

# *2019 CruiserFest*

Sail \* Motor \* Paddle

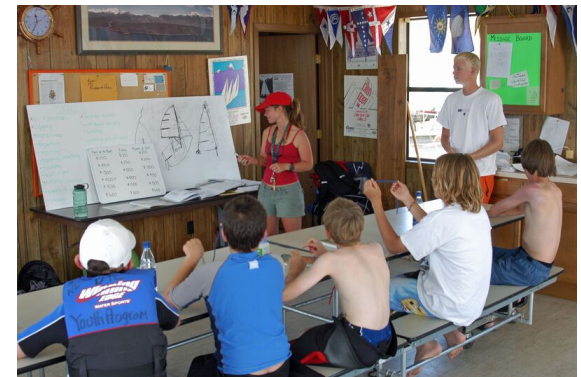
Supporting The Dillon Junior Sailing Program



July 13, 2019, Dillon Yacht Club – Dillon, Colorado

# A Community Event

- ▶ The DYC Junior Sailing Program was started in 2005 with only 3 boats and goal of promoting and growing junior sailing in the mountains. It has grown to an amazing summer sailing camp that caters to over 160 kids and growing from June to late August. We cater to ages 10-17 of all levels, including our DYC Junior Race Team. Dillon Junior Sailing is located at the Dillon Marina on beautiful Dillon Reservoir.
- ▶ Our goal of introducing children to sailing helps to build lifelong friendships and memories. We do this by teaching the love of sailing in a safe and fun environment. We hope that if a student loves sailing they will continue on with this wonderful sport for a long time to come. Our primary focus includes safety on the water, creating a fun learning experience, building confidence, and developing sailing skills.
- ▶ **The Dillon Yacht Club** offers sailing, yacht racing, entertainment, food and special events on beautiful Lake Dillon in the Colorado Rocky Mountains. Located just west of the Continental Divide and surrounded by 13,000 ft peaks, you are guaranteed some very exciting sailing conditions. Because of this, Dillon sailors are known to be some of the best in the Rocky Mountain region.
- ▶ One of the missions during the CruiserFest is to introduce the DYC to the customers of the Dillon Marina and general Summit County community who are now aware of the functions of the club. The short term goal is to potentially attract new members and best explain the benefits of membership. The long term goal is to bring together people who share the love of the mountains and the waters of Lake Dillon and foster new life long friendships.







## A Benefit for..... Dillon Junior Sailing Program

The tradition at the nations highest yacht club carries on again this summer with sailing lessons offered to junior sailors ages 10-17 of all abilities. The program, first of all, is based on FUN, then the emphasis focused on a proven curriculum from U.S. Sailing. Accomplishment and mastery of sailing skills is our goal for every child who comes through our program. Rigging, points of sail, steering, sail trim, knot tying, docking, safety, capsized recovery, and racing are some of the skills covered during each week. These skills are taught through a combination of lectures, textbooks, land drills, on the water practice, and activities that utilize these skills. We look forward to seeing you this summer!



**Mission Statement:** To introduce sailing as a sport to enjoy and participate in for a lifetime in an environment promoting fun, safety, self-reliance and good sportsmanship and to provide quality instruction in boating related activities equal to or above the best programs in the country.

*"Once you see the determination in a young sailors eyes, you develop a sense of compassion knowing that oneself has been there before"* Frank Keesling

# CruiserFest Overview

*Sail, Power, Paddle Poker Event*

- Register (\$10.00) and collect your playing score card.
- Dealer's meeting to review rules and how to play.
- Boats and SUP's visit stations located around the lake to collect cards.
- Final card is determined by a dart toss.
- Participants can purchase extra cards to swap for a potential better playing hand.
- Beverages are available and donations are encouraged. For every dollar contributed, one extra point goes to final tally.
- Food and music to entertain the crowd.
- DYC and Junior Sailing Presentations
- Awards





# CruiserFest Participant Demographics

- Median Age: 45 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%



Sources: KWRW Research, US Sailing Survey (9/16)

# *Previous Sponsors of DYC*

**Alpine Bank**

**Audi of America**

**Jack Links Beef Jerky**

**Air Tran Airways**

**Hall Spars & Rigging**

**Dillon Plumbing & Heating**

**Heidi's Brooklyn Deli**

**Arby's**

**Xylem CCI**

**Basil Doc's Pizza**

**C.F. Williams Group**

**Summit Resort Group**

**Resort Quest**

**Viadesto**

**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**



## 2019 CruiserFest Sponsorship Levels & Benefits

Sponsors receive benefits at their specific level and those benefits from lower levels except where indicated. The exposure a sponsor receives, including the positioning of logos in all promotional materials, is dependent on the sponsor level.

- **ADMIRAL CRUISER (1): \$2,500**
  - Title rights and year-round exposure on DYC website
  - Branded Company banners around event and card station locations
  - Branded score cards and dart toss board
  - Company Logo on all email blasts, printed materials and PR announcements.
  - Provided 10X10 tent and tables for display.
  - Verbal mentions during event.
  
- **CAPTAIN CRUISER (2) \$1,500**
  - Company banners at venue (2)
  - Company Logo on all email blasts and printed materials
  - Year round exposure on DYC Website
  - 10X10 tent and tables for display
  - Verbal mentions during event.
  
- **FIRST MATE CRUISER \$750**
  - Company banner at venue (company to supply)
  - Year round exposure on DYC Website
  - 10X10 tent and tables for display
  - Verbal mentions during event.
  
- **CREW CRUISER \$250**
  - Company banner at venue (company to supply)
  - Space for a 10X10 tent and tables (company to supply)
  - Verbal mentions during event

# Sponsorship Agreement

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Company Representative: \_\_\_\_\_

Sponsorship Level/Amount: \_\_\_\_\_

(Admiral: \$2,500; Captain : \$1,500; First Mate: \$750; Crew \$250.00)

In exchange for the marketing opportunities and benefits listed in the 2019 *CruiserFest* Sponsorship Levels, I agree to the above sponsorship level commitment.

\_\_\_\_\_  
*Authorized Signature*

\_\_\_\_\_  
*Date*

PLEASE MAKE SPONSORSHIP CHECKS PAYABLE TO DILLON JUNIOR SAILING

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