



20

SPONSORSHIP

17

46TH ANNUAL  
**Figawi**

## FIGAWI RACE WEEKEND, MAY 26–29, 2017

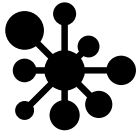
# WHAT IS FIGAWI?



HYANNIS—NANTUCKET



240+ SAILBOATS



2000+ PARTICIPANTS



RACING, CHARITY, CAMARADERIE, AND CELEBRATION



LOCAL, NATIONAL, AND INTERNATIONAL COMPETITORS



100+ CHARITIES SUPPORTED ON THE CAPE & ISLANDS

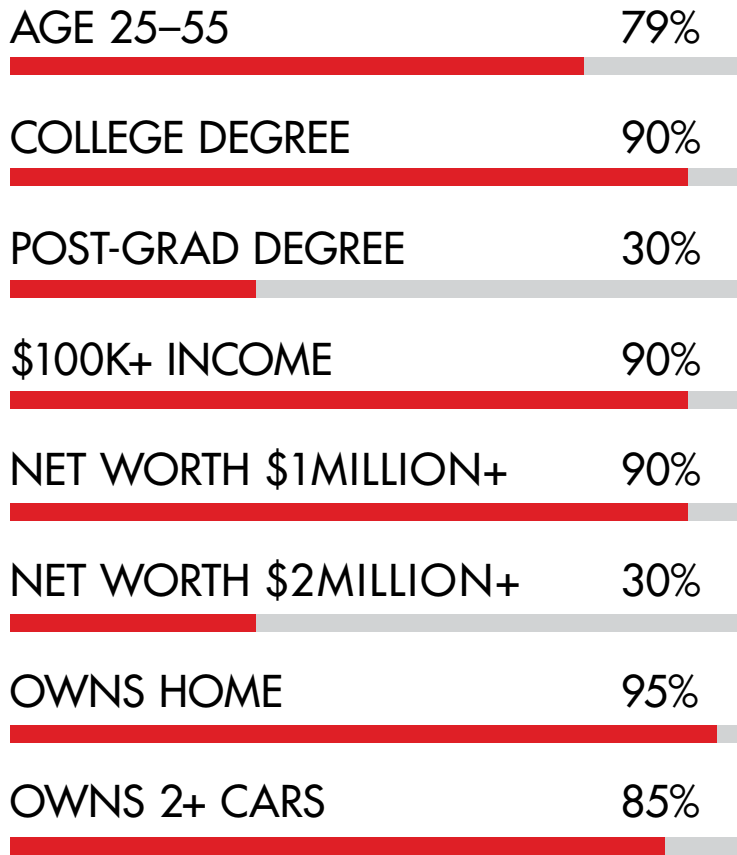


ONE OF THE LONGEST-RUNNING REGATTAS IN THE U.S.



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

