



January 12, 2015

Dear Hayes,

Cottage Park Yacht Club is honored to be selected once again by US Sailing in coordination with Mass Bay Sailing Association to host the 2015 USA Junior Olympic Sailing Festival- Mass Bay. US Sailing's Junior Olympic Program is a nationwide series of regattas for youth ages 8 to 18 to promote junior sailing nationally as well as provide an Olympic path-way for talented young sailors. C.P.Y.C is a family oriented yacht club located in Winthrop, MA just 4.5 miles from downtown Boston. All races will be held in outer Boston and Winthrop Harbors with the City of Boston skyline framing the backdrop. Our experienced Committee and small army of volunteers are already working hard planning the event. We are asking for your support as a Sponsor.

More than 250 sailors ages 8 to 18 representing over 40 sailing organizations and yacht clubs will soon descend upon our Club and the Boston area to compete, socialize, and explore the region; bringing with them and entourage family, friends, coaches, instructors, and supporters. The demographics affirm that most sailing families have a household income of above \$100,000, own 2+ cars and are above average buyers of luxury goods. Our Junior Olympic sponsors and supporters gain access to this tight-knit community of consumers.

By supporting the USA Junior Olympics Festival Harken will benefit from numerous publicity and marketing opportunities associated with this exciting, beautiful, and "Green" event. We focus on creating tangible sponsorship results from a variety of mediums including public media and print advertising, email and web promotion, direct mail, and on-site promotion. We strive to provide a premium level of contact to a very desirable demographic. To that end, your sponsorship will be both broad and targeted to provide excellent brand awareness and the highest exposure for your selling needs.

As a Sponsor of the USA Junior Olympics Festival-Mass Bay Harken will be affiliated with one of the most prestigious youth sailing events in the country and one of the most widely attended sailing events in New England attracting a remarkable mixture of affluent and impressionable consumers. We have a variety of sponsorship marketing opportunities. Please take a moment and review the attached proposal. We would love to have Harken involved as a partner in this event!

Sincerely,

Rick Clancy – CPYC JO Regatta Sponsorship Coordinator



AUGUST 9th-12th



Hosted by

COTTAGE PARK YACHT CLUB

One Baker Square 76 Orlando Ave
WINTHROP, MA 02152

www.cpyc.org



Thanks to the J.O. National Sponsors!





US Sailing's Junior Olympic Program



What is the Junior Olympic Program

US Sailing's Junior Olympic Program is a nationwide series of youth regattas to promote the enjoyment of sailing and development of skills to young sailors as well as provide an Olympic pathway for talented junior sailors.



Events mix Olympic-style competition with elements of learning and fun for all levels—from beginning racers to those with Olympic aspirations. For junior sailors with world-class ambitions, JO events provide an opportunity to compete in large, regional fleets with Olympic-style racing. Sailors who excel at JO events typically progress to the national arena.

In 2015, 30 events are planned in the continental United States and Hawaii and over 4000 sailors expected to participate. Junior Olympic Sailing is coordinated by US Sailing and sponsored nationally by West Marine, Gill and Sperry Top-Sider.

Junior Olympic Program Goals

- Engage young people in the excitement of sailing
- Encourage young sailors to enjoy racing
- Increase participation locally, regionally and nationally through USA Junior Olympic Festivals
- Improve skills of young sailors through training

The Junior Olympic Movement

Sailing is only one of the many sports that offer Junior Olympic programs. Junior Olympic competition is coordinated by the National Governing Bodies (NGB) of each sport and by the Amateur Athletic Union (AAU). The first JO programs date back to the late 1970s and some 40 NGBs in the United States run JO programs or events today. Junior Olympics come under the umbrella of the Olympic movement, for each NGB is a member of the United States Olympic Committee (USOC).





Cottage Park Yacht Club



Hosting the 2015 USA Junior Olympic Festival-Mass Bay

Experienced Regatta Management

Over the years, C.P.Y.C has hosted many championship yacht racing regattas

EXPERIENCED

In 2014 we hosted

- 20th Annual Regatta to Benefit Make-A-Wish
- 2014 Snipe North American Championship
- 2014 Snipe Women’s National Championship
- 2014 Star Class First District Championship

ORGANIZED

C.P.Y.C. Regatta Committee is organized & experienced in maximizing sponsor visibility

CONNECTED

Established and effective media contacts within the Greater Boston area for all types of media outlets – TV, Newspaper, Electronic

TEAM WORK

Drawing upon our depth of experience, we will work in tandem with your marketing team to determine what level of sponsorship meets your specific needs and ensure the appropriate level marketing awareness for your investment.



Sunset - CPYC Head Pier



CPYC Youth Sailing—Beginners



Cottage Park Yacht Club

Boston, MA

World Class Venue World Class Audience

C.P.Y.C is located in Winthrop, MA just 4.5 miles by car from Historic downtown Boston,. All races will be held in outer Boston and Winthrop Harbors with the City of Boston skyline framing the backdrop. We expect this setting to draw 250 sailors bringing with them an entourage of family, friends, and supporters from all over New England and beyond.

- Above average consumers of Luxury goods
- 5 million residents in the Greater Boston Area
- An estimated 35.3 percent of Greater Boston households had 2012 income of \$100,000 or more.
- \$418,300 is the 2104 Median Home Value in Boston, By comparison, the median US home price weighs in at \$188,900 for 2014. (Boston Globe 3/2/14)
- There are approximately 137,668 boats registered in Massachusetts.
- Opportunity for exposure within Greater Boston, New England, and Nationally.

About The Cottage Park Yacht Club

The Cottage Park Yacht Club was founded in 1902 and is a center of yachting in Boston Harbor. It is an organization that encourages family participation, competitive sailing, and offers numerous other activities such as Bowling Leagues, Social Functions, Youth Sailing Programs, and much more.

Please visit us at www.cpyc.org

Sunday August 9, 2015

4:00 pm—7:00 pm

Boat Arrival and Check-In

SCHEDULE OF EVENTS

(subject to change)

Monday August 10, 2015

8:00 am Continental Breakfast and
Check-In

10:30 am Skippers meeting

11:30 am Collect Lunches

12:30pm Racing Begins

5:00 pm Racing ends for the day

6:00 pm Dinner/Opening Ceremonies

Tuesday August 11, 2015

8:00 am Continental Breakfast

9:00 am Clinic On Land

11:30 am Collect Lunches

12:00 pm Racing Begins

6:00 pm Dinner w/ DJ Entertainment

Wednesday August 12, 2015

9:00 am Continental Breakfast

11:00 am Racing Begins

2:00 pm Last Start Racing

2:30 pm BBQ Lunch

3:30pm Awards/Closing Ceremony





Unique Event Sponsorship Opportunities Include A Variety Of Outdoor/Crossover Activities



Events mix Olympic-style competition with elements of learning and fun for all levels—
from beginning racers to those with Olympic aspirations.

Sponsoring a skill building clinic allows sailors to draw on the knowledge of experienced coaches and athletes.



The prize giving ceremony at the end of each JO event is similar to that at the Olympic Games, and class winners step up to the podium to collect Gold, Silver, and Bronze Junior Olympic medals. Events celebrate not only winners, but all those who participate and competitors who exhibit the virtues of sportsmanship. Special fun prizes and sportsmanship awards are presented at many JO events.

Join Our Current Sponsors Today



Contests, Games, Dinners...Event sponsorships combine educational and social opportunities providing fun for families and children of all ages!





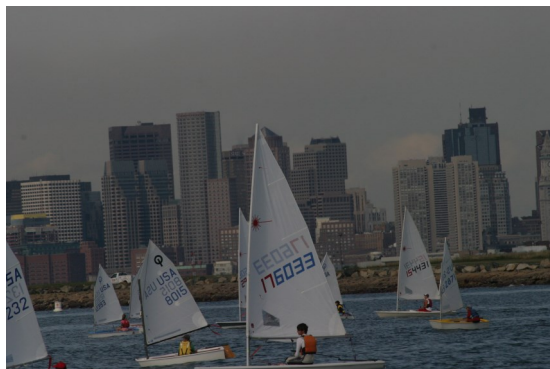
SPONSORSHIP OPPORTUNITIES



We have rewarding Sponsorship levels encompassing a broad array of marketing efforts. We look forward to hearing from you about other opportunities you believe would benefit your organization and working together to ensure you receive the level of marketing awareness required for your investment.

As a Sponsor of USA Junior Olympics, you will be carefully integrated and affiliated with one of the most prestigious youth sailing events in the country, and one of the most widely attended annual youth sailing events in New England attracting a remarkable mixture of affluent & impressionable consumers.

Sponsoring the USA Junior Olympics may be more attractive and cost-effective than you might realize. The 2015 USA Junior Olympic Festival-Mass Bay is being hosted by the Cottage Park Yacht Club in coordination with US Sailing a **501(c)(3) nonprofit organization**. But your sponsorship presence continues beyond our Boston shores, including online and media visibility to thousands of loyal sailing fans.



Grand Sponsor

(One Sponsorship Available, 1st come basis)

Financial Contribution \$7,500

Grand Sponsor Benefits & Recognition

- Logo displayed on **all Participant Boats & Race Course Marks**—Excellent for media photo opportunities (decals provided by sponsor)
- Logo displayed on Regatta Leaderboard
- Exclusive Sponsor of the Opening Ceremonies and Dinner
- Exclusivity—No competitive sponsorships
- Optional booth/space provided to display your services or products
- Corporate name prominently included in official event references (print, media, Internet, social media, etc.)
- Sponsor banners and flags throughout venue (supplied by sponsor)
- Full page **back cover** advertisement in Regatta Program
- Logo and link displayed on Regatta website homepage
- Recognition in local media and throughout the entire venue
- 1 year free custom advertising space in the “Windjammer,” the Club’s bi-monthly publication
- 3 Months free advertising on the Club’s 40” flat-screen information center located in the Club lobby
- Opportunity to include promotional material in regatta Skipper Bags distributed to all registered participants such as flyers, coupons, etc.
- Opportunity to include literature/advertising in registration packets
- Up to 6 people embarked on spectator boat provided for Regatta
- Access to all regatta events for 8 people

US Sailing is a 501 (c)3 organization. All financial contributions are tax deductible

Presenting Sponsor

(One Sponsorship Available, 1st come basis)

Financial Contribution \$5,000

Presenting Sponsor Benefits & Recognition

- Original Trophy— *You Pick it—You name it—You present it!*
- Exclusive Sponsor of Closing Ceremony (Photo / Press Opportunity)
- Exclusivity - No competitive sponsorships
- Optional booth/space provided to display your services or products
- Corporate name prominently included in official event references (print, media, Internet, social media, etc.)
- Sponsor banners and flags throughout venue (supplied by sponsor)
- Full page advertisement in Regatta Brochure
- Logo and link displayed on Regatta website homepage
- Recognition in local media and throughout the venue
- 1 year free custom advertising space in the “Windjammer,” the Club’s bi-monthly publication
- 1 Month free advertising on the Club’s 40” flat-screen information center located in the Club lobby
- Opportunity to include promotional material in regatta bags distributed to all registered participants such as flyers, coupons, etc. (see Skipper Bag Requirements)
- Opportunity to include literature/advertising in registration packets
- Up to 4 people embarked on spectator boat provided for Regatta
- Access to all regatta events for 6 people

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Premier Sponsor

(3 Sponsorships Available, 1st come basis)

Financial Contribution \$4,000

Premier Sponsor Benefits & Recognition

- Exclusive sponsorship of one Dinner, Breakfast, or Clinic
- Exclusivity- no competitive sponsorships
- Booth/Space provided to display your services or products
- Corporate name prominently included in ALL official event references (print, media, Internet, social media, etc.)
- Sponsor banners and flags throughout venue (supplied by sponsor)
- Full page advertisement in Regatta Program
- Logo and link displayed on Regatta website homepage
- Recognition in local media
- 1 year free advertising space in the “Windjammer,” the Club’s bi-monthly publication
- 1Month free custom advertising on the 40” flat-screen information center located in the Club lobby
- Opportunity to include promotional material in regatta bags distributed to all registered participants such as flyers, coupons, etc. (see Skipper Bag Requirements)
- Opportunity to include literature or advertising premium in registration packets
- Up to 4 people embarked on spectator boat provided for Regatta
- Access to all regatta events for 4 people

Official Sponsor

(5 Sponsorships Available, 1st come basis)

Financial Contribution \$2,500

Official Sponsor Benefits & Recognition

- Half page advertisement in Regatta Program
- Logo and link displayed on Regatta website homepage
- Recognition in local media & at event
- Space to display company banner
- 1/2 year free custom advertising in “Windjammer” publication
- 1 Week free advertising on the Club’s 40” flat-screen information center located in the Club lobby
- Opportunity to include promotional material in regatta bags distributed to all registered participants such as flyers, coupons, etc. (see Skipper Bag Requirements)
- Up to 2 people embarked on spectator boat provided for Regatta
- Access to all regatta events for 2 people

Contributing Sponsors

Gold - \$1,000; Silver - \$750; Bronze - \$500
Financial/Product Contribution

Contributing Sponsor Benefits & Recognition

- Advertisement or message in Regatta Brochure sized to level
- Free advertising space in the “Windjammer,” the Club’s bi-monthly publication according to level
- Logo and link or personal message displayed on Regatta website
- Included on Contributing Sponsor poster displayed at Regatta.
- Included on Contributing Sponsor list electronically displayed on the Club’s lobby monitor.
- Opportunity to include promotional material in regatta bags distributed to all registered participants such as flyers & Coupons (see Skipper Bag Requirements)

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Regatta Merchandise Sponsor

Value In-Kind contribution opportunities for Regatta requirements including bag lunch for the sailors & race committee, t-shirts, ball caps, beverage glasses, snacks, beverages, lodging for out of area participants, fuel for committee and mark boats, haul out service, transportation...just to name a few
Benefits & Recognition Negotiable

Regatta Registration Skipper Bag Sponsor

Financial / Product Contribution to fund skipper bags

Skipper Bag Sponsor Benefits & Recognition

Regatta Skipper Bags are distributed to all regatta entrants and committee members and provide an opportunity for direct delivery of your product, or collateral piece highlighting your product. This sponsorship category offers companies focusing on brand awareness through marketing product, product samples or other promotional items.

Below is a summary of marketing opportunities available to you as a contributor to the Skipper Bag and examples of proposed items to include.

Regatta Skipper Bag Suggested Contributions:

Quantity Needed: 300 of any one item

Examples: Skipper bag (e.g. Canvas, Sail cloth or Backpack), T-shirts, hats, product samples, mugs/cups, key-chains, pens, water bottles, power/snack bars, sunglasses, suntan lotion, nautical products, flashlights, tools, gadgets, Frisbees, cozys etc.

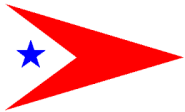
Sponsor a Custom Award

Financial Contribution \$500

You sponsor it, You provide it —You name it! Examples include Sportsmanship, Top Sailor, Most Improved...have fun!

Value In-Kind (VIK) contributions should be accounted for per IRS rules

You will receive acknowledgement of your VIK contribution from the Cottage Park Yacht Club a not-for-profit organization



Become a Sponsor

Call one of our sponsorship coordinators below to discuss the right level of sponsorship for you!

Mail your Tax-Deductible Financial Sponsorship

payable to **US Sailing** together with

the enclosed completed Sponsorship Commitment form

**Mail to: Cottage Park Yacht Club JO Committee
76 Orlando Ave, Winthrop, MA 02152**

or

Submit online at: <https://www1.ussailing.org/Membership/EnterDonation.aspx>

Online donors must also send an email to leeparks@ussailing.org stating that the donation is to be for the Junior Olympic event at CPYC. The completed Sponsorship Commitment form must also be mailed to the Cottage Park Y.C. JO Committee, 76 Orlando Ave, Winthrop, MA 02152



Dave Aloise- *Event Sponsorship Coordinator*

617-320-1658



daaloise@comcast.net

Rick Clancy- *Event Sponsorship Coordinator*

617-721-0598



rick.ang@verizon.net

Sponsorship Commitment



Company or Organization: _____

Mailing Address: _____

City, State, Zip: _____

Person of Contact (POC): _____

POC Phone: _____ POC Email: _____

POC for Marketing: _____

Marketing POC Phone: _____ Marketing POC Email: _____

Company Website _____

Financial Contribution:

Contribution Enclosed Submitted Online

Grand Sponsor \$7,500

Presenting Sponsor \$5,000

Premier Sponsor \$4,000

Official Sponsor \$2,500

Contributing Sponsor: Gold \$1,000 Silver \$750 Bronze \$500

Other Contributions:

Describe VIK product, merchandise, and/or services

Items for Skipper Bag:

Quantity to be supplied will be inserted into 250 Skipper Bags and should be provided by July 31st

Describe Skipper bag items to be provided such as bag itself (e.g. Canvas, Sail cloth or Backpack), T-shirts, hats, product samples, mugs/cups, key-chains, pens, water bottles, power/snack bars, sunglasses, suntan lotion, nautical products, flashlights, tools, gadgets, snacks etc. Additionally, promotional literature such as brochures, flyers, catalogs, coupon, etc.

A Regatta Sponsorship Coordinator will reach out to your POC upon receipt for confirmation

And will coordinate with your Marketing POC on marketing materials and solutions

All marketing materials must be supplied June 15th

Please return this form to: Cottage Park Yacht Club JO Committee, 76 Orlando Ave, Winthrop, MA, 02152

Make checks payable to "US Sailing"

Payment may also be made online at: www1.ussailing.org/Membership/EnterDonation.aspx

If payment is made online please send an email to leeparks@ussailing.org indicating your contribution is for the JO hosted by the Cottage Park Y.C. and mail this Commitment form to the Cottage Park YC JO Committee.

US Sailing is a 501 (c)3 organization.