



FIGAWI RACE WEEKEND | MAY 24-27TH

2024

Sponsorship Opportunities



Value Opportunity

Figawi is a well-liked and trusted organization. Our influence goes beyond our events and community. For almost 50 years, we have cultivated a loyal audience that spans the globe through our legacy of fun and professionally executed events, passion and support of our community, and successful relationships with partner brands.

PERSONALIZED MARKETING

Let's create a plan that is tailored for your brand and marketing needs. Opportunities to tap emotions and enhance experiences. What tools will help tell your brand's story?

- Access to audience data
- Direct access to audience
- On-site sampling
- On-site signage
- Presence in digital/social/mobile media
- Rights to property marks and logos
- Rights to property content for digital use
- Access to property mailing list/database
- Right to promote co-branded products
- Collateral distribution
- Category Exclusivity
- Opportunities for client entertainment
- Merchandising opportunities

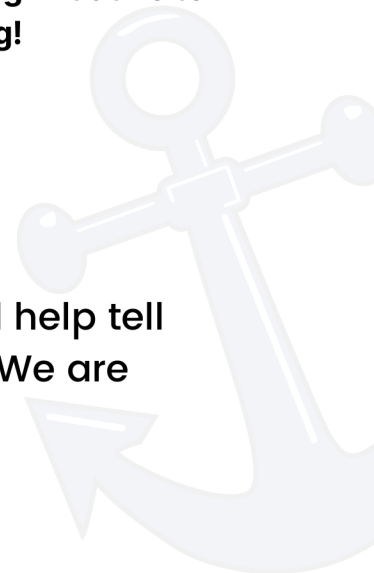
BRAND ASSOCIATION

Our events are based on heritage and tradition that forge lasting bonds, promote community, and strengthen camaraderie.

SOCIAL RESPONSIBILITY

Figawi creates amazing events that deliver serious fun. Through these events, we make a difference by giving proceeds to causes including veterans, first responders, and youth organizations. **We are dedicating our focus to our Youth Sailing Initiative to grow the future of sailing!**

Got activation ideas you think will help tell your corporate or brand story? We are listening!



Sponsor Levels

ALL SPONSORSHIPS INCLUDE

- Display of signage at the Hyannis Registration Tent
- Multi-platform marketing to include sponsor logos on printed materials, email communications, the Figawi website, and mentions on social media platforms, including Facebook and Instagram
- Opportunity to include a promotional item in the skipper bags
- Recognition in the Official Program Book distributed through Cape Cod

PREMIER SPONSOR

\$20,000

Cottage on the Boat Basin in Nantucket
Race Weekend all-access VIP bracelets for 10
Official Mt. Gay Figawi Race Hats for 10
Full-page ad in the Official Program Book
Premium display of banners

COMMODORE

\$10,000

Race Weekend all-access VIP bracelets for 8
Official Mt. Gay Figawi Race Hats for 8
Full-page ad in the Official Program Book
Prominent display of banners

ADMIRAL

\$5,000

Race Weekend all-access VIP bracelets for 6
Official Mt. Gay Figawi Race Hats for 6
1/2 page ad in the Official Program Book

CAPTAIN

\$2,500

Race Weekend all-access VIP bracelets for 4
Official Mt. Gay Figawi Race Hats for 4
1/3 page ad in the Official Program Book

Fast Figawi Facts

1972

MEMORIAL DAY WEEKEND. A SAILING CHALLENGE BETWEEN FRIENDS TO SEE WHO WOULD BE THE FIRST TO REACH NANTUCKET FROM HYANNIS WAS BORN.

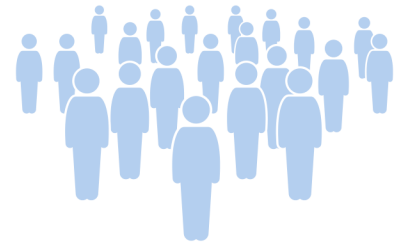


637 High School Students

HAVE PARTICIPATED IN THE ANNUAL HIGH SCHOOL INVITATIONAL, RENAMED THE CRAWFORD CUP, THAT BEGAN IN 2000. IT IS HELD THE SUNDAY OF MEMORIAL DAY WEEKEND.

A Legacy Event

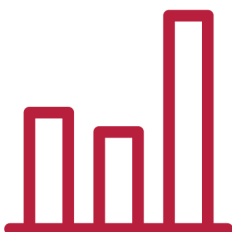
OUR PARTICIPANTS INCLUDE 3RD GENERATION FIGAWI SAILORS AND OVER 63 BOATS HAVE RETURNED TO SAIL FOR THE LAST FIVE YEARS.



50+ Sponsors
Each Year

Destination
Event

Charity
Driven Race



AN AUDIENCE OF **NICHE** MARKETS FROM CAPE COD AND BEYOND.
85% OF PARTICIPANTS RETURN TO FIGAWI EVENTS.
43% OF PARTICIPANTS FROM STATES OTHER THAN MA.
OVER **3,000** FIGAWI RACE PARTICIPANTS.

FIGA WI RACE WEEKEND

Will you join
the fun?



MAY 24 — 27, 2024



Questions? Please contact us for more information.

SPONSOR CHAIR

Donna Nightingale
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SPONSOR CO-CHAIR

Lorraine Levine
508-274-5123



FIGAWI.COM