



Sponsorship Proposal

CICSA National Keelboat Team

A national team of university
students across Canada.

CCE EDHEC

Brest, France



Contact

Website

<http://www.cicsailing.com>

Email

cicsanationalteam@gmail.com





Introduction

The Canadian Intercollegiate Sailing Association (CICSA) is a governing organization that is tasked with the organization and management of collegiate sailing in Canada. CICSA has also been tasked with selecting the members of the National Keelboat Team. Recently, it has been decided to utilize tryouts rather than resumes to select the team, and the first round of tryouts was held in October 2022. In addition to organizing the tryouts and selecting members, CICSA also assists the team with its efforts to fundraise, train, and compete in competitions.

The Canadian National Keelboat Team has a rich history of strong performances, with two podium finishes at previous FISU World University Championship Games, including a gold medal in 2016. This team has also played a key role in the production of Canadian Olympic Sailors, producing five of them in its lifetime.

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About Us

During Covid, the team lost all senior members and has rebuilt from scratch. Because we have so many new members, we have compiled an intense training program to compensate for lost time and membership. Our training plan has been engineered to get us on track and ready for the 2024 FISU World University Sailing Championships at Lake Garda in Italy.

In accordance with FISU regulations, our team has a 50/50 split between women and men, and all participating members are no older than 24 years old.



Upcoming Competition

Summer 2024 - FISU Championships

Located at Lake Garda, Italy, this event is the end goal for our team. It draws teams from universities all over the world to compete together. While the host gets to decide the class it is typically sailed in J70s or J80s.

Meet The Team



Alec Coleman
West Vancouver Yacht Club
University of Toronto



Julian Hill
Chester Yacht Club
Queen's University



Rachel Green
Royal Hamilton Yacht Club
Queen's University



Valentin Sasarman
Royal Canadian Yacht Club
Wilfred Laurier University



Sophia Moisenenko
West Vancouver Yacht Club
University of British Columbia



Emma Hawko
Royal St. Lawrence Yacht Club
McGill University



Richard Rychlik Jr
National Yacht Club
University of Toronto



Rosie Sbrolla
Royal Canadian Yacht Club
Queen's University



Abby Brown
Manager

Schedule



**14
APR**



**13
MAY**



JUN



TBD



2024

CCE EDHEC

Located in Brest, France this event is the largest intercollegiate sailing event in the world. This event draws over 150 teams and is split into multiple classes. Since the FISU championship will likely be in J80s we are sending two crews over to compete in the J80 division. We expect 30+ boats to be in our class.

8mR Clinic

The Toronto 8mR Fleet has graciously offered to run a clinic with their boats for our sailors this spring. This event will be open to sailors already on the team as well as other collegiate sailors who are interested in keelboat sailing and trying out for the team in the fall.

Oakcliff Match Racing

Historically FISU has included match racing in their regatta, in order to provide our team with more match race practice we plan to head down to Oyster Bay, New York to compete in the Oakcliff events.

These are just a few of the opportunities available to our team. We are currently working with clubs and sailing centers to get our team onto as many boats as possible to make sure we are as prepared as possible for the 2024 FISU Championship. Stay tuned to support our future competitions!

FISU World Championship

This event is the end goal for the current generation of this team. We believe that by participating in as many regattas as possible and building our skills and our teamwork we will be able to truly prepare to head to Lake Garda, Italy in the summer of 2024 and make Canada proud.

Sponsorship Benefits



We recognize that companies have different needs and varying abilities to contribute financially. In light of this, we have four different sponsorship options. Should none of these options work, we are happy to sit down and work out another plan to meet your needs.

Visibility

By partnering with our team, your company would gain nationwide visibility. Unlike a local or provincial sports team, our team draws sailors from across the country and is therefore currently developing a strong national following on our social media accounts thus guaranteeing national exposure for your business.

Unique Demographic

The targeted demographic of our following is different than that of a youth or local sports team, which would attract parents and family of the athletes. Our following mainly consists of roughly 1,600 current or recently graduated university students that are beginning to enter the job market and are looking for products necessary to starting an adult life. Alongside that, our following is growing daily!

Sponsorship Options



Gold Level

Large Logo on Boat*
Prominent Logo on team gear
Large section on team banner
Mentions in social media
Logo and link on team website

\$10,000

Silver Level

Small Logo on Boat*
Logo on team gear
Section on team banner
Mentions in social media
Logo and link on team website

\$5,000

Bronze Level

Small Logo on team gear
Logo on team banner
Some mentions in social media
Logo and link on team website

\$2,500

Supporter

Print Ad on team banner
Logo and link on team website

\$500

*Logo on boat only possible for larger events, and only when approved by organizers

Additional Support



We recognize that sponsorships may not be the right fit for every business. If you are unable to support us through a sponsorship, we have other options that we would appreciate you considering.

Donation

We have set up a WindAthletes page to facilitate donations. If you choose this route and are based in Canada you will be issued a tax receipt for your generosity.

To donate go to: <https://www.windathletes.ca/athletes/team-canada-world-university-championships> and you will be able to read more about us and donate directly through the home page.

Connections

Even just sharing our story helps us! If you know of other potential supporters or sponsors we would love to be connected with them!

We can be reached at: cicsanationalteam@gmail.com

Our athletes and manager have access to this email so we are very responsive.

We are a national team. By partnering with us you would be aligning yourself with a strong team that is looking to leave behind a perpetual team as our legacy. Such an undertaking is daunting but we believe that with your support we can accomplish that. **Putting your name next to ours at events and venues is a marvelous way to promote your company and drive business!**



Thank you!
Hope you are
interested!

Contact

Website <http://www.cicsailing.com>

Email cicsanationalteam@gmail.com