



PROPOSAL

SPONSORSHIP

CADET WORLD
CHAMPIONSHIPS 2024
PLYMOUTH, UK



THE OPPORTUNITY

CADET WORLD CHAMPIONSHIPS 2024

In August 2024, the UK Cadet Class will host the prestigious Cadet World Championships in the historic maritime city of Plymouth.

We are actively seeking sponsorship for this event which will bring some 300 competitors from 3 continents and 12 nations together. With families and supporters, Coaches, Race Officials and many volunteers upwards of 1,000 people will be directly involved in what will be a spectacular fortnight of racing and a celebration of this much-loved junior sailing class.

The event will have extensive social media exposure to a global audience of sailing enthusiasts, families, and youth, with established online presence on various social media platforms in multiple countries.

We can work with your marketing team to plan engaging campaigns leading up to the event, showcasing your brand through mentions, tags, and branded content, with opportunities for collaboration and co-promotion depending on your requirements.





WHY SUPPORT THE CADETS?

- Established in 1947, we are the longest standing and most successful two person racing dinghy for aspiring junior sailors.
- We have a global reach across 3 continents.
- We are a class with a fantastic gender balance where girls and boys compete equally.
- We offer fantastic opportunities to young people to develop truly transferable life skills.
- We support our international sailing community in particular Ukrainian sailors to attend our event.
- Over 60 Cadet sailors have gone on to compete at the Olympics, winning more than 15 Olympic medals
- Both the 2022 Cadet European and 2022 World Champions are UK Cadets sailors





THE VENUE

MOUNTBATTEN CENTRE, PLYMOUTH

The event will be hosted by Plymouth Youth Sailing at the Mountbatten Sailing Centre close to Plymouth historic Barbican and Mayflower Steps.





CONTACTS

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CADETWORLDS.CO.UK





SPONSORSHIP OVERVIEW

An international event hosted in the famous naval city of Plymouth in the height of summer. The event presents a unique opportunity to engage with young sailors, many aspire to be future Olympians or choose professional careers.

Their parents, wider family, support staff, event volunteers, members, visitors, spectators and the wide range of media will further widen interest and opportunities.

The event will be extensively covered in the popular sailing and non-sailing digital and print media as well as through multiple social media feeds.



SPONSORSHIP PACKAGES

Indicative packages. We can work together to create a bespoke approach that suits you.

TITLE

SPONSOR

Title Sponsor in media, communications, social media & promotional material and merchandise

Bow Sticker displayed on all competing boats

Banner and links on Cadet Class & Event websites

Podium Banner at event and daily prizegiving

Banners and flags displayed prominently at event venue

from £8000

GOLD

SPONSOR

Inclusion in communications, media, social media, promotional material and merchandise

Boom Sticker displayed on all competing boats

Inclusion in banner and links on Cadet Class/Event Website

A minimum of 10 Banners/Flags displayed around the event venue

from £5000

SPONSORSHIP PACKAGES

SILVER

SPONSOR

Inclusion in banner for social media, promotional material and merchandise

Inclusion in banner and links on Cadet Class/Event website

A minimum of 5 flags/banners displayed around the event venue

from £3000

BRONZE

SPONSOR

Inclusion in banner for social media, promotional material and merchandise

Inclusion in the banner and links on Cadet Class/Event website

from £2000

OTHER SPONSORSHIP OPPORTUNITIES

RIB

SPONSOR

Our sailors will be supported by a range of support boats and safety boats. They are a very visual part of the event.

£500 would help towards the hire and running of a RIB for the event

In return we can offer

- A Support RIB given the name of your choice
- Your logo on the boat's ID Flag
- A sponsor announcement on social media & direct update to our members.
- A social media post when your RIB hits the water
- We will tag you every photo that includes your RIB on the water

£500 per RIB

TROLLEY

SPONSOR

A visible part of the event, the launch trolley lives on the shore during racing and will travel to the sailor home club at the end of the regatta .

£250 would allow us to clearly number each trolley for easy recover of the Cadets at the end of the days sailing

In return we can offer:

- Your logo on each dingy trolley
- A sponsor announcement on social media & direct update to our members.
- A social media post on the first day of the regatta

£250