

SPONSORSHIP

SILVER

GOLD

BRONZE



SILVER:

\$5,000 level

- Logo on small sail panel
- Logo on all social media updates
- 5 tickets to kickoff party
- Banner ad on home page of website and all linked pages

GOLD:

\$10,000 level

- Logo on large sail panel
- Logo flags on the beach at each check point
- Products sampling on the beach
- Logo on all social media updates
- 10 tickets to kickoff party
- Rotating leaderboard on homepage of website and all linked pages

BRONZE:

\$2,500 level

- Logo on shared sail panel
- 3 tickets to kickoff party
- Banner ad on one linked page or website

A close-up of a white sail with the 'Rudee's RESTAURANT' logo in large red letters. The word 'RESTAURANT' is in smaller red letters below 'Rudee's'.

RACE BACKGROUND

History of Worrell 1000

Race Background

Born of a bar bet between brothers 46 years ago, the Worrell 1000 has become North America's most arduous and addictive sailing race for catamarans. *Sports Illustrated* once said "The Worrell makes the Volvo Ocean Race look like a Princess line cruise."

The concept is simple: A skipper and their crew on an 18-foot-long, wide-open catamaran covers 12-leg 1,000-mile route from Hollywood Beach Florida to Virginia Beach, Virginia. Teams start each day with a simple goal in mind., "keep the beach to your left and sail as fast as you can!" Each leg is a sprint lasting from five to 10 hours or more and is separated from the next by just an overnight rest. At the final stop after 13 days, the team with the lowest total time wins.

The Worrell attracts the best sailors from around the world that have included National champions, Olympic medalists, America's Cup winners and yes – the long-time, salt-crustured day sailors with years under their belts looking for the ultimate challenge.



The Worrell 1000 Race

"The Worrell 1000 Race" is an offshore long-distance beach catamaran sailboat race to be held over two weeks in May in the Atlantic waters between Hollywood Beach, Florida and Virginia Beach, Virginia. The race will cover approximately 1000 miles with overnight stops at multiple locations along the East Coast of the United States. Fifteen teams representing nations from around the globe will compete in the Formula 18 class. The Organizing Authority for the Worrell 1000 Race is "Worrell 1000 Race Reunion Race, Inc.", a 501(c)(3) nonprofit organization (dba "Worrell 1000 Race"). The official website can be found at worrell1000race.com.



Team Rudee's

Under the name and sponsorship of Virginia Beach's landmark eatery, Team Rudee's has been active in this race since the early days, taking first place in 1984 with sailors **Dean Froome** and **Enrique Figueroa**. Local sailors, **Mike Eason** and **Jack Eure**, took 5th place for Team Rudee's in 1988.



RACE SCHEDULE

Race Schedule

The Race will be conducted in stages with each starting and ending on the beach. At the start, each team is given a specific place on the line. For day 1, this will be the order for which they registered, with the pole position going to the team that entered the earliest. Each day thereafter, spots are determined by the previous day's finish. The Worrell follows a 5-minute start sequence, with warning flags and signals. After the final seconds count down, the starting horn is blown and teams are pushed into the sea by their



ground crews making their way through powerful surf that can topple them over to drive them into their competitors if they are not prepared. After surviving the

surf line, sailors must then endure a marathon of 60, 80, 100 miles or more of open ocean sailing. Fans, reporters, Worrell staff and officials all cheer on this thrilling spectacle until the boats are clearly on their way. Then they all pile into vehicles and race by land to the next beach to wait anxiously for the boats to arrive at the finish. The energy and excitement are addicting and the first time you become a part of it, you are hooked for life! The stages are as follows:



- Day 13 – Kill Devil Hills, NC — Virginia Beach, VA
- Day 12 – Hatteras, NC — Kill Devil Hills, NC
- Day 11 – Atlantic Beach, NC — Hatteras, NC
- Day 10 – Wrightsville Beach, NC — Atlantic Beach, NC
- Day 9 – Surfside Beach, SC — Wrightsville Beach, NC
- Day 8 – Isle of Palms, SC — Surfside Beach, SC
- Day 7 – Tybee Island, GA — Isle of Palms, SC
- Day 6 – Tybee Island, GA (lay day)
- Day 5 – Jacksonville Beach, FL — Tybee Island, GA
- Day 4 – Daytona Beach, FL — Jacksonville Beach, FL
- Day 3 – Cocoa Beach, FL — Daytona Beach, FL
- Day 2 – Jensen Beach, FL — Cocoa Beach, FL
- Day 1 – Hollywood, FL — Jensen Beach, FL

MEDIA COVERAGE

Media Coverage

The Worrell 1000 is followed by sailors and sports enthusiasts the world over. During the last running of the Worrell 1000 in 2019, the official race website received 3 million views during the race and average >215k hits per day. Its Social Media pages boast thousands of followers with daily live feed and video views topping 30k+. Local media outlets do onshore interviews with racers and officials alike and our daily press releases are featured in a multitude of online and physical print establishments. Over the many years, the race has been featured in:

Sports Illustrated
National Geographic Adventurer
The New York Times
USA Today
The Washington Post
Delta Sky
Florida Today
Ocean Navigator
Multihulls World
Sailing World
Sail Magazine
Seahorse
International Sailing
Southern Boating
Soundings Magazine
Yachting World

Numerous other regional and local media outlets

Worrell 100 Media Contacts

Sun-Sentinel (FL)
www.Sun-sentinel.com
Print Circulation: 126k daily; 230k Sundays
Social Media/Followers:
FB: 142k
Twitter: 5k
IG: 28k

Hollywood Gazette (FL)
www.hollywoodgazette.com
Print Circulation: 150k daily
Social Media/Followers:
FB: 75k
Twitter: 3k
IG: 1.5k

TCPalm (FL)
(Affiliate of USA Today)
www.tcpalm.com
Online Only
Social Media/Followers:
FB: 106k
Twitter: 52k
IG: 15k

Space Coast Daily
www.spacecoastdaily.com
Online Only
Social Media/Followers:
FB: 289k
Twitter: 5k
IG: 7k

Online Sailing Communities/Forums with threads dedicated to the Worrell 1000.

Catsailor
www.catsailor.com
Scuttlebutt Sailing News
www.sailingscuttlebutt.com

Sailing Anarchy
www.sailinganarchy.com

The Beach Cats
www.thebeachcats.com

Coastal Boating
www.coastalboating.net

Sail-World
(USA and New Zealand)
www.sail-world.com/USA
www.sail-world.com/nz

Yachts and Yachting
www.yachtsandyachting.com

Daytona Beach News Journal (FL)
www.news-journalonline.com
Print Circulation: 61k daily; 83k Sundays
Social Media/Followers:
FB: 63k
Twitter: 14k
IG: 6k

EU Jacksonville (FL)
www.eujacksonville.com
Print Circulation: 150k daily
Social Media/Followers:
FB: 83k
Twitter: 11k
IG: 9k

Tybee Beachcomber Magazine
www.tybeebeachcomber.com
Monthly Print:
Numbers unknown
Social Media/Followers:
FB: 4k
Twitter: N/A
IG: 1k

The Tybee Times
No Website:
Social Media Only
Online Only
Social Media/Followers:
FB: 11k
Twitter: 2k
IG: N/A

The Island Eye News (SC)
www.islandeyenews.com
Online Only
Social Media/Followers:
FB: 3k
Twitter: 4k
IG: N/A

My Horry News
www.myhorrynews.com
Online Only
Social Media/Followers:
FB: 29k
Twitter: 7k
IG: 2k

Lumina News (NC)
www.luminanews.com
Weekly Paper: 1500
Social Media/Followers:
FB: 10k
Twitter: 3k
IG: N/A

Atlantic Beach (SC)
www.atlanticbeach-nc.com
Online Only
Social Media/Followers:
FB: 39k
Twitter: N/A
IG: N/A

Carteret County News-Times (NC)
www.carolinacoastline.com/news_times
Online Only
Social Media/Followers:
FB: 28k
Twitter: N/A
IG: N/A

Island Free Press
www.islandfreepress.org
Online Only
Social Media/Followers:
FB: 25k
Twitter: 3k
IG: N/A

The Virginian-Pilot (VA)
www.pilotonline.com
Online Only
Social Media/Followers:
FB: 133k
Twitter: 4k
IG: N/A

Sports Destination Management
www.sportsdestinations.com
Online Only
Social Media/Followers:
FB: 434
Twitter: 1.5k
IG: 316