

# NEUSE YACHT RACING ASSOCIATION

PRESENTS

## THE 26TH MICHELOB ULTRA REGATTA

SUNDAY, SEPTEMBER 5, 2010

(OPERATED IN CONJUNCTION WITH FAIRFIELD HARBOR YACHT CLUB'S JOHN WALSH MEMORIAL OAR RACE ON SATURDAY SEPTEMBER 4, 2010)

### SPONSORSHIP OPPORTUNITIES:

#### TITLE SPONSOR:

**\$3000.00**  
**(EXCLUSIVE)**

Taken for 2010 - RA  
Jeffreys Distributing  
Co

- COMPANY NAME/ PRODUCT INCLUDED IN TITLE OF EVENT (I.E THE 26TH NYRA MICHELOB CUP REGATTA, SPONSORED BY WOODRUFF DISTRIBUTING COMPANY)
- OFFICIAL SPONSOR OF THE AWARDS CEREMONY
- COMPANY NAME/LOGO\* IN HEADLINE POSITION ON 100+ TSHIRTS
- COMPANY BANNER (PROVIDED BY COMPANY) DISPLAYED PROMINENTLY AT AWARDS CEREMONY/SOCIAL AFTER THE EVENT
- OPPORTUNITY TO PROVIDE PROMOTIONAL OPPORTUNITIES IN PARTICIPANT SKIPPER BAGS
- COMPANY HIGHLIGHTED IN PRESS RELEASES/PROMOTIONAL MATERIALS (FLYERS/POSTERS) AND ADVERTISEMENTS (MINIMUM OF 1 PUBLICATION IN CAROLINA CURRENTS/ SOUTHWINDS SAILING MAGAZINES (DEADLINE JUNE 11))
- FULL COLOR LOGO\* AND HYPERLINK INCLUDED AT TOP OF REGATTA WEB PAGE
- OPPORTUNITY TO BE EXCLUSIVE PROVIDER OF COMPANY PRODUCT AT EVENT SOCIAL
- 4 TICKETS TO SATURDAY NIGHT OAR RACE SOCIAL IN ORIENTAL
- 4 TICKETS TO SUNDAY AFTERNOON BEER GARDEN SOCIAL IN NEW BERN
- FIRST OPPORTUNITY OFFERED FOR TITLE SPONSORSHIP IN 2011

#### COMMODORE

#### SPONSOR:

**\$1000.00**

- FULL COLOR COMPANY LOGO\* AND HYPERLINK INCLUDED ON REGATTA WEB PAGE
- 1"X2" COMPANY LOGO\* INCLUDED ON 100+ TSHIRTS
- COMPANY HIGHLIGHTED IN PRESS RELEASES/PROMOTIONAL MATERIALS (FLYERS/POSTERS) AND ADVERTISEMENTS (MINIMUM OF 1 PUBLICATION IN CAROLINA CURRENTS/ SOUTHWINDS SAILING MAGAZINES (DEADLINE JUNE 11))
- COMPANY BANNER (PROVIDED BY COMPANY) DISPLAYED PROMINENTLY AT AWARDS CEREMONY/POST RACE SOCIAL
- OPPORTUNITY TO PROVIDE PROMOTIONAL OPPORTUNITIES IN PARTICIPANT SKIPPER BAGS
- 2 TICKETS TO SATURDAY NIGHT OAR RACE SOCIAL IN ORIENTAL
- 2 TICKETS TO SUNDAY AFTERNOON BEER GARDEN SOCIAL IN NEW BERN

#### CAPTAIN SPONSOR:

**\$500.00**

- FULL COLOR COMPANY LOGO\* AND HYPERLINK INCLUDED ON REGATTA WEB PAGE
- COMPANY LOGO\* INCLUDED ON 100+ TSHIRTS
- COMPANY HIGHLIGHTED IN PRESS RELEASES/PROMOTIONAL MATERIALS (FLYERS/POSTERS) AND ADVERTISEMENTS (MINIMUM OF 1 PUBLICATION IN CAROLINA CURRENTS/ SOUTHWINDS SAILING MAGAZINES (DEADLINE JUNE 11))
- COMPANY BANNER (PROVIDED BY COMPANY) DISPLAYED PROMINENTLY AT AWARDS CEREMONY POST RACE SOCIAL
- OPPORTUNITY TO PROVIDE PROMOTIONAL OPPORTUNITIES IN PARTICIPANT SKIPPER BAGS
- 2 TICKETS TO SUNDAY AFTERNOON BEER GARDEN SOCIAL IN NEW BERN

#### CREW SPONSOR:

**\$200-\$500**

- FULL COLOR COMPANY LOGO\* AND HYPERLINK INCLUDED ON REGATTA WEB PAGE
- COMPANY LOGO\* INCLUDED ON 100+ TSHIRTS
- COMPANY BANNER (PROVIDED BY COMPANY) DISPLAYED PROMINENTLY AT AWARDS CEREMONY/AFTER RACE SOCIAL
- OPPORTUNITY TO PROVIDE PROMOTIONAL OPPORTUNITIES IN PARTICIPANT SKIPPER BAGS
- 2 TICKETS TO SUNDAY AFTERNOON BEER GARDEN SOCIAL IN NEW BERN

#### FRIEND OF SAILING:

**\$50 - \$200**

- COMPANY LOGO INCLUDED ON REGATTA WEB PAGE
- COMPANY NAME INCLUDED ON 100+ TSHIRTS
- OPPORTUNITY TO PROVIDE PROMOTIONAL OPPORTUNITIES IN PARTICIPANT SKIPPER BAGS

**REGATTA AT A GLANCE:**

**THIS YEAR, IN CONJUNCTION WITH NEW BERN'S 300 ANNIVERSARY CELEBRATION, THE NEUSE YACHT RACING ASSOCIATION (NYRA) IS REINSTATING THE NEUSE RIVER'S MOST SUCCESSFUL AND HISTORIC REGATTA, TO BE HELD ON LABOR DAY WEEKEND 2010. THE LABOR DAY WEEKEND REGATTA HAS TRADITIONALLY BEEN A HUGE EVENT FOR DOWNTOWN NEW BERN - IN 1987, 166 BOATS PARTICIPATED. LINKS TO SUN JOURNAL ARTICLES FROM THE LAST RACE HELD IN 2002.**

[HTTP://WWW.NEWBERNSJ.COM/ARTICLES/SPINNAKER-28842-RACE-BOATS.HTML](http://www.newbernsj.com/articles/spinnaker-28842-race-boats.html)

[HTTP://WWW.NEWBERNSJ.COM/ENTERTAINMENT/RACE-28909-ROTARY-REGATTA.HTML](http://www.newbernsj.com/entertainment/race-28909-rotary-regatta.html)

**FOR NEW BERN'S 275 ANNIVERSARY PARTY, THE MICHELOB CUP REGATTA SERVED AN INTEGRAL PART:**

[HTTP://NEWS.GOOGLE.COM/NEWSPAPERS?NID=1454&DAT=19850830&ID=VCASAAAIBAJ&SJID=FHQEAAAIBAJ&PG=2771,9198226](http://news.google.com/newspapers?nid=1454&dat=19850830&id=VCASAAAIBAJ&sjid=FHQEAAAIBAJ&pg=2771,9198226)

**THE FORMAT FOR 2010 WILL BE SIMILAR TO THE RACE AS RUN IN THE PAST - FAIRFIELD HARBOR YACHT CLUB WILL SPONSOR THE "OAR RACE" ON SATURDAY, SEPT 4, KICKED OFF BY THE OAR RACE DINNER ON FRIDAY NIGHT; THE OAR RACE WILL BEGIN IN NEW BERN AND FINISH IN ORIENTAL SATURDAY AFTERNOON; SHRIMP DINNER SOCIAL WILL BE HELD AT ORIENTAL MARINA. THE MICHELOB CUP REGATTA WILL BE HELD ON SUNDAY, SEPT 5. BOATS WILL RACE FROM ORIENTAL BACK TO NEW BERN, HOPEFULLY FINISHING JUST PAST THE BRIDGE BETWEEN NEW BERN AND BRIDGETON (ACTUAL FINISH LOCATION DEPENDANT ON WEATHER). A SHORE PARTY "BEERGARDEN" SOCIAL/AWARDS CEREMONY WILL BE HELD FOLLOWING THE RACE AT NEW BERN'S FARMER'S MARKET.**

**FOR MORE INFORMATION ON THE NEUSE YACHT RACING ASSOCIATION, VISIT OUR WEBSITE - [HTTP://WWW.NYRA.ORG/](http://www.nyra.org/) ; [HTTP://WWW.MICH-NYRA.ORG](http://www.mich-nyra.org)**

**BECOME A FAN ON FACEBOOK: <http://www.facebook.com/facebook#!/pages/Neuse-Yacht-Racing-Association/174553937298?ref=ts>**

Contact for more information: [commodore@nyra.org](mailto:commodore@nyra.org)



**2010 NYRA MICHELOB ULTRA REGATTA  
SPONSORSHIP AGREEMENT**

WE WANT TO SERVE AS A: (PLEASE CIRCLE)

COMMODORE SPONSOR FOR \$1000.00+

CAPTAIN SPONSOR FOR \$500.00 - \$999.00

CREW SPONSOR FOR \$200 - \$499.00

FRIEND OF SAILING FOR \$50.00 - \$200.00

WE ARE NOT ABLE TO SPONSOR THE REGATTA, BUT PLEASE ACCEPT OUR DONATION OF \$ \_\_\_\_\_

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COMPANY/INDIVIDUAL NAM\_

CONTACT NAM\_

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ADDR\_SS

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STAT\_

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PHON\_

FAX

\_MAIL

A CORPORAT\_ CAM\_RA-R\_ADY LOGO IS \_NCLOS\_D FOR APPROPRIAT\_ SPONSORSHIP ADS, OR A HIGH  
R\_RESOLUTION LOGO (JPG FORMAT) HAS B\_N S\_NT VIA \_MAIL TO COMMODOR\_@NYRA.ORG Y\_S NO

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I AM \_NCLOSING A CH\_CK MAD\_ PAYABL\_ TO NYR@

PL\_AS\_ MAIL TO: PO BOX 235

N\_W B\_RN, NC 28563

COMPANY PROMOTIONAL IT\_M DONATION FOR CAPTAIN GIFT BAGS:

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DONAT\_D IT\_M(S)

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VALU\_ OF IT\_MS AND NUMB\_R DONAT\_D