

2020/21 PARTNERSHIP OPPORTUNITIES

Royal Geelong Yacht Club



PARTNERING WITH RGYC



Partnering with RGYC provides your business with the opportunity to position your brand and connect with members, competitors, event visitors and other sponsors.

RGYC implements a comprehensive communications campaign using both traditional and digital channels to communicate with its participants, commercial partners and the broader community. Some of our key partners include Leura Park Estate, Davidsons Accountants, Club Marine Insurance and Deakin University.

RGYC, located in Geelong's premier waterfront position, provides partners exposure through high profile events, targeted marketing, advertising and business networking opportunities, brand building, exclusive category sponsorship and hospitality.

With a busy sailing and social calendar, along with major events, RGYC provides numerous opportunities to engage members and visitors to promote your business products and/or services. We are happy to explore developing personalised events and activations to promote your brand.

Community Involvement

RGYC is committed to making sailing accessible to everyone in the Geelong community. As such, it implements sailing programs for specific groups of people, including:

- Women in sailing
- Tackers (kids learn to sail courses)
- Sailability (sailing accessible for people of all abilities)
- Elite youth development program
- School programs
- Australia Day waterfront festival supported conjunction with Geelong Connected Communities as part of the Festival of Sails, providing free entertainment and activities for visitors to Geelong

Additionally, RGYC is proud to support Give Where You Live as its nominated charity partner.



World Class Events

RGYC regularly hosts elite sailing events including World Championships and National titles.

These regattas attract some of the best sailors in the world to the club – inspiring members and the general public alike.

In 2020, RGYC hosted the 49er/49erFX/Nacra17 World Championships as well as the 2020 Laser Masters Championships. These events saw hundreds of sailors and visitors to Geelong, providing a huge economic boost to the area.

The Club also hosts the annual Festival of Sails and the biennial Wooden Boat Festival of Geelong.

Sponsor packages are available for each of these significant events and major regattas.



SPONSORSHIP BENEFITS



There are a range of opportunities for you to associate with a particular program or event, and we can tailor a customised package to suit your needs and budget.

Major Sponsor

Value: Priceless

Investment: \$POA

- Naming Rights- race series
- Flags on display
- Sponsor signage
- Social media promotion
- Advertising in yearbook
- Advertising in e-newsletter
- RGYC membership
- Invitations to partner networking events
- Invitations to major club events
- Festival of Sails sponsor & VIP hospitality invitations
- Free room hire for corporate events
- Annual twilight race night with guests
- Presentation of trophies
- Logo on:*
- Club website
- Member e-newsletter
- Member's bar TV
- Trophies
- Results
- Sailing Instructions

Exclusive Category

Value: >\$15,000

Investment: from \$5,000

- Naming Rights- race series
- Sponsor signage
- Social media promotion
- Advertising in yearbook
- RGYC membership
- Invitations to partner networking events
- Festival of Sails sponsor & VIP hospitality invitations
- Discounted room hire for corporate events
- Annual twilight race night with guests
- Logo on:*
- Club website with link
- Member e-newsletter
- Member's bar TV
- Tiered sponsor signage

Spinnaker Package

Value: \$15,000

Investment: \$5,000

- Naming Rights- race series
- Sponsor signage
- Social media promotion
- Advertising in yearbook
- RGYC membership
- Invitations to partner networking events
- Discounted room hire for corporate events
- Annual twilight race night with guests
- Logo on:*
- Club website with link
- Member e-newsletter
- Member's bar TV

Genoa Package

Value: \$9,000

Investment: \$3,500

- Advertising in yearbook
- RGYC membership
- Invitations to partner networking events
- Discounted room hire for corporate events
- Logo on:*
- Club website with link
- Member e-newsletter
- Member's bar TV

Introductory Offer

Jib Package

Value: \$6,000

Investment: \$2,500

- RGYC membership
- Invitations to partner networking events
- Discounted room hire for corporate events
- Logo on club website with link
- Logo on member e-newsletter
- Logo on member's bar TV

RGYC Fast Facts



1,200
RGYC
members



1,575
subscribers to
e-newsletter



5,000
copies of Club
Brochure
distributed
around
Geelong



+10,000
followers
across
company
Facebook
pages

GET IN TOUCH

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KEY OPPORTUNITIES 2020/21



RGYC offer unique and tailored sponsorship opportunities for you to connect with our 1,200 Members and many thousands of event attendees.

Sponsorship Categories

- Major Partner
- Community Program Partner
- Midweek Corporate Sailing
- Sailability Program
- Women in Sailing
- Corporate & VIP Functions

Major Events

- Festival of Sails
 - Australia Day laser or light show
 - Festival of Sails water ski show
- Wooden Boat Festival of Geelong



CONTACT US TODAY TO
GET ON BOARD WITH THE
ROYAL GEELONG YACHT CLUB