

June 19, 2021



**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.

Summer Sailstice turns 21!

- 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 SF Bay YRA Photo Treasure Hunt provided people and their families the [opportunity to sail and compete in a socially distanced way](#).



A fleet of Sunfish got out on Florida together this year to #raiseyoursails



For 2021 we are expanding our [Ambassador program](#) featuring active sailors around the globe to help you reach a larger audience.

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.



In New Zealand sailors from around the world celebrate Summer Sailstice on the winter solstice.

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

Participant Testimonials:

- "This was a first here in NZ. The locals loved it and we plan to make it a semi annual solstice event! World cruisers from 19 different countries all gathered together for our Winter SAILstice 2020 *'Coming Out' Celebration of Yachting.*" – [Betsy Linn, Whangarei Marina, SV Alcyone Beneteau 523, Homeport: Marina Del Rey, CA](#)
- "This year we sailed on our boat the S/V Carol Marie in San Diego Bay keeping to strict COVID-19 protocols. My wife had **made masks** for the occasion from an old Sailstice Bahama shirt. We have been participating in Sailstice for the last eight years. We have a tradition of hoisting all the burgees the week before the event, then at the end we each sign the burgee for that year." [Terry O'Shea, SV Carol Marie, Homeport: San Diego](#)
- "Our Sailstice event was different, in that it was aimed at all the folks who, for whatever reason in this Pandemic year, could not get out on the water. *My best estimate is around 300 people attended our events throughout the day, from all over the world. Summer Sailstice will be back next year, virus or no, for anyone who is stuck at home on Sailstice Day!*" [David Block, Creator of Summer Sailstice in Second Life \(Virtual\)](#)

"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 20,000 subscribers	4	3	2
Featured FB: Followers 7046; Instagram: 857; Twitter: 667	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	✓	✓	✓

Sponsorship Level / Benefits	BRONZE \$950 +\$100 Prize	PRIZE DONOR Min. \$100 Prize	CONTEST \$1500 + Prize
Feature Story in eNewsletters to 20,000 subscribers	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.



The Dream Yacht Charter Team celebrated Sailstice in Sweden and awarded [a week long charter to one lucky participant.](#)

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. Utilizes the power of the internet to engage sailors with sponsors, supporters, and local and affiliate sailing events around the world.
 - **Ambassadors**- The Summer Sailstice Ambassador program engages active sailors and sailing influencer's to spread the message of Summer Sailstice across all social media platforms, and through grassroots local community outreach.
 - **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



John and Amy showing off the North Sails duffel they won with their [2020 photo entry](#)

*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.