

 **West Marine**  
We make boating more fun!<sup>™</sup>

USA JUNIOR OLYMPIC SAILING

### **What is a Junior Olympic Sailing Festival?**

US SAILING's Junior Olympic Sailing Festivals increase youth participation in sailboat racing and promote a life-long interest in sailing. This year there will be 18 regional Festivals around the country and a national championship – we expect more than 4,000 sailors, ages 8 to 18 years to participate.

Each Junior Olympic Festival incorporates varying levels of learning, fun and competition. Young sailors from entry level to the most experienced racers participate in the program to define a path for achievement and recognition from an early age to adulthood.

### **West Marine's national involvement:**

Since its inception, West Marine has been committed to social responsibility in the communities where its employees live and work. West Marine actively encourages volunteerism and charitable contributions through many avenues focused on a commitment to community, to youth and to the marine environment.

One example that encompasses all of these commitments is West Marine's role as Presenting Sponsor of the 1999 US SAILING'S USA Junior Olympic Sailing Festivals.

Recreational boating builds skill, self-reliance and teamwork, and provides opportunities to enjoy nature and have fun. More than 3,000 youngsters participated in 14 Junior Olympic Festivals around the country in 1998. This year, events are planned for 19 sites providing participation opportunities for many more.

### **The local West Marine opportunity:**

Your participation in this Junior Olympic Festival is a magnificent opportunity to personally represent West Marine's commitment to your community and its youth. Of equal importance, this is an opportunity to personally reinforce the wisdom of your existing customers' decision to do business with West Marine as well as to demonstrate the wisdom of such a decision by your future customers.

Participation is the key to capitalizing on this opportunity. The organizing committee truly wants you and your employees, not a contribution.

### **How can you participate?**

#### **Some ideas and suggestions:**

- Display Junior Olympic Sailing posters in your store
- Display West Marine posters at the festival site
- Provide a flyer to participants and parents with directions to your store
- Participate in Opening Ceremony/Skippers' Meeting attended by parents' and sailors
- Assist with presentation of prizes and medals at the Awards Ceremony



USA Junior Olympic Sailing is a cooperative program of US SAILING and the U.S. Olympic Committee.



PRESENTING SPONSOR  
USA JUNIOR OLYMPIC SAILING



- Display event photos (attracting sailors to your store)
- Encourage your employees to attend at the Festival
- Encourage participants/parents to use their \$5 West Marine coupon
- Hold a store outing/picnic in conjunction with the Festival
- Watch racing from the VIP/spectator boat
- Speak to press at the Festival about West Marine's community involvement and support
- Award door prizes (supplied by the West Marine home office)
- Provide additional door prizes or offer a locally sponsored special award, such as an award for sportsmanship
- Renew friendships with existing customers and meet potential customers

#### **Suggested remarks:**

"Thank you very much. We at West Marine are committed to our communities, our youth, and to the marine environment and are indeed proud to be Presenting Sponsor of this US SAILING USA Junior Olympic Festival which so wonderfully fulfills all of those commitments here in \_\_\_\_\_ (Town) \_\_\_\_\_. On behalf of West Marine, our employees here and across the nation, welcome, congratulations to the Organizing Committee and to \_\_\_\_\_ (Club) \_\_\_\_\_, and, most of all, enjoy a very safe day of learning, sailing, and fun."

#### **Who should attend?**

Store managers, assistant managers, employees and families. The larger the West Marine presence the better. For example, some stores have used Junior Olympic Festivals as occasion for a store outing/picnic.

#### **Request for feedback and event evaluation:**

Our goal is to continually grow the Junior Olympic Festival Program in size and, even more importantly, in quality, for participants and for West Marine. A key ingredient in reaching that goal is constant evaluation of each event. We need to know what worked well and not so quite so well. As a Sponsor, your input is not just important, it's critical. We will plan to call you immediately following the event to get your feedback.

In the meantime, before the event please let us know if you have any particular needs that will help you take advantage of West Marine's sponsorship. Please contact us at US SAILING, 401/683-0800 and ask to speak with Walt Green or Lee Parks.

#### **Logistics:**

Final logistics for each Junior Olympic Festival are determined by local yacht clubs and sailing associations. Hence, event details (date, location, etc.) are best provided by local organizing committees. If unable to reach your local contact, please call Lee Parks at 401/683-0800 x 650.

To take full advantage of West Marine's sponsorship, it is important to contact the organizing committee as early as possible to discuss your participation.

Attire: A polo shirt and shorts (hat and sunscreen) is the norm. Leave your blue blazer at home!



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