

2011-2012 PHRF New England Sponsorship Opportunities

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PHRF-New England
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Be a Powerful Voice at PHRF NEW ENGLAND as Sponsor of the Largest Regattas in New England

Your Benefits of a PHRF Sponsorship:

- **Variety** of Sponsor Options for Businesses of All Sizes and Advertising Needs
- **Targeted Audience:** New England's Avid Sailing Community
- **Year Round:** Peak Exposure In Summer/Fall , continued Exposure in Winter/Spring
- **Consistent and Broad Exposure:** At Event, In Email, On Web, In Print
- **High Volume:** 1.5 million total ad impressions served for all of our sponsors
- **Competitive and Affordable** Advertising costs
- **Geographical Coverage** Focused from Connecticut to Maine
- **Additional Exposure** to the National and International Racing Communities
- **Prompt and Efficient** Setup of Your Ad Program
- **Quantitative** Performance and Results for Web and Email Based Ads

Sponsor Overview

The 2011 PHRF NE Championships will be held on August 26, 27, 28 in Marblehead, Massachusetts. 2011 is the year for you and your enterprise to take the lead and present your product or service to the elite sailors of New England participating in the 2011 PHRF NE Championships.

The "New Englands" are an excellent venue to place your corporate identity in front of attentive sailors along with the extended Marblehead and New England yachting community before, during, and after the sailing season. There are thousands of interested participants, observers, and casual onlookers who will have the opportunity to become familiar with your product or service in an inviting, pleasant, and festive ambiance. There are tens of thousands that utilize the PHRF New England web site as a racing and boat rating resource.

The 2011 PHRF NE Championships is the premier New England sailing competition and one of the largest offshore East Coast sailing events of the entire 2011 season. More than 1200 sailors will gather to race in six or more races on three starting lines over the course of the three-day regatta.

Each sponsorship enjoys a unique and customized opportunity to become associated with this prestigious event. Our past Sponsors have seen results. The demographics of our sailors certainly match your criteria is a targeted and attentive audience. PHRF-New England Championships participants hold high regard for PHRF Sponsors and respond!

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Discerning businesses who sponsored the 2010 Championships, and the 2010-11 Season:

Hanse Yachts
Atlantis WeatherGear
Gosling's Rum
Sudbury Boatcare Products, Inc.
Lynn Marine Supply
North Sails
Eric Holch
Headway Consulting
Hall Spars & Rigging
Marblehead Studios
Doyle Sails
West Marine - Marblehead
Sperry Topsider
Protector Boats
Sail Proud
NSarles & Associates
Hill & Lowden Yacht Brokers
New Wave Yachts
Sail Magazine
The Landing Restaurant
The Shipyard Brewing Company

Business Benefits:

The 2011 PHRF NE Championships offer you and your company the opportunity to develop a customized promotional program that meets, and will most likely exceed, your marketing goals while reaching a targeted and receptive audience. You create the positioning you desire and repeat the visibility all year long. If a happy boat owner and accomplished racer is your ideal patron, your presence at this event will continually benefit your company.

We are able to provide you with a broad spectrum of exhibits, on-site activities, multifaceted visibility, and demonstration capabilities along with on-site sales and sample opportunities. We invite you to meet with us to plan your specific strategy, visit the clubs, and create a profitable experience.

The Event:

PHRF (Performance Handicap Racing Fleet) of New England handicaps about 1124 sailboats from all over New England according to size, sails, equipment, and other variables as they race against each other all season. In August, over 125 boats, with an anticipated 1200 sailors, will meet in Marblehead for three days of championship racing. The shared hosting by the renowned Eastern, Corinthian, and Boston Yacht Clubs of Marblehead is most unique. Each Club offers their club amenities, race committees, dock masters, and more to this regatta to herald an extraordinary Marblehead sailing event.

The winds are unpredictable and always a challenge, the beauty of the Massachusetts Bay never ceases to enchant, and the high level of expertise, love of sailing, and the thrill of competition make this the best and most challenging of all regattas. Because PHRF is dedicated to providing all sailors with an opportunity for

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world-class competition governed by elite Race Committees, sailors of all skill levels and yacht sizes are welcome.

Marblehead:

Marblehead began as a simple fishing village and was incorporated over 350 years ago. Today, it is one of the most picturesque towns in all of New England, the birthplace of the American Navy, and the yachting capital of Massachusetts. Marblehead Harbor is the home to six yacht clubs, the homeport of over 3,000 boats, and the center of excellence in sailing for over 100 years. 2011 will be the 29th consecutive year of PHRF NE Championships.

The Sailors:

The sailor demographics reveal that the sailors are upscale; enjoy a high income; are often CEOs or high level management; enjoy competition and winning; and spend on the finer things such as fast, well-equipped yachts, vacations, and personal luxuries. The majority of sailors are from the Greater Boston area with some boats coming from New York City, Long Island Sound, Narragansett Bay, Maine, and New Hampshire. Families and friends join the festivities for this is the last major sailing and memorable social event of the season.

The Visibility - An Overview of our Advertising Offering:

On-site at Event

The venue offers a host of advertising opportunities, from banners, table displays, recognition at the ceremonies, and presence in the prized Skipper's Bags. Your company will enjoy exposure to the more than 1500 expected participants, friends and family. Many past participants have remarked about how well run the event has been, accounting for the high rate of retention both at the venue and year-over-year.

Full-Color Print

The PHRF is ramping up a race marketing program that includes a variety of glossy full-color print advertising that announces the details of the Championship event, while displaying your logo and company. Printed posters will be displayed in more than 250 yacht clubs, retailers, and sailing centers. Like many of the other premier racing events, we'll also be designing and displaying two large 3'x8' banners containing sponsor logos. See the chart below for a summary of our print advertising offering. Print ad specifications can be found at the end of this document.

Popular Web Sites

This year PHRF will be using two websites to draw traffic and attention to the upcoming Championship races and the PHRF New England organization as a whole. The Championship will have it's own event-based web site at: thenewenglands.org. We also provide comprehensive exposure for our sponsors on phrfne.org, the general web site for PHRF New England. Based on previous traffic history and further use of the web, we expect these sites to serve in excess of 300,000 pages to more than 50,000 visitors this upcoming year. Our sponsors receive placement on ALL pages that make up the site. With a maximum of five sponsor mentions per page, and doing so in a way that streamlines logo and name placement into the site content, we will deliver more than 1.5 million sponsor ad impressions this year. Web ad specifications are found at the end of this document.

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Overview of the PHRF Web Site:

- The site enjoys the coveted "Top 1" position as linked from a "PHRF" Google search.
- Site offers global resources and standards that many other PHRF organizations follow.
- The site is a dynamic repository of news, events, ratings, and more.
- The site attracts both repeat and fresh traffic.
- PHRF NE is linked from many other national sailing resources.
- Largely used by the U.S. and Canada, but also has served more than 65 countries.
- Significant web site traffic throughout the entire year, as illustrated below.

Web Site Traffic Summary – Peak Season (June 1 – October 31)

20,000 - 45,000 unique page views per month

3,000 – 4,500 unique visitors per month

Web Site Traffic Summary – Winter Season (November 1 – May 31)

14,000 - 16,000 unique page views per month

2,500 – 2,800 unique visitors per month

Real-time Ad Performance Monitoring for Sponsors ; See Quantitative Results!

- Clickthroughs from web ads
- Total PHRF traffic/visitors
- Clickthroughs from email ads
- Total Email Broadcast recipients
- Total banner impressions
- Automated Ad Statistics Emailed Monthly

Effective Email Broadcasts

Starting in 2004, PHRF NE increased its usage of email by utilizing more effective and graphical email templates that include sponsor logos integrated into its content. The un-subscribe rate of the PHRF email distributions is very low, indicating that recipients are pleased with the information and insight they provide. Since we forecast the distribution of more than 66,000 email messages in this upcoming year, and since we offer a maximum of eight sponsor mentions per email, we will serve more than 400,000 sponsor ad impressions, all to a targeted New England audience.

The Event Schedule:

Thursday, August 25

Hosted by: Boston Yacht Club

- o Skipper's Meeting (time: TBD)
- o Sponsor banners and exhibits are set up
- o Skipper's bags are distributed
- o Regatta sportswear on sale

Friday, August 26 – Day One

Hosted by: Boston Yacht Club

- o 10 AM - 2 PM: VIP spectator boats will view races
- o 6 PM - 9 PM: Sponsored Cocktail Deck and Lawn Party at the BYC with Cash bar and Dinner
- o Opening Ceremonies
- o Sponsor banners and exhibits on display
- o Sponsors will be honored
- o Daily Awards presentation
- o Press party

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- o Regatta sportswear on sale

Saturday, August 27 – Day Two

Hosted by: Boston Yacht Club

- o 10 AM - 2 PM: VIP spectator boats will view races
- o 6 PM - 9 PM: Sponsored Cocktail Deck and Lawn Party at the BYC with Cash bar and Dinner and Live band.
- o Daily Awards Ceremonies
- o Sponsor banners and exhibits on display
- o Sponsors will be honored
- o Daily Awards presentation
- o Press party
- o Regatta sportswear on sale

Sunday, August 28 - Final Day of Races

Hosted by: Boston Yacht Club

- o 10 AM - 2 PM: VIP spectator boats will view races
- o 3 PM - 6 PM: Sponsored Cocktail Deck and Lawn Party at the BYC with Cash bar and Dinner
- o Final Awards Ceremonies
- o Sponsor banners and exhibits on display
- o Sponsors will be honored
- o Daily Awards presentation
- o Press party
- o Regatta sportswear on sale

**Join Us in the Summer's Premier PHRF Race:
Support the PHRF Championship Event and Organization**

All PHRF Sponsor opportunities are limited in quantity, and we expect most slots to be reserved by May 1, the start of web, email, and print exposure. Please call Nancy Sarles (781-631-6416) if you have questions about these sponsorship opportunities or would like to discuss customizing another package to meet your needs.

Ready to Sign Up?

Please print and mail a signed copy of the Sponsor Form below with your deposit to the following address. You can also sign up online at our site phrfne.org and you will be contacted to confirm payment information.

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Features of a PHRF Sponsorship

	FIVE SPONSORSHIP LEVELS				
	Premier	Platinum	Gold	Silver	Bronze
Companies Per Level	1	2	3	5	10
PHRF NE Championship and Annual Sponsorship <i>Effective: June 1, 2011 – May 31, 2012</i>	\$10,000	\$3000	\$2000	\$700	\$350
Venue and Event Features					
Your company's name is the event's title	✓				
Your logo and name on 192 daily prizes	✓				
Your logo and name on 36 overall prizes	✓				
Your logo on the Skipper's Bag	✓				
Your company banner or display in tent	✓	✓	✓		
Set up product/service demonstrations	✓	✓	✓		
Be aboard the VIP Spectator vessel	✓	✓	✓		
Donate prizes for race awards	✓	✓	✓		
Passes to all weekend social events	✓	✓	✓		
Mention in media releases	✓	✓	✓		
Distribute items in the Skipper's Bag	✓	✓	✓	✓	
Logo on PHRF Sponsor banner in tent	✓	✓	✓	✓	
Name on PHRF Sponsor banner in tent	✓	✓	✓	✓	✓
Print Advertising Features					
Your logo on popular race t-shirts	✓				
1 set of 1000 PHRF mailing labels	✓	✓	✓	✓	
Advertising presence Banner & Race Brochure:	✓	✓	✓	✓	✓
Race Poster	✓	✓	✓	✓	✓
Your logo and web address (large size)	✓	✓	✓		
Your logo (medium size)				✓	
Your name in text listing (small size)					✓
Web Advertising Features					
PHRF New England Site: phrfne.org	✓	✓	✓	✓	✓
New Championship Site: TheNewEnglands.org	✓	✓	✓	✓	✓
Your logo on Site Header Graphic (large)	✓				
Your logo on Site Header Graphic (medium)		✓	✓		
Your logo (in rotation) on Main Site Template		✓	✓	✓	text only
Name, logo, phone, email, link on sponsor page	✓	✓	✓	✓	✓
Access to real-time ad performance stats	✓	✓	✓	✓	✓
Email Advertising Features					
Your logo on Main Email Header Graphic	✓				
Send one email to 1000 PHRF members	✓	✓	✓		
Access to real-time ad performance stats	✓	✓	✓	✓	✓
Presence on total of 8000 Email Messages:	✓	✓	✓	✓	✓
Save-The-Date – June 1	✓	✓	✓	✓	text only
Notice-of-Race - June 1	✓	✓	✓	✓	text only
Application Announcement - July 1	✓	✓	✓	✓	text only
Entries Update / Race News - August 9th	✓	✓	✓	✓	text only
Entries Update / Race News - August 16th	✓	✓	✓	✓	text only
Entries Update / Race News - August 23th	✓	✓	✓	✓	text only
Post-Race Results / Wrap-up - August 28th	✓	✓	✓	✓	text only
Sponsor Thank You - Sent on August 31	✓	✓	✓	✓	text only

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Print Ad Specifications

Note:

- precise layout of template may change based on content formatting
- logo dimensions listed include spacing ; exact logo size will be 1/4" to 3/8" smaller
- best-fit logo sizing will be applied

Venue Sponsor Banner

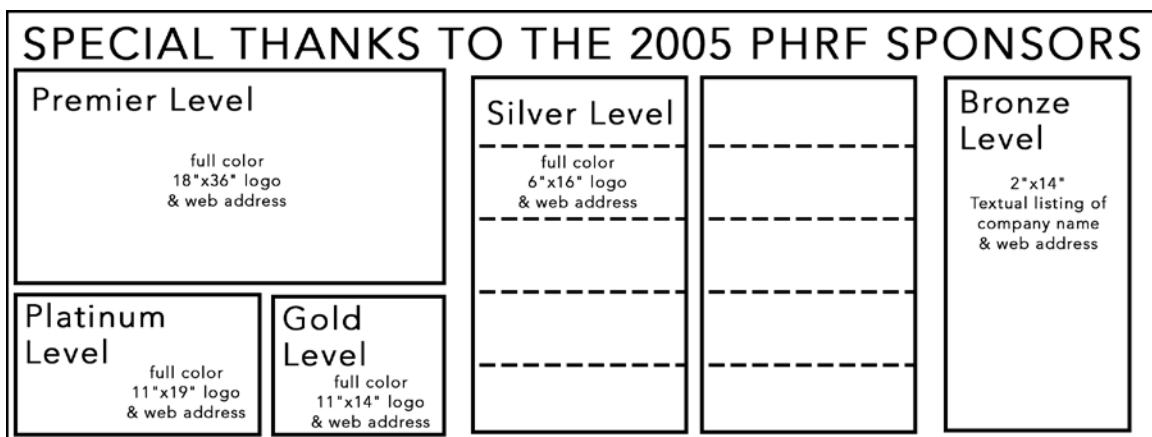
Qty Printed: 2

Location: Hung inside venue tent and outside the Boston Yacht Club

Date: August 26-28, 2011

Size: 3'x8'

Full Color



Web and Email Ad Specifications

Note:

- pixel dimensions are minimum guaranteed sizes ; design may allow for larger ads
- logo dimensions listed include spacing ; exact logo size will be 10-20 pixels smaller
- best-fit logo sizing will be applied
- Sponsor presence is provided in **ALL** of the following locations for each of the five levels
- all logo and company mentions are clickable links to URL of sponsors preference
- unless noted, all ads are static
- the frequency of rotated ads is based on the sponsorship level and is as fair as possible

Premier Level (1 company)

Location #1: PHRF NE Organizational Site Header (phrfne.org)

150x75 pixels – horizontal – company logo

Rotation Frequency: full run / every page view

Qty: estimated 300,000 page views per year (includes location #2 below)

Location #2: PHRF NE Championship Site Header (thenewenglands.org)

200x100 pixels – horizontal – company logo

Rotation Frequency: full run / every page view

Location #3: PHRF NE Email Header

150x75 pixels – horizontal – company logo

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Rotation Frequency: full run / every email message
Qty: approx. 11,000 email messages annually to more than 1200 unique recipients

Location #4: PHRF NE Sponsorship Page

200x100 pixels – horizontal – company logo
Also includes listing: Company Name, URL, Phone, and Email
Rotation Frequency: full run / every page view

Platinum Level (1 company)

Location #1: PHRF NE Organizational Site Template Side Bar (phrfne.org)

138x78 pixels – horizontal – company logo
Rotation Frequency: 1.2x Gold Level
Qty: 600,000 ad impressions total for all sponsors (includes location #2 below)

Location #2: PHRF NE Championship Site Template Side Bar (thenewenglands.org)

138x78 pixels – horizontal – company logo
Rotation Frequency: 1.2x Gold Level

Location #3: PHRF NE Email Template Side Bar

113x63 pixels – horizontal – company logo
Rotation Frequency: 1.2x Gold Level
Qty: approx. 11,000 email messages annually to more than 1200 unique recipients

Location #4: PHRF NE Sponsorship Page

150x75 pixels – horizontal – company logo
Also includes listing: Company Name, URL, Phone, and Email
Rotation Frequency: full run / every page view

Location #5: PHRF NE Championship Header Graphic (thenewenglands.org)

100x55 pixels – horizontal – company logo
Rotation Frequency: full run / every page view

Gold Level (1 company)

Location #1: PHRF NE Organizational Site Template Side Bar (phrfne.org)

138x78 pixels – horizontal – company logo
Rotation Frequency: 1.2x Silver Level
Qty: 600,000 ad impressions total for all sponsors (includes location #2 below)

Location #2: PHRF NE Championship Site Template Side Bar (thenewenglands.org)

138x78 pixels – horizontal – company logo
Rotation Frequency: 1.2x Silver Level

Location #3: PHRF NE Email Template Side Bar

113x63 pixels – horizontal – company logo
Rotation Frequency: 1.2x Silver Level
Qty: approx. 11,000 email messages annually to more than 1200 unique recipients

Location #4: PHRF NE Sponsorship Page

150x75 pixels – horizontal – company logo
Also includes listing: Company Name, URL, Phone, and Email
Rotation Frequency: full run / every page view

Location #5: PHRF NE Championship Header Graphic (thenewenglands.org)

75x40 pixels – horizontal – company logo
Rotation Frequency: full run / every page view

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Silver Level (10 companies)

Location #1: PHRF NE Organizational Site Template Side Bar (phrfne.org)

138x78 pixels – horizontal – company logo

Rotation Frequency: Based on remaining impressions from above frequency

Qty: 600,000 ad impressions total for all sponsors (includes location #2 below)

Location #2: PHRF NE Championship Site Template Side Bar (thenewenglands.org)

138x78 pixels – horizontal – company logo

Rotation Frequency: Based on remaining impressions from above frequency

Location #3: PHRF NE Email Template Side Bar

113x63 pixels – horizontal – company logo

Rotation Frequency: Based on remaining impressions from above frequency

Qty: approx. 11,000 email messages annually to more than 1200 unique recipients

Location #4: PHRF NE Sponsorship Page

150x75 pixels – horizontal – company logo

Also includes listing: Company Name, URL, Phone, and Email

Rotation Frequency: full run / every page view

Bronze Level (10 companies)

Location #1: PHRF NE Organizational Site Template Side Bar (phrfne.org)

138x25 pixels – horizontal ad – company name

Frequency: rotated amongst bronze levels

Qty: estimated 300,000 page views per year (includes location #2 below)

Location #2: PHRF NE Championship Site Template Side Bar (thenewenglands.org)

138x25 pixels – horizontal ad – company name

Frequency: rotated amongst bronze levels

Location #3: PHRF NE Email Template Side Bar

138x25 pixels – horizontal ad – company name

Frequency: rotated amongst bronze levels

Qty: approx. 11,000 email messages annually to more than 1200 unique recipients

Location #4: PHRF NE Sponsorship Page

150x75 pixels – horizontal – company logo

Also includes listing: Company Name, URL, Phone, and Email

Frequency: full run / every page view

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