



Cowes
SPRING
Classics
15-17 May 2020
cowesspringclassics.com

SPONSOR INFORMATION

INTRODUCTION



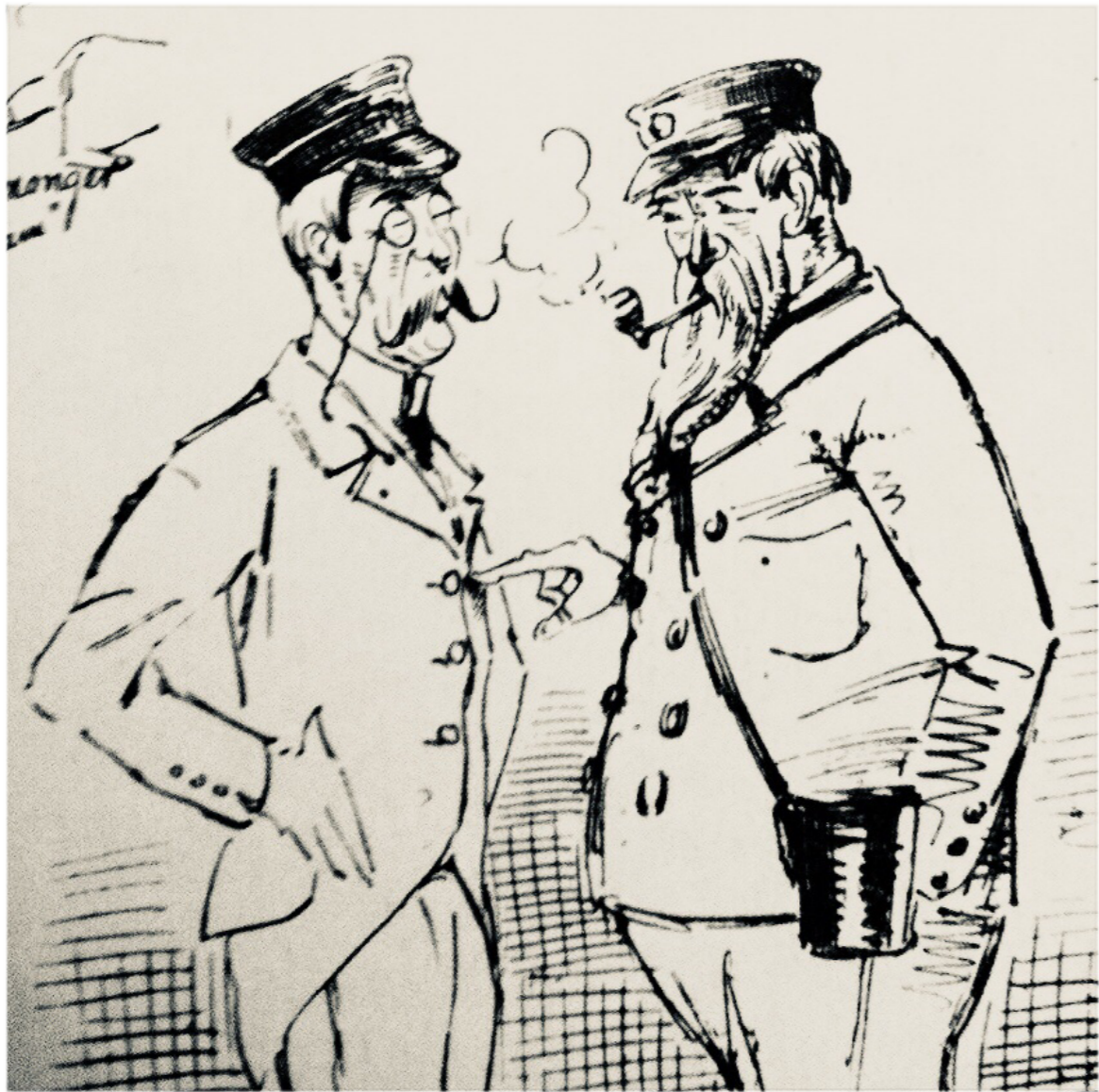
- Classic yacht regattas have become very popular over the last 20 years, largely due to the support of a number of premium sponsors.
 - Races in the Mediterranean, Baltic, North America, Australia and New Zealand as well as the UK feature yachts with 3 or 4 crew up to 30 to 40 crew.
 - Classic and vintage yachts create an unrivalled atmosphere, pictured in Cannes, left.
 - We created Cowes Spring Classics in 2018 as the latest UK regatta in this global movement.
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THE REGATTA



- Cowes Spring Classics is relaxed both on and off the water.
- A friendly regatta to start the season, where the social side and the appreciation of the history of the yachts is as important as the racing.
- Cowes Spring Classics is open to classic yachts designed before 1970, including: Cruisers & Cruiser racers, Gaff Rigged Yachts & Pilot Cutters, Day Boats & Raters, Classic Metre Yachts plus Modern Spirit of Tradition Yachts.
- A wide variety of classic boats, big and small, enjoying racing together in a gentlemanly manner in keeping with the age of the yachts

THE COMPETITORS



- When many of the yachts were originally built their owners would have been among the richest people in the country, industrialists, aristocracy or members of exclusive yacht clubs.
 - Clearly that is no longer the case, but owning a classic yacht of any size requires a major commitment.
 - Many of the competitors have owned their boats for years and care for them regardless of cost.
 - They are passionate about preserving the craftsmanship and history.
 - It is not about impressing your friends, although it may do that as well.
 - Each yacht may have as many as eight or ten crew made up of family, friends and business associates with a similar passion.
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THE YACHTS



- The entry includes some of the most important and historic classic yachts from the world's greatest builders and designers, ranging from boats built in Victorian times to now, ranging from about 20 to 65 foot.
 - Many of the yachts are professionally maintained, although it's not unusual for owners to do their own day-to-day upkeep, varnishing can be a full time occupation!
 - The combined value of yachts in the regatta is in the £ millions...
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MEDIA COVERAGE



- The regatta has featured in a number of specialist media including Classic Boat Magazine, Cowes Magazine as well as club magazines such as the Old Gaffers Association and was covered by BBC radio Solent and a number of digital platforms.
 - Our Facebook page has so far reached a combined total of over 50,000 people before during and after the regatta, while our website was visited by 12,480 people.
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Logbook

Out and about



Cowes Spring Classics 2019

PHOTOGRAPHS BY CHRIS BROWN

The second Cowes Spring Classics continued the success of the first. With 27 boats entered, as well as some support boats and a few classic yachts that came along just to see what was going on, the boats looked fabulous and the atmosphere at Shepards Marina was relaxed and friendly.

Racing was run in two classes for large and small bermudan yachts and a separate class for gaffers, and despite very light winds, the Royal Ocean Racing Club (RORC), who run the racing, managed to complete two races on Saturday, with the wind increasing in the afternoon.

Sunday brought even less wind, but the light breeze presented the perfect opportunity to mingle on the dock, and gave time for owners and crew to meet old and new friends while admiring a fleet of yachts each looking like it had just been taken out of a box, and new, and carefully placed in the water, each gleaming in post-racing splendour.

Cowes Spring Classics is organised by Mary Scott-Jackson of J Events, and Martin Nott, and sponsored by the British Classic Boat Club, Classic Marine, West System, Ratsey & Lapthorn, Right Solent Wealth Management and Classic Boat, with a special mention to Mermaid Gin.

BCYC's David Murrin said, "It was a really good weekend, perfect season opener."



Classic Boat

MOST BEAUTIFUL BOATS

STORM SURVIVAL

Johnston's



- 1 The fleet off Cowes with Bob Fisher's 1896 Solent One Design *Rosenn*, *Cetawayo* and *Mikado* in the foreground
- 2 Flags flying at the second Cowes Spring Classics
- 3 One of the crew of the 1904 *Mikado* in true Edwardian style
- 4 *Whooper* was sailed as well as ever and was the winner in the large bermudan class
- 5 Neil Martin, centre, and the crew of *Intombi* with the overall winner's trophy. This was their first event since a full rebuild
- 6 Looking fabulous at Shepards Marina, yachts from some of the world's leading designers including Fife, GL Watson, Sparkman & Stephens, Philip Rhodes, Laurent Giles, Uffa Fox and Nicholson
- 7 Oyster Smack *Alberta* sailed from the east coast and won the Gaff Class in light winds, shown here following the 1894 *Peggy Bawn* and the Ed Burnett-designed *Foxhound*
- 8 David Murrin concentrating at the wheel of *Cetawayo*; he and his crew were awarded the Spirit of the Regatta award
- 9 Giovanni Belgrano, owner of *Whooper*, dressed to impress overall; all the crews are encouraged to dress to suit the age of their boat
- 10 The dinner venue dressed overall; the crews are encouraged to dress to suit the age of their boat
- 11 Winner of the Small Bermudan Class and overall, *Intombi* is a Fife One Design from 1934 and one of the smallest boats in the fleet

PHOTOGRAPHS: CHRIS BROWN

THE PROPOSAL



- Sponsorship packages are available from supporting to title sponsor to suit all types and sizes of company or association wishing to reach this exclusive and influential market.
- We aim to help each sponsor reach their objective, big or small, which in turn will help us grow the regatta in the future.
- There is no hard sell, we want to work with companies and people who will benefit from their involvement in Cowes Spring Classics and share the relaxed, fun but competitive aims of the regatta.



TITLE SPONSORSHIP



- *Packages by agreement to include:*
 - Naming of the regatta for three years.
 - Branding included as part of the regatta logo.
 - Branding at the regatta to include flags on six flagpoles and six banners around the marina.
 - Exclusive large forestay flags on all entering yachts.
 - Prominent logo on all press, print, website and digital material before, during and after the regatta.
 - Six tickets included to all social events plus option of additional entertainment opportunities on and off the water.
 - Sampling and merchandising opportunities to all owners and crew.
 - **£15,000 per year**
 - Some production costs may apply
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OFFICIAL SUPPLIER SPONSORS



- *Packages by agreement to include:*
- Naming as official supplier (Watch, Clothing, Gin, Champagne, Vehicle, etc.)
- Branding at the regatta to include two flags and two banners around the marina.
- Exclusive small backstay pennants.
- Logo included on all press, print website and digital material before, during and after the regatta.
- Two tickets included to all social events plus option of additional client entertainment.
- Sampling and merchandising opportunities to all owners and crew.
- **£5,000 per year**
- Some production costs may apply



TRADE SPONSORS



- *To include:*
- Branding inside the regatta venue.
- Logo included on all press, print website and digital material before, during and after the regatta.
- Sampling and merchandising opportunities in skippers bags.
- **£650 per year**
- Some production costs may apply

CONTACT



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- Cowes Spring Classics is organised by Mary Scott-Jackson and Martin Nott
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