

Sign Up! Show Up! Sails Up!

SUMMER SAILSTICE  
June 19, 2021  
summersailstice.com

## Summer Sailstice 2021 Club/Association/School/Fleet/Class Partner Program

**DATE:** Saturday, June 19, 2021

### GOAL

To help your Club/Association/School/Fleet/Class of sailboats grow membership and participation, and build community by uniting local and international sailors in a shared, global celebration of sailing.

### BACKGROUND

Summer Sailstice is a global sailing celebration held on the weekend closest to the northern hemisphere's summer solstice. This international event was founded in 2001 to create visibility, camaraderie and participation in sailing by connecting the global sailing community in a fun, creative, multi-location celebration of sailing. Summer Sailstice has connected over 20,000 sailors around the world - cruisers, racers and recreational - to celebrate and showcase life under sail. The event engages sailors from over 40 countries across Asia, the Americas, and Europe as well as all 50 US states.

### WHY DO IT?

Summer Sailstice is designed as a rallying tool for fleets, clubs, sailing schools, classes and sailors to build membership, ownership, community participation and media exposure. This annual event generates awareness, motivation and participation in sailing, brings together a critical mass of engaged participants and captures the interest of the broader public. Summer Sailstice provides an opportunity to showcase your fleet's specific features and activities in collaboration with the rest of the sailing world

**HOW:** The Summer Sailstice Partner Program provides easy steps to help your fleet increase its reach, and persuade and enlist interest and participation in sailing and in your club.

### Summer Sailstice is a “win-win” for Fleet Partners:

- **Exposure:**
  - Include your fleet in Summer Sailstice eNewsletters highlighting your participation.
  - Inspire and reconnect inactive club and fleet members and owners.
  - Promote specific fleet events around the world, by location.
  - Highlight your participation in Summer Sailstice press releases.
  - Include stories of your activities on the [Summer Sailstice 'News'](#) page and Social Media.
- **Provides value for you and your members:**
  - Prizes! All members of your worldwide fleet signed up for Summer Sailstice at <http://www.summersailstice.com> are eligible to win from hundreds of [prizes](#) donated by dozens of marine businesses and organizations.
  - Summer Sailstice fleet partners access \*bulk pricing for burgees, t-shirts and hats.  
\*Minimum order of 12.
- **Summer Sailstice gives you [tools to help you](#) be successful:**
  - Promotional Artworks for your website and Newsletters
  - Pre-written Press Release to adapt for local sailing events

## **Action Items**

- **Send an email to your membership today** inviting everyone to sail ‘together’ with the rest of the Club/Association/School/Fleet/Class, wherever they are on the planet. Include links to the website and Events pages, and to [Prewritten Content](#).
- **Use your Social Media** - Facebook, Twitter, Instagram, and engage with the [Summer Sailstice Community](#)
- **Encourage members to Create Events** - large or small, to sail on Saturday June 20th, 2020. Find out what others have done for [past Summer Sailstice events](#).
- **Order your merchandise** - Bulk pricing for Summer Sailstice burgees, t-shirts and hats is available with a minimum order of 12.
- **Provide links to [SummerSailstice.com](#)** in your eNewsletter, website and blog.
- **Offer an additional member only prize(s) for participation in Summer Sailstice:**
  - Best member-photo
  - Boat with the most sailors aboard
  - Largest raft up, or regatta
- **Issue a joint press release** announcing your organization’s Summer Sailstice celebration of sailing and encourage all Clubs/Associations/Schools/Fleets/Classes to send out a **Press Release** about their local Summer Sailstice event.
- **Highlight participants and their Summer Sailstice activities** in your newsletter.
- **Connect participants to [Sailors for the Sea](#)**

### **Promotional Tips** for marketing your Summer Sailstice event:

- Sailing on the Summer Sailstice weekend gives you maximum daylight hours for sailing; more than any other time of the year.
- School’s out for summer. It’s not just summertime – It’s Sailing Time.
- Leverage Summer Sailstice to promote and grow your class of sailboats!

To participate in the Summer Sailstice Partner Program, register your event at [www.summersailstice.com/events-map](http://www.summersailstice.com/events-map) and send a paragraph or two about your organization’s Summer Sailstice plans to [nicki@summersailstice.com](mailto:nicki@summersailstice.com).

**Make sure you are signed up and sailing the weekend of June 19<sup>th</sup>!!**