



A Sponsorship Introduction to:

The Dillon Open Regatta

"The World's Highest Regatta"
Dillon Yacht Club - Dillon, Colorado



Sailing Demographics

Sailor Stats:

- Median Age: 46 yrs
- Age 25–54: 78%
- College Degree: 83%
- Post Grad. Degree: 40%
- \$100,000+ Income: 77%
- Net Worth \$1+ Million: 52%
- Net Worth \$2+ Million: 31%
- Owns Home: 93%
- Owns 2+ Cars: 77%

Sailors rank 1st in the following categories:

- Owning a \$50,000+ vehicle
- Spending \$5,000 on jewelry
- Traveling 1st class
- Having assets of \$2.0+ million

Dillon Yacht Club Members:

Mountain Communities 50 Front Range Communities 100

Sources: KWRW Research, US Sailing Survey (9/06)

Dillon Open Overview

Sponsor Exposure On & Off The Water

- **Celebrating the Dillon Yacht Club's 50th Anniversary!**
- The Dillon Open is internationally known as “The World’s Highest Regatta” at 9,017’ above sea level.
- Multiple sponsor branding opportunities via:
 - Boat signage (Competitors, Race Committee, Spectator Boats)
 - Social events/parties on land (Signage, banners, exclusive events)
 - Media (Public Relations efforts before/following event, media coverage)
 - Advertising/Promotion (Dillon Open web site, local advertising, merchandise & competitor collateral materials)
- **Extensive Media Coverage**
 - The Dillon Open is covered in local, regional and national media
 - Photographs from the regatta have consistently been featured in international sailing magazines and tourism media outlets
- Up to 90 teams competing on two separate race courses
- Viewed from shore and by public & private spectator boats for visitors, community and families.



Off The Water

- A Community Event hosted by the “Nation’s Highest Yacht Club – The Dillon Yacht Club”
- Celebrating the DYC’s 50th Year at the Saturday night dinner
- A destination that offers more than just sailing
 - Biking, hiking, fly fishing, shopping
 - Fantastic restaurants
 - Lots of Condo rentals and comfortable hotels
 - The Summer highlight for the Town of Dillon
- Daily events under the Big Top
 - Live entertainment & great food
 - Family attractions
 - Award ceremonies
- Sponsorship product promotion/distribution



On The Water

- Two race courses
- 9 classes of boats
- 2 full days of racing
- 1,000 + sailors and visitors
- 90+ keel boats and centerboard boats
- Spectator boats for visitors/enthusiasts
- Close competition and championship awards



Past Sponsors

Alpine Bank

Audi of America

Jack Links Beef Jerky

Air Tran Airways

Hall Spars & Rigging

Dillon Plumbing & Heating

Heidi's Brooklyn Deli

Arby's

BOA Construction

Basil Doc's Pizza

C.F. Williams Group

Summit Resort Group

Resort Quest

Northwestern Mutual

West Marine

Colorado Spirits

Frankie's Sail Shop

Thomas Taber & Drazen

Teleco of the Rockies

Colorado Mtn. Express

Initial Tropical Plants

Goslings Rums

Pug Ryan's Steakhouse

Dillon Ridge Liquors

Switchback Graphics

Helly Hansen

Kula's Cafe

Vail Marriott

Kwik Tek

Holland & Hart

Krystal 93 Radio

Colorado Print & Digital

Kaupas Water

Dillon Marina

Town of Dillon

Haber Vision

Sponsorship Levels & Benefits

➤ **TITLE SPONSOR: \$5,000**

- Event titled as **COMPANY NAME** Dillon Open Regatta
- Company logo integrated to Dillon Open logo on all marketing and publicity at primary level
- Event logo per above on bow stickers of all competitors
- Official Race Committee flag on all race committee boats
- Primary level recognition on Event Banners
- Unlimited banner placement at event venue
- Company logo on main sails of Junior Sailing program boats year round.
- Display area at event venue.
- Competitor bag inclusion
- Company logo on Awards area "leader board" Year round exposure all club events.
- Spectator boat rides for 10 people
- Company logo on Classic Race Committee boat 24 days per year all race weekends.
- Company logo on yacht club support boat (s)
- Flags on Yacht club deck at all race weekends year round exposure.
- VIP table for 10 & complimentary wine at Saturday Night's DYC 50th Birthday dinner
- Complementary spectator boat access.
- Recognition at event awards and sponsors special award Saturday dinner presentation.

Sponsorship Levels & Benefits

➤ **PRESENTING SPONSOR \$2,500**

- Logo included in official event name, Primary level exposure on all event references – *'Presented by Sponsor Name'*
- Premium location product display/sales and services at the event
- Up to 3 Sponsor banners and flags at venue
- Competitor bag inclusion
- Logo on Signal boat port and starboard bow (year round)
- Sponsor logo on all committee boats (all courses)
- Flags on Yacht club building (year round)
- VIP table for 4 & complimentary wine at Saturday Night's DYC 50th Birthday dinner
- Recognition and Sponsors special award presentation at Saturday dinner
- 4 Complimentary Spectator Boat tickets

Sponsorship Levels & Benefits

➤ **CORPORATE SPONSORS \$1000**

- Two available
- Corporate name and logo at secondary level all event references
- "Exclusive" Sponsor of Specific Events - some ideas:
 - "Sunday Awards Presentation Pizza Bash"
 - "Saturday Morning Dillon Open Breakfast"
 - "Saturday Evening Cocktail Event"
- Second Level Logo on all event references
- Port and Starboard bow sticker on Signal Boat year round recognition
- VIP Table for 4 with complementary wine at Saturday Night's DYC 50th Birthday dinner
- Up to 2 Sponsor banners and flags at venue
- Competitor bag inclusion
- Option for display of products and services at the event
- Recognition and sponsor special award presentation at Saturday dinner

Sponsorship Levels & Benefits

➤ **OFFICIAL SPONSOR** **\$300**

- Recognition at awards and sponsorship trophy
- 1 sponsor banner in the event tent
- Logo identified at "official" at third level
- Web page advertisement
- Competitor bag inclusion
- 2 Dinner Tickets to Saturday Night's DYC 50th Birthday dinner

Contact Information

For more information, contact:

Thor Borresen

thor@borresen.tv

303.994.1977

Or info@dillonopen.com

D. B. Tanner

coslatrat@aol.com

303.526.4660



Sponsorship Agreement



Company Name: _____

Company Address: _____

Company Representative: _____

Sponsorship Level/Amount: _____

(Title \$5,000, Presenting: \$2,500; Corporate: \$750; Official: \$300)

In exchange for the marketing opportunities and benefits listed in the Dillon Open Regatta Sponsorship Levels, I agree to the above sponsorship level and fee.

Authorized Signature

Date

PLEASE MAKE SPONSORSHIP CHECKS PAYABLE TO DILLON YACHT CLUB