

2023/2024



# PARTNERSHIP OPPORTUNITIES





# PARTNER WITH RGYC

***Empower your brand by harnessing the prestige of the Royal Geelong Yacht Club, connecting your business to a vibrant and enthusiastic community and amplifying your impact in the local community.***



RGYC implements a comprehensive marketing and communications campaign using both traditional and digital channels to reach our audiences, commercial partners and the broader community.

RGYC is located on Geelong's premier waterfront, providing partners with unparalleled exposure through high profile events, targeted marketing initiatives, advertising and business networking opportunities, brand building, exclusive sponsorship and hospitality activations.

With a busy sailing and social calendar, along with RGYC hosted major events, RGYC provides numerous opportunities to engage with members and visitors of the club. Embark on a journey of discovery as you explore the myriad of possibilities and profound impact a partnership with RGYC will provide your business. We are also more than happy to discuss personalising your sponsorship with tailor made marketing and communication initiatives and activations.



**1,200**  
RGYC  
Members



**21,826**  
Combined  
Social Media  
Followers



**1,866**  
e-newsletter  
subscribers

## GET IN TOUCH

Steve Hassell  
Sales & Relationships Manager  
03 5229 3705  
steveh@rgyc.com.au

[www.rgyc.com.au](http://www.rgyc.com.au)



# KEY OPPORTUNITIES

*Reach out to the Royal Geelong Yacht Club today and let's navigate the journey to a prosperous partnership together*



## COMMUNITY INVOLVEMENT

"At the Royal Geelong Yacht Club, we believe that the thrill of sailing should be within everyone's reach. As we steer the helm towards inclusivity, our commitment remains steadfast in breaking down barriers and making this noble sport accessible to all. We're not just nurturing a diverse community of sailing enthusiasts, but also shaping an equitable future where everyone can benefit from sailing. Your sponsorship will contribute to this transformative impact, broadening horizons for countless individuals while bringing a fresh wave of diverse engagement to your brand.

## MAJOR EVENTS

2024

- Festival of Sails
- Fireball Worlds
- Geelong Wooden Boat Festival


- Women in sailing
- Tackers (kids introduction to sailing)
- Sailability (sailing accessibility for all abilities)
- Elite youth development program
- School programs
- Community sailing programs

\*Event specific sponsorship options available



# SPONSORSHIP OPPORTUNITIES



	MAJOR SPONSOR	EXCLUSIVE CATEGORY	SPINNAKER PACKAGE	GENOA PACKAGE	INTRODUCTORY OFFER JIB PACKAGE
	VALUE: PRICELESS  INVESTMENT: FROM \$10,000	VALUE: >\$15,000  INVESTMENT FROM: \$5,000	VALUE: \$15,000  INVESTMENT FROM: \$5,000	VALUE: \$9,000  INVESTMENT FROM: \$3,500	VALUE: \$6000  INVESTMENT FROM: \$2,500
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 VIP hospitality invitations					
FREE / DISCOUNTED room hire for corporate events	FREE	DISCOUNTED	DISCOUNTED	DISCOUNTED	DISCOUNTED
Annual twilight race night with guests					
Presentation of trophies					

## ADDITIONAL OPPORTUNITIES

### SAILING DEVELOPMENT PROGRAM

Support our establishment of a one-design fleet, to deliver a range of training, development, youth, women, community and corporate sailing programs.

- Annual sponsor day
- Branding on boat
- Branding on sails
- Naming of programs
- Potential tax deductions

VALUE: >\$15,000  
INVESTMENT FROM: \$5,000

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