



SAILING **LEADERSHIP** FORUM 2023

February 2-4, 2023

TradeWinds Island Grand • St. Pete Beach, FL

Exhibitor & Sponsorship Opportunities

Connect. Discover. Grow



ISLAND GRAND



SAILING LEADERSHIP FORUM 2023

Connect · Discover · Grow

The Sailing Leadership Forum is the premier event for anyone involved with sailing, from educators to officials, to industry professionals and organizational management.

An All-Star cast of sailing leaders representing every aspect of the sport will be assembled with these top initiatives:

Connect – Have meaningful discussions with sailors representing other interests in the sport, types of sailing, and other related industries. Attendees observe and reflect on the common issues they share, and how they can work together to achieve better results. This allows the Sailing Leadership Forum to act as an opportunity for attendees to exchange information and ideas that will impact the world of sailing long past the conclusion of the event.

Discover – The newest innovations in technology, collaboration amongst communities, new program opportunities, and so much more. With over 100 presenters, 20 exhibitors, and 30 demo boats, the ability to discover something new within the world of sailing has never been easier.

Grow – Programs, regatta series, membership, bottom line, rolodex, new friendships, and an understanding of the sailing community. Help grow the sport we all love for current and future generations of sailors.

Why You Should Sponsor the Sailing Leadership Forum?

The Sailing Leadership Forum will bring together over 600 influential decision makers in our sport. This is a special opportunity for your business to interact with these individuals and increase your exposure with your target market.

The Forum's venue at the TradeWinds Island Grand Resort will feature a large Exhibitor Area for sponsors to display, demonstrate and promote their products and services, while interacting directly with attendees, as well as a "Boat Courtyard" for additional space to display boats and oversized products. To provide for increased foot traffic, attendees will flow through the pavilion at various dedicated times throughout the event including morning coffee, lunch pick-ups, social receptions, sit-down awards luncheon for all 600 attendees, and more.

The Forum will consist of three fun and captivating days of keynote speakers, presentations, seminars, panel discussions, break-out sessions and an on-water Demo Day, all of which will provide attendees with a fresh perspective and new ideas on how to strengthen and grow our sport for the 21st Century sailor.

Who will be there?

- Instructors
- Coaches
- Race officers
- Program directors
- Class/fleet leaders
- Yacht club management
- Organization leaders
- Industry leaders
- Educators
- Volunteers



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Anticipated Event Schedule (subject to change)

Wednesday, February 1st

12noon Registration Opens
5:00 – 8:00pm Welcome Cocktail Reception

Thursday, February 2nd

6:30 – 7:30am Morning Wellness/Fitness
7:30 – 8:30am *Networking Coffee Hour
8:30 – 10:30am Keynote
10:30 – 11:00am Dedicated Exhibitor Time
11:00 – 12:00pm Breakout Session
12:00 – 1:00pm *Lunch (pick up)
1:00 – 5:00pm Breakout Sessions
6:00 – 10:00pm US Sailing/Rolex
Yachtsman & Yachtswoman
of the year Awards

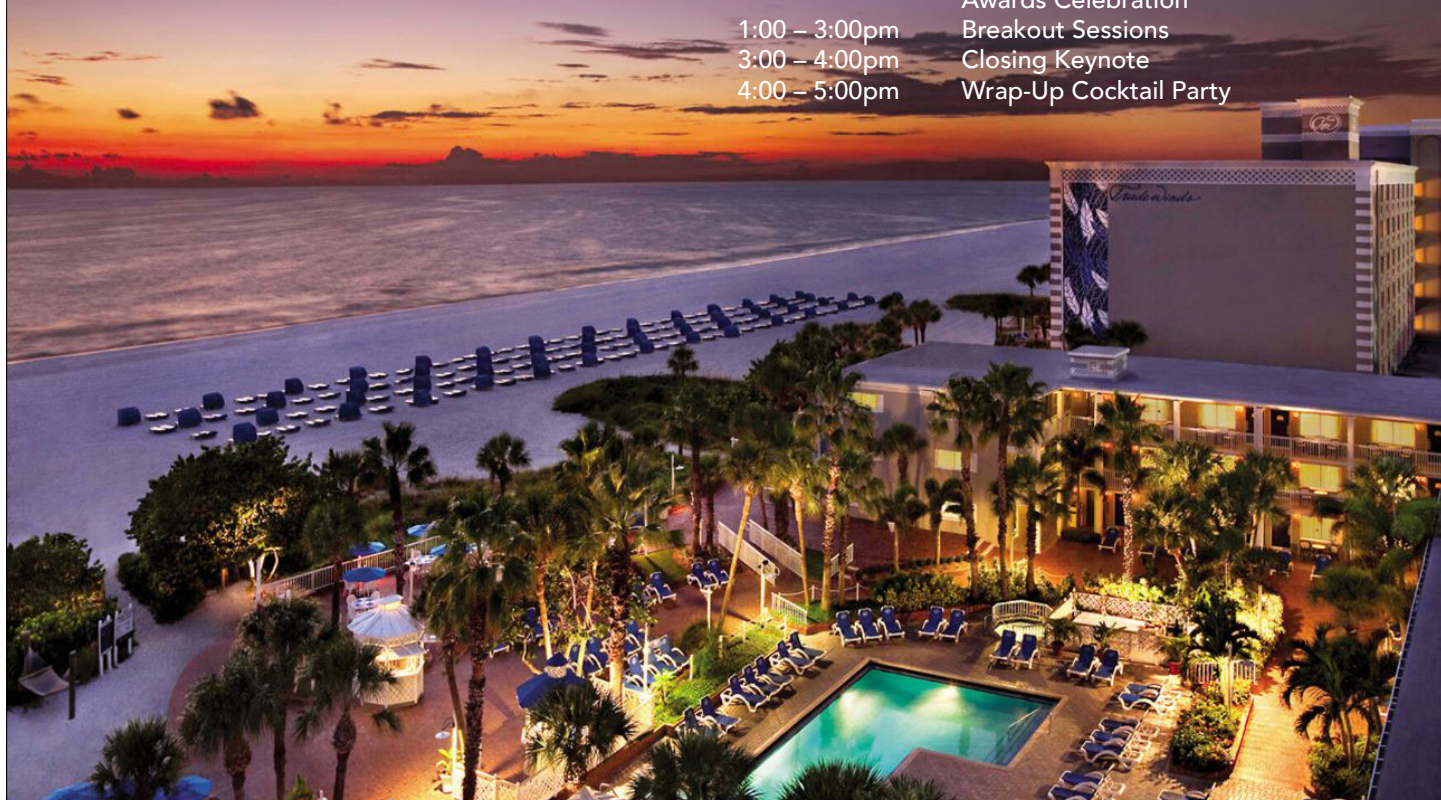
*Takes place in Exhibitor Pavilion

Friday, February 3rd

6:30 – 7:30am Morning Wellness/Fitness
7:30 – 8:30am *Networking Coffee Hour
8:30 – 10:00am Keynote
10:00 – 10:30am Dedicated Exhibitor Time
10:30 – 11:30am Breakout Sessions
11:30 – 1:00pm Lunch
12:00 – 1:00pm Dick Allsopp's "Slowest Famous
Powerboat Race"
1:00 – 2:00pm Dedicated On-Water Sponsor
Demonstrations
2:30 – 5:00pm Breakout Sessions & On-Water
Demonstrations
5:00 – 6:00pm *Happy Hour

Saturday, February 4th

6:30 – 7:30am Morning Wellness/Fitness
7:30 – 9:00am *Networking Coffee Hour
9:00 – 10:00am Keynote
10:00 – 10:30am Dedicated Exhibitor Time
10:30 – 11:30am Breakout Sessions
11:30 – 1:00pm Lunch – Community Sailing
Awards Celebration
1:00 – 3:00pm Breakout Sessions
3:00 – 4:00pm Closing Keynote
4:00 – 5:00pm Wrap-Up Cocktail Party



Sponsorship Levels at a Glance

See subsequent pages for further details

	Presenting	Gold	Silver	Bronze	Supporting
Company logo Incorporated into Event logo	•				
Lanyard Sponsor	•				
Display Table in Foyer	•				
General Session Speaking Opportunity	•				
Morning Keynote Sponsor	•				
Happy Hour Reusable Cup Sponsor	•				
Additional Display Table in Exhibitor Pavilion	•				
Video Spotlight	•	•			
Logo on Event Website Homepage	•	•			
Logo on Emails to Attendees	•	•			
Logo on National Print	•	•			
Advertisements	•	•			
Logo on Screen in General Session	•	•			
Happy Hour Sponsor	•	•			
VIP Tickets to US Sailing/Rolex Awards	4	2			
Sponsorship Announced via Social Media	•	•	•		
Display Spots in "Boat Courtyard"	Unlimited	2	1		
Access to Attendee List	•	•	•		
Display Table in Exhibitor Pavilion	1st Choice	2nd Choice	3rd Choice	4th Choice	
Access to "Additional Sponsorship Opportunities"	ALL	ALL	SELECT	SELECT	
Logo on Sponsors Banners/Signage	•	•	•	•	•
Logo/Info in Event App	•	•	•	•	•
Logo on Event Website Homepage	•	•	•	•	•
Promotional Materials in Registration Bag	•	•	•	•	•
Complimentary Registration (\$450 value each)	4	3	2	1	1

For more information please contact

Mason Sheen, Partnership Sr. Associate – MasonSheen@ussailing.org

sailingleadership.org

Additional Sponsorship Opportunities at a Glance

See subsequent pages for further details

	Presenting	Gold	Silver	Bronze
Morning Keynote Sponsor (Limited Availability)	•	•		
Networking Lounge Sponsor	•	•		
"Clean Lunch" Sponsor	•	•	•	
Social Break Sponsor (3 available)	•	•	•	
Dick Allsopp's Famous Slowest Powerboat Race - Title Sponsor	•	•	•	
Additional Display Table in Exhibitor Pavilion	•	•	•	•
Display Spot in "Boat Courtyard" (buy 2 get 1 FREE)	•	•	•	•
Demo Day	•	•	•	•
Morning Coffee Sponsor	•	•	•	•
General Session Raffle	•	•	•	•



Sponsorship Levels & Opportunities Glossary

Logo Incorporated into Event Logo

- Company logo designated as "Presented by" as a part of the official event logo

Lanyard Sponsor

- Company logo & Sailing Leadership Forum logo on name tag lanyards together

Display Table in Foyer

- Display table in the Main Foyer, just outside of General Session/Breakout rooms

General Session Speaking Opportunity

- 5-minute speaking opportunity before first General Session of the event

Morning Keynote Sponsor

- Sponsor give-away on chairs when attendees arrive in the morning
- 3-minute speaking opportunity before Keynote Address

Happy Hour Reusable Cup Sponsor

- Company logo included on reusable cups for Happy Hour (in Exhibitor Pavilion)

Additional Display Table in Exhibitor Pavilion

- Additional 10' x 10' space to add to your display (6 ft. wide table, w/ 2 ft. on either side)

Video Spotlight

- Video Spotlight of Company distributed through event coverage

Logo on Event Website Homepage

- Company logo and link displayed on event website homepage and throughout site

Logo on Emails to Attendees

- Company logo on US Sailing emails blasts to attendees prior to event (2 emails)

Logo on National Print Advertisements

- Company logo on National print advertisements (time sensitive)

Logo on Screen in General Session

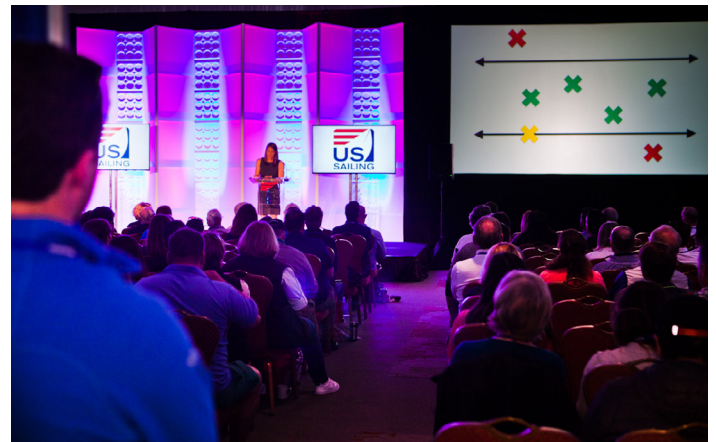
- Company logo displayed on projector in General Session before and after presentations

Happy Hour Sponsor

- Recognized as Sponsor of Friday Happy Hour (in Exhibitor Pavilion)

VIP Tickets to US Sailing/Rolex Awards

- VIP tickets to US Sailing/Rolex Yachtsman & Yachtswoman of the Year Awards Dinner



Sponsorship Levels & Opportunities Glossary (continued)

Sponsorship Announced via Social Media

- Social media post announcing Company's sponsorship of the event

Display Spot in "Boat Coartyard"

- "Boat Courtyard" is an outside area located in the middle of the resort
- Spot for boat or oversized product display (approx. size of a car parking spot)

Access to Attendee List

- Access to attendee list 2 weeks prior to event (Name; Club/Org; Title)
- Access to attendee contact list at conclusion of event (1-time usage for "Thank You" email)

Display Table in Exhibitor Pavilion

- 10' x 10' display space (6 ft. table with 2 ft. on either side)
- 2 chairs
- Electric and WiFi access

Access to "Additional Sponsorship Opportunities"

- Specialized access to additional sponsorship opportunities based on sponsor level

Logo on Sponsors Banners/Signage

- Company logo displayed and designated as Sponsor Level on signage listing sponsors

Logo/Info in Event App

- Company logo and info designated as Sponsor Level in Sponsors section of Event App

Logo on Event Website

- Company logo and link displayed and designated as Sponsor Level in the Sponsors section of the event website

Promotional Materials in Registration Bag

- Company promotional materials placed in attendee registration bag (supplied by sponsor)
- Limit 1 literature item and 1 promotional give-away item

Complementary Registration

- Complimentary event registrations for your company representatives (\$450 value each)



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Additional Sponsorship Opportunities

(Only available for Bronze Level and above)

Morning Keynote Sponsor

(limited availability – Gold & Above Sponsors ONLY)

- Sponsor give-away on chairs when attendees arrive in the morning
- 3-minute speaking opportunity before Keynote Address

Networking Lounge Sponsor

(Gold & Above Sponsors ONLY)

- Clusters of tables and chairs located in Exhibitor Pavilion
- Title Sponsorship - "(Company Name) Networking Lounge"
- Banner with Company logo hung above Networking Lounge area
- Ability to dress up lounge area (mkt materials on tables, pull up banners, etc.)

"Clean Lunch" Sponsor

(Silver & Above Sponsors ONLY)

- Company logo & Sailing Leadership Forum logo on reusable lunch bags

Social Break Sponsor

(3 available – Silver & Above Sponsors ONLY)

- Snacks and refreshments in Exhibitor Pavilion during breaks between sessions
- 1- minute speaking opportunity
- Right to raffle off door prizes (*must be present to win*)

Dick Allsopp's Famous Slowest Powerboat Race Sponsor

(Silver & Above Sponsors ONLY)

- Title sponsorship – company name as part of title of Powerboat Race
- Right to provide prizes for winning team
- Access to all photography and videography of Powerboat Race



Additional Display Table Space in Exhibitor Pavilion

- Additional 10' x 10' space to add to your display (6 ft. wide table, w/ 2 ft. on either side)

Display Spot in "Boat Courtyard"

- "Boat Courtyard" is an outside area located in the middle of the resort
- Spot for boat or oversized product display (approx. size of a car parking spot)
- Buy 2 spots, get 1 for FREE!

Demo-Day Sponsor

- Company can combine Demo-Day with Gold, Silver or Bronze sponsorship
- Demo-Day to take place on Friday off beach in front of hotel
- 1 additional complimentary event registration (\$450 value)
- Company can provide product and representative to participate in Demo-Day
- Company may set up beach flags, banner, or pop-up tent (10x10 max) on beach during Demo-Day
- Company name/logo and link displayed and designated as "On-Water Demo" in Sponsors section of the event website
- Company logo/information listed in "On-Water Demo" section of Event App

Morning Coffee Sponsor

- Sponsor provides reusable coffee mugs w/ company logo, provided at morning coffee
- Coffee every morning in the Exhibitor Pavilion

General Session Raffle

- Sponsor to provide item to be raffled at morning General Session (\$750 value and above)
- Company representative on stage to present item to winner

Think Outside The Box – Have an idea for sponsorship, but don't see it listed? Let's hear it! Pitch us your idea and we can play "Let's Make A Deal"



For more information please contact

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