



20

SPONSORSHIP

17

46TH ANNUAL
Figawi

FIGAWI RACE WEEKEND, MAY 26–29, 2017

WHAT IS FIGAWI?



HYANNIS—NANTUCKET



240+ SAILBOATS



2000+ PARTICIPANTS



RACING, CHARITY, CAMARADERIE, AND CELEBRATION



LOCAL, NATIONAL, AND INTERNATIONAL COMPETITORS



100+ CHARITIES SUPPORTED ON THE CAPE & ISLANDS

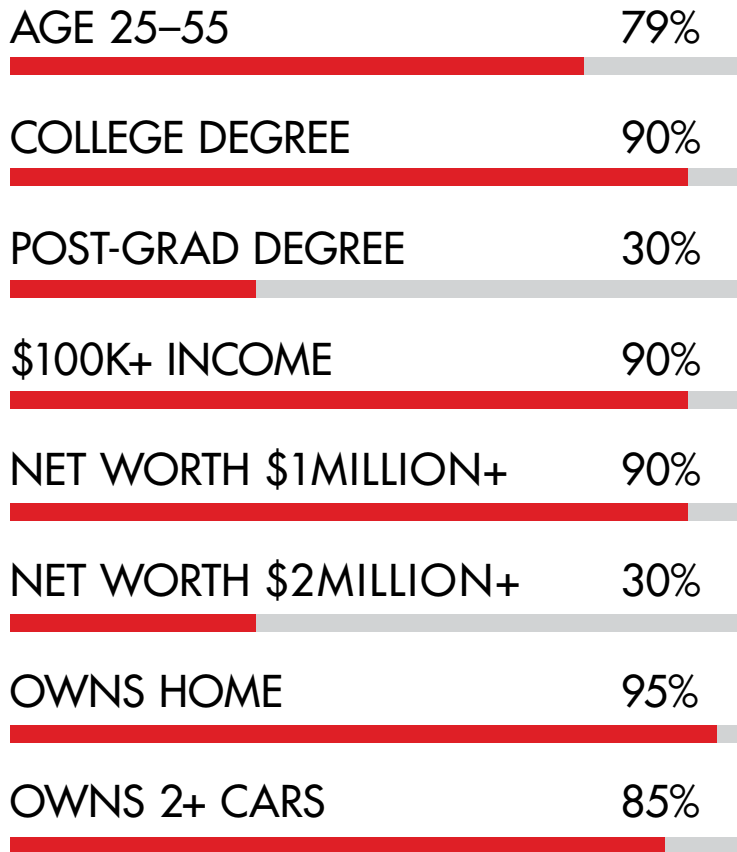


ONE OF THE LONGEST-RUNNING REGATTAS IN THE U.S.



FAMILY, COMPETITIVE, AND HIGH SCHOOL RACE CLASSES

PARTICIPANT DEMOGRAPHICS



THE UNOFFICIAL START TO THE SUMMER ON CAPE COD & THE ISLANDS

Figawi Race Weekend has become the kick-off to the summer season for thousands that return every year.

SCHEDULE

FRI

KICKOFF PARTY AT HYANNIS YACHT CLUB

3-8PM at Hyannis Yacht Club / Cash Bar / Entertainment / Buffet

SAT

RACE DAY

10AM First boats start off Hyannis Port Jetty
Finish off the entrance to Nantucket Boat Basin
3:30PM Tent officially opens with post-race chili
6PM Post-race tent party begins

SUN

FIGAWI INVITATIONAL

Local high school sailing teams compete
Award ceremony & giveaways
Sunday party at the tent

MON

PHRF RACE STARTS

9:30AM PHRF Race begins for first division
Post-race party at HYC / Official Figawi merch for sale

THE BREAKDOWN

MEDIA STATISTICS

65,000+ UNIQUE WEBSITE VISITS

195,000+ UNIQUE PAGE VIEWS

1,100,000+ SPONSOR LOGO USER IMPRESSIONS

45,000+ EMAIL NEWSLETTERS SENT



BECOME A SPONSOR AND BE PART OF

ALMOST **50** YEARS OF SAILING EXCELLENCE

DECADES OF LOCAL PHILANTHROPY

GIVING BACK TO **100+** LOCAL CHARITIES

Figawi is a registered 501C3* / All donations tax-deductible



SPONSORSHIP LEVELS

COMMODORE

\$20,000

- Race Weekend all-access VIP bracelets for 10
- Round-trip transportation for 10 from Hyannis to Nantucket on SSA Fast Ferry
OR Waiver of one race entry free, Accommodations at an exclusive cottage at Nantucket Boat Basin with complimentary provisioning
- Official Mt. Gay Figawi Race Hats for 10
- Prominent display of banners in the Main and VIP tents on Nantucket
- Full-page full-color ad in the Official Figawi Program Book

ADMIRAL

\$15,000

- Race Weekend all-access VIP bracelets for 10
- Round-trip transportation for 10 from Hyannis to Nantucket on SSA Fast Ferry
OR Waiver of one race entry free, Accommodations (1 room) on Nantucket during Race Weekend
- Official Mt. Gay Figawi Race Hats for 10
- Prominent display of banners in the Main and VIP tents on Nantucket
- Full-page full-color ad in the Official Figawi Program Book

CAPTAIN

\$10,000

- Race Weekend all-access VIP bracelets for 8
- Round-trip transportation for 8 from Hyannis to Nantucket on SSA Fast Ferry
OR Waiver of one race entry free
OR A table at the Annual Figawi Charity Ball (seats 10) and one night accommodations at the event hotel
- Official Mt. Gay Figawi Race Hats for 8
- Prominent display of banners in the Main and VIP tents on Nantucket
- Full-page full-color ad in the Official Figawi Program Book

COMMANDER

\$5,000

- Race Weekend all-access VIP bracelets for 6
OR Tickets to the Annual Figawi Charity Ball for 6
- Official Mt. Gay Figawi Race Hats for 6
- Half-page full-color ad in the Official Figawi Program Book

LIEUTENANT

\$2,500

- Race Weekend all-access VIP bracelets for 4
OR Tickets to the Annual Figawi Charity Ball for 4
- Third-page full-color ad in the Official Figawi Program Book

ENSIGN

\$1,000

- Race Weekend all-access VIP bracelets for 2
OR Tickets to the Annual Figawi Charity Ball for 2
- Eighth-page full-color ad in the Official Figawi Program Book

THERE'S MORE

ALL SPONSORSHIP LEVELS INCLUDE

- Display of signage at the Main Tent on Nantucket during Memorial Day Weekend
- Invitation to Saturday night reception at the VIP tent or the VIP Reception at the Figawi Charity Ball
- Logo and link listed on the homepage and sponsor page of Figawi.com, featured rotation on all site pages, and inclusion in all email newsletters
- Provided collateral in 350 Skippers Bags
- Official Figawi sponsor merchandise (vest, shep shirt or jacket)
- Recognition in the Official Figawi Program Book (over 5,000 distributed on Cape Cod and Nantucket)

CUSTOM SPONSORSHIP PACKAGES

Can't find the right sponsorship level for your business?

Let us know what your marketing needs are so we may tailor a specific package.

ADVERTISE

THE OFFICIAL FIGAWI PROGRAM BOOK

INQUIRE ABOUT SPECIAL PRICING

