

June 18, 2022

**Support and grow the community that supports you.
Join with businesses everywhere in growing a global sailing celebration.**

Our Vision: “For one weekend, all sailors, all sailing, everywhere.”

Twenty-one years of Summer Sailstice celebrations have created a focused and active sailing community throughout the US and across multiple international locations.

Since its first humble flotilla of five sailboats, the Sailstice celebration has become a catalyst for the revitalization of hundreds of sailing clubs and associations, through reconnecting sailors and providing opportunities for thousands of new sailors to discover the sailing lifestyle.

Clubs, fleet associations and sailing schools alike harness the power of Summer Sailstice’s broad reaching marketing and promotional schedules to build their own following and membership bases.

Support your business by supporting the community that supports you — Sailing.

Summer Sailstice turns 22!

- Focused industry partnerships with national sailing organizations American Sailing Association and US Sailing have expanded our reach exponentially.
- Increased participation from multi-city international events such as SailGP, Holopuni Canoes Fleet, Peruvian Navy’s BAP Union.
- Active participation, and marketing support from national media partners such as Spin Sheet Magazine, Cruising World, Latitudes & Attitudes, Latitude 38, Ocean Navigator, 48 North, and more.



Sailstice flag flapping in the breeze



British Columbia sailboats



Brandon Mercer and Scott Racette
aboard Wildcard

SUMMER SAILSTICE

sponsorship ensures visibility in front of a targeted, national and global sailing audience.



Krakow's celebrate sailing in Greece



Governors Cup



Years of Sailstice burgees on SF Bay

Our Mission: "To create a global, publicly visible and inspiring event to demonstrate and celebrate sailing, creating a positive impact and significant growth in sailing."

Participant Testimonials:

- "Celebrate Sailstice together. It's a perfect day. What more could you ever want." – *Marissa Neely, SV Avocet, CA*
- "I was awesome. It was also quite wonderful to feel like we were part of an international sailing community. Thank you so much for your efforts at Summer Sailstice. And I look forward to 'seeing' you again next year!" – *Mary, British Columbia*
- "On Saturday, June 22, 2020 over 55 US Sailing member organizations and 15 First Sail locations participated in Summer Sailstice... We salute everyone who took part in this event and encouraged others to get out and enjoy the day." – *Betsy Alison, Adult Director, US Sailing (Summer Sailstice marketing partner)*
- "We had nine Hunters... Our club has been celebrating the Sailstice since 2011, so some members sported Sailstice shirts from the past years and other members donned spanking new 2021 shirts. We're already looking forward to Summer Sailstice 2022." – *Hunter Sailing Association, MD*

***"Thank you for giving us this wonderful event every year.
We love Summer Sailstice!"***

– Jolly Roger Pluckers & Summer Sailstice Pirates, Lake Canyon YC, TX

One Weekend, All Sailors, All Sailing, Everywhere

Sponsorship Opportunities:

Sponsorship Level / Benefits	PLATINUM \$20,000 +\$1,000 Prize	GOLD \$5,000 +\$500 Prize	SILVER \$2250 +\$250 Prize
Photo & link in Homepage slide show	✓		
Logo on Event Apparel	✓		
Logo on annual Event Poster	✓	✓	✓
Custom URL e.g. summersailstice.com/yourcompanyname	✓	✓	✓
Feature Story in eNewsletters to 20,000 subscribers	4	3	2
Featured FB: Followers 7046; Instagram: 857; Twitter: 667	12	4	3
Logo on All Outgoing Summer Sailstice eNewsletters	Large	Large	Medium
Logo on Homepage - Sponsor Acknowledgement Box	Large	Large	Medium
Logo on 'Sponsors' page – scaled size	✓	✓	✓
Thumbnail Image on main Prize Page – scaled position	✓	✓	✓

Sponsorship Level / Benefits	BRONZE \$950 +\$100 Prize	PRIZE DONOR Min. \$100 Prize	CONTEST \$1500 + Prize
Feature Story in eNewsletters to 20,000 subscribers	1		1
Featured Facebook Posts	1		2
Logo on all outgoing Summer Sailstice eNewsletters	Small		Small
Logo on Homepage - Sponsor Acknowledgement Box	Small		Small
Logo on 'Sponsors' page - scaled size	✓	Donor Name	✓
Thumbnail Image on main Prize Page - scaled position	✓	✓	✓
Individual Prize Page	✓	✓	✓
Additional Contest-Sponsor Benefits			
Logo & Prize Page link on Contest page			✓
Mention in Contest Feature-stories			Minimum 2
Social Media Tags in Contest Posts			Minimum 2

Sponsorship benefits vary according to level of commitment, but can include multiple impressions across the Summer Sailstice website, logo on printed materials, logo-wear branding, individualized promotional features, inclusion in monthly and fortnightly e-newsletters, social media, press releases.

Position preferences will be given to past sponsors renewing on a first come, first serve basis.



Washed Up YC



Whether your audience is in the US or sailing around the world, reach them through our active real-time community and online



Tonia Burk Lake Allatoona GA

www.summersailstice.com

Sponsorship engages active sailors around the nation and around the world.

- **Leverage** – Connects your business with boat owners, sailors, customers and prospective customers, worldwide.
- **Cost-effective online engagement** – Utilizes the power of the internet to engage sailors with sponsors, supporters, and local and affiliate sailing events around the world.
- **Diverse & Broad Reach** – Engagement and participation in all 50 US states, multiple Canadian provinces, and countries worldwide across all sailing styles: racers, cruisers, day-sailers, windsurfers, beach cats, tall ships, sailing dinghies and more.
- **Industry Integration & PR support** – Supported by American Sailing Association (ASA), Sail America and US Sailing, and major sailing publications including SAIL, Cruising World, Sailing, Bluewater Sailing, Latitude 38, Spinsheet, 48 North, Points East, Windcheck, Southwinds, Soundings, Scuttlebutt, Yachting World and more.
- **Growing Participation** – Reaching your audience and growing participation in sailing are critical to your business so it's important to connect with the organizations and the people who can help you.

Summer Sailstice integrates your business, the global sailing community and your shared goal of growth in sailing with a focused, collaborative, worldwide sailing celebration.

Sign up early to Maximize your Benefits, Become a Sponsor now!!

To secure your Sponsorship contact event founder John Arndt: john@summersailstice.com

Or event manager Nicki Bennett: nicki@summersailstice.com



Treasure Hunt

If you're not part of the solution, you're part of the problem— Support growth in sailing with Summer Sailstice



Modern Sailing by Lyon Omohundro

Summer Sailstice, LLC 6 Jersey Lane, San Anselmo, CA 94960

or at 415-412-6961 and www.summersailstice.com

On behalf of the thousands of participating sailors, *Summer Sailstice* thanks you for your continued support of this unique global sailing celebration. We look forward to working with you to make this a rewarding event for sailors, sailing and your company.