



Sponsorship Opportunities



Figawi Charities Inc. was created to encompass the brand that includes the **Figawi Race**, a well known week-end of sailing and events on Nantucket held annually since 1972 during Memorial Day Weekend and the annual **Figawi Ball** which began in 1987. Together these top-notch events not only provide serious fun and competition, they participate in the stewardship of the local community.

The organizers of Figawi events have refined a formula for success that strives to enhance the experiences for participants, give back to the community, and maximize value for its sponsors.

POSITIVE BRAND ASSOCIATION

WHY ALIGN YOUR COMPANY WITH FIGAWI?

COMPETITIVE SAILING is one of the fastest growing sectors in the sports sponsorship marketplace that embodies aspiring VALUES.

- TEAMWORK and TRUST with competition that embodies STRATEGY and SPORTSMANSHIP
- ENVIROMENTALLY RESPONSIBLE with a commitment to clean oceans and harbors
- FAMILY FRIENDLY and ALL-INCLUSIVE engaging audiences that span all ages, all skill levels and adaptable for those with disabilities
- TECHNOLOGY and INNOVATION that are cutting edge and attract an active fan base
- HERITAGE and TRADITION that promotes community and national spirit



REACH A HIGHLY-VALUED DEMOGRAPHIC

WHO IS THE TARGET MARKET?

SAILING is a premium sport and those that play it invest in winning.

- Above average BUYING POWER
- LOYALTY to brands they believe in
- INFLUENTIAL in their business and community
- ADVENTURE seeking
- Value MEMORABLE EVENTS

BUILD STRONG BONDS INCREASE BRAND AWARENESS

EXPERIENCE A HIGH ROI WITH
A FIGAWI SPONSORSHIP

5,000 + PARTICIPANTS OF FIGAWI EVENTS
AND VISITORS ON NANTUCKET AND
CAPE COD ARE FROM ALL OVER THE US,
CANADA, AND THE CARIBBEAN

EXPONENTIAL DIRECT REACH

SPONSOR LEVELS

ALL SPONSORSHIPS INCLUDE:

- Display of signage at the Figawi Race event tent on Nantucket for 3 days over Memorial Day Weekend or the Ball venue. Thousands in attendance.
- Multi-platform marketing to include sponsor logos on printed materials, email correspondence, logo and link on Figawi.com, mentions on social media platforms including Facebook and Instagram.
- Opportunity to include a promotion item into the 400+ event bags.
- Recognition in the Official Program Book. Over 5k distributed Cape Cod-Nantucket
- Invitation to VIP events

COMMODORE **\$20,000**

Accommodations in an exclusive Nantucket Island Resort Wharf Cottage
RT Transportation from Hyannis to Nantucket on SSA Fast Ferry for 20
Race Weekend all-access VIP bracelets for 20
Official Mt. Gay Figawi Race Hats for 10
Inside front cover ad or back cover in Official Program Book
Prominent display of banners in both the Main and VIP tents on Nantucket

ADMIRAL **\$15,000**

Accommodations in Nantucket Island Resorts Jared Coffin House for 2 (1 room)
RT Transportation from Hyannis to Nantucket on SSA Fast Ferry for 10
Race Weekend all-access VIP bracelets for 10
Official Mt. Gay Figawi Race Hats for 10
Full page ad in the Official Program Book
Prominent display of banners in both the Main and VIP tents on Nantucket

CAPTAIN **\$10,000**

RT Transportation from Hyannis to Nantucket on SSA Fast Ferry for 8
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 in both the Main and VIP tents on Nantucket

COMMANDER **\$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

LIEUTENANT **\$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

ENSIGN **\$1,000**

Race Weekend all-access VIP bracelets for 2
Official Mt. Gay Figawi Race Hats for 2
1/8 page ad in the Official Program Book

ADDITIONAL SPONSORSHIP OPPORTUNITIES AVAILABLE

Charity Ball sponsor
In-kind donations
Figawi High School Invitational
Wounded veterans sailing team

Ask us how we can build a package that fits into your marketing plan.

Figawi

Figawi Charities Inc.

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