." – [Paul Bollinger Jr., Executive Director, Chesapeake Region Accessible Boating \(CRAB\), Maryland](#)

**"Thank you for giving us this wonderful event every year.
We love Summer Sailstice!"**

– [Jolly Roger Pluckers & Summer Sailstice Pirates, Lake Canyon YC, TX](#)

One Weekend, All Sailors, All Sailing, Everywhere

Sponsorship Opportunities:

Sponsorship Level / Benefits	PLATINUM \$20,000 +\$1,000 Prize	GOLD \$5,000 +\$500 Prize	SILVER \$2250 +\$250 Prize
Photo & link in Homepage slide show	✓		
Logo on Event Apparel	✓		
Logo on annual Event Poster	✓	✓	✓
Custom URL e.g. summersailstice.com/yourcompanyname	✓	✓	✓
Feature Story in eNewsletters to 24,000 followers	4	3	2
Featured Facebook Posts	12	4	3
Logo on All Outgoing Summer Sailstice eNewsletters	Large	Large	Medium
Logo on Homepage - Sponsor Acknowledgement Box	Large	Large	Medium
Logo on 'Sponsors' page – scaled size	✓	✓	✓
Thumbnail Image on main Prize Page – scaled position	✓	✓	✓
Individual Prize Page	✓	✓	✓

Sponsorship Level / Benefits	BRONZE \$950 +\$100 Prize	PRIZE DONOR Min. \$100 Prize	CONTEST \$1500 + Prize
Feature Story in eNewsletters to 24,000 followers	1		1
Featured Facebook Posts	1		2
Logo on all outgoing Summer Sailstice eNewsletters	Small		Small
Logo on Homepage - Sponsor Acknowledgement Box	Small		Small
Logo on 'Sponsors' page - scaled size	✓	Donor Name	✓
Thumbnail Image on main Prize Page - scaled position	✓	✓	✓
Individual Prize Page	✓	✓	✓
Additional Contest-Sponsor Benefits			
Logo & Prize Page link on Contest page			✓
Mention in Contest Feature-stories			Minimum 2
Social Media Tags in Contest Posts			Minimum 2

Sponsorship benefits vary according to level of commitment, but can include multiple impressions across the Summer Sailstice website, logo on printed materials, logo-wear branding, individualized promotional features, inclusion in monthly and fortnightly e-newsletters, social media, press releases.

Position preferences will be given to past sponsors renewing on a first come, first serve basis.



Team work gets the job done. Let us help you reach more customers.



Whether your audience is in the US or sailing around the world, reach them through our active real-time community and online.



French SailGP skipper Billie Besson sailed [Summer Sailstice on the Hudson](#).

www.summersailstice.com

Sponsorship engages active sailors around the nation and around the world.

- **Leverage** – Connects your business with boat owners, sailors, customers and prospective customers, worldwide.
- **Cost-effective online engagement** – Utilizes the power of the internet to engage sailors with sponsors, supporters, and local and affiliate sailing events around the world.
- **Diverse & Broad Reach** – Engagement and participation in all 50 US states, multiple Canadian provinces, and countries worldwide across all sailing styles: racers, cruisers, day-sailers, windsurfers, beach cats, tall ships, sailing dinghies and more.
- **Industry Integration & PR support** – Supported by American Sailing Association (ASA), Sail America and US Sailing, and major sailing publications including SAIL, Cruising World, Sailing, Bluewater Sailing, Latitude 38, Spinsheet, 48 North, Points East, Windcheck, Southwinds, Soundings, Scuttlebutt, Yachting World and more.
- **Growing Participation** – Reaching your audience and growing participation in sailing are critical to your business so it's important to connect with the organizations and the people who can help you.

Summer Sailstice integrates your business, the global sailing community and your shared goal of growth in sailing with a focused, collaborative, worldwide sailing celebration.

Sign up early to Maximize your Benefits, Become a Sponsor now!!

To secure your Sponsorship contact event founder John Arndt: john@summersailstice.com

Or event manager Nicki Bennett: nicki@summersailstice.com



Create even more engagement – Sponsor the event then sign up and sail.

*If you're not part of the solution, you're part of the problem—
Support growth in sailing with Summer Sailstice*



Show the sailing community your colors by Sponsoring its favorite event – Summer Sailstice.

Summer Sailstice 6 Jersey Lane, San Anselmo, CA 94960
or at 415-412-6961 and www.summersailstice.com

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