



## Annapolis Yacht Club's 3-2-1 Invitational Sponsorship Opportunities

The Annapolis yacht Club's 321 regatta is an entirely unique regatta concept that AYC hosts in late September. What makes the regatta unique is that it pits teams of 6 sailors from visiting yacht clubs against each other in 3 different racing disciplines. The teams participate in team racing, sailing 2 crew to a boat, non-spinnaker in Sonars. Then the crews switch to sail 3 crew to a boat in team racing with spinnakers in Sonars. Then they switch again to match race, with all 6 crew in J105's.

In addition to the Annapolis Yacht Club team, for the 2024 event we have teams from the New York Yacht Club, Ida Lewis Yacht Club, San Diego Yacht Club, Chicago Yacht Club, San Francisco Yacht Club, and Royal Thames Yacht Club joining to compete. The racing is done on 2 race circles right in the mouth of the Severn River, and is a fantastic spectator opportunity. In addition to a large spectator fleet with running race commentary, we also cover the racing with professional video, and photography. We host all the teams locally, and offer 3 days' worth of off the water social events to round out the regatta.

Website;

<https://www.annapolisyc321.com/>

### Sailing/ Yacht Club Demographics

- Average 46 Years Old
- \$100, 000 plus Income: 77%
- Net Worth \$1 Million Plus: 52%
- Net Worth \$2 Million Plus: 31%
- Age 25-54: 78%
- Have a College Degree: 83%
- Have a Post-Graduate Degree: 40%
- Own their Home: 93%
- Own 2 or More Cars: 86%



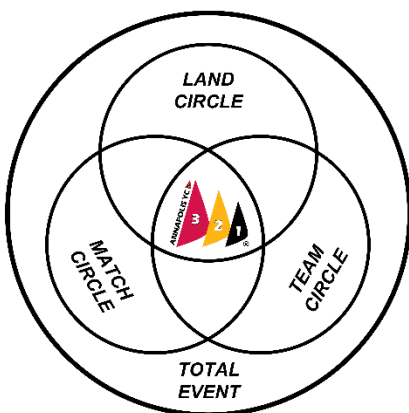
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## Sponsorship packages

Title sponsor - \$76,000 for one year, \$124,000 for two years



- Total Event naming rights
- Logo on Spinnakers, Bows, Official Communications, Event Website, Event Signage
- Name on Mainsails
- Speaking opportunity at the Award Ceremony
- Opportunity to provide giveaway material in the event welcome bag
- Promotional Banner at the Event site (sponsor provided)
- Access to VIP spectator boat for up to six (6) Guests, including on the water commentary and light refreshments
- Six (6) passes for Friday Formal Dinner, Saturday Cocktail Party, and Sunday Awards Ceremony.
- First right of refusal for 2025 Event



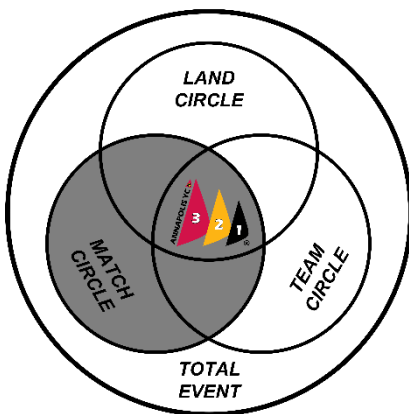
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## Sponsorship packages

Match Race Circle sponsor - \$27,000 for one year, \$42,000 for two years



- Match Race Circle naming rights
- Logo on J105 Spinnakers, J105 Bows, Official Communications, Event Website, Event Signage
- Name on J105 Mainsails
- Speaking opportunity at the Award Ceremony
- Opportunity to provide giveaway material in the event welcome bag
- Promotional Banner at the Event site (sponsor provided)
- Access to VIP spectator boat for up to four (4) Guests, including on the water commentary and light refreshments
- Four (4) passes for Friday Formal Dinner, Saturday Cocktail Party, and Sunday Awards Ceremony.



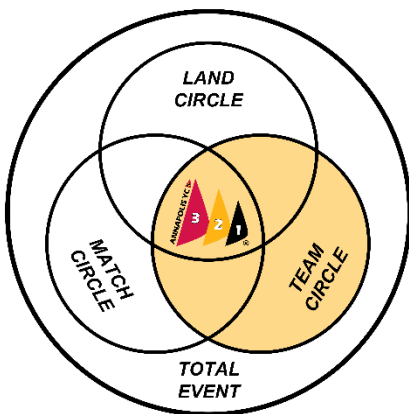
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## Sponsorship packages

Team Race Circle sponsor - \$27,000 for one year, \$42,000 for two years



- Team Race Circle naming rights
- Logo on Sonar Spinnakers, Sonar Bows, Official Communications, Event Website, Event Signage
- Name on Sonar Mainsails
- Speaking opportunity at the Award Ceremony
- Opportunity to provide giveaway material in the event welcome bag
- Promotional Banner at the Event site (sponsor provided)
- Access to VIP spectator boat for up to four (4) Guests, including on the water commentary and light refreshments
- Four (4) passes for Friday Formal Dinner, Saturday Cocktail Party, and Sunday Awards Ceremony.



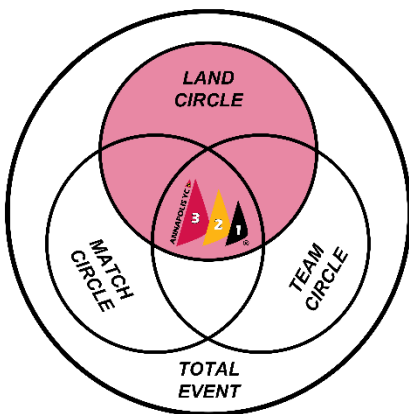
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## Sponsorship packages

Land Circle sponsor - \$27,000 for one year, \$42,000 for two years



- Land Race Circle naming rights
- Logo on Official Communications, Event Website, Event Signage
- Name on Dinner, Party, and Award Event material
- Speaking opportunity at the Formal Dinner, Cocktail Party, and Award Ceremony
- Opportunity to provide giveaway material in the event welcome bag
- Promotional Banner at the Event site (sponsor provided)
- Access to VIP spectator boat for up to four (4) Guests, including on the water commentary and light refreshments
- Four (4) passes for Friday Formal Dinner, Saturday Cocktail Party, and Sunday Awards Ceremony.



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## Sponsorship packages

### Contributing Sponsor Gold– \$7,500-\$3,000

- Logo on Official Communications, Event Website, Event Signage
- Opportunity to provide giveaway material in the event welcome bag
- Promotional Banner at the Event site (sponsor provided)
- Access to VIP spectator boat for up to two (2) Guests, including on the water commentary and light refreshments
- Two (2) passes for Friday Formal Dinner, Saturday Cocktail Party, and Sunday Awards Ceremony.

### Contributing Sponsor Silver– \$3,000-\$1,000

- Logo on Official Communications, Event Website, Event Signage
- Opportunity to provide giveaway material in the event welcome bag
- Promotional Banner at the Event site (sponsor provided)
- Two (2) passes for Friday Formal Dinner

### Gift In Kind sponsor

- Logo on Official Communications, Event Website, Event Signage
- Opportunity to provide giveaway material in the event welcome bag
- Promotional Banner at the Event site (sponsor provided)



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