

34th Annual Figawi Charity Ball
Saturday, May 16, 2020

49th Annual Figawi Race Weekend
Friday, May 22 - Monday, May 25, 2020

A photograph of a white sailboat on the water. A person wearing a red cap and sunglasses is visible on the deck. The boat is moving, creating a wake. The background is a clear blue sky and sea.

Figawi

fast figawi facts

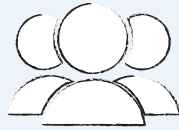
1972 YEAR THE **TRADITION** BEGAN: MEMORIAL DAY WEEKEND SAILING CHALLENGE BETWEEN FRIENDS TO SEE WHO WOULD BE THE FIRST TO REACH NANTUCKET FROM HYANNIS

50th

In 2021 Figawi will be celebrating the 50th Anniversary of the Hyannis to Nantucket Sailboat Race

637

The number of high school kids that have participated in the annual Figawi High School Invitational Regatta that began in 2000. It is held Sunday of Memorial Day Weekend off the docks of Nantucket Boat Basin.



LEGACY LOYALTY TRUST

Our participants include 3rd generation Figawi sailors. 63 boats have returned to sail for the last 5 years

1987

Year the 1st Annual Figawi Charity Ball was held to support Figawi Charities mission to give back to the community



Each year Figawi sponsors **veterans** participate in Figawi Race Weekend. 2019 was the best yet with over 25 veterans sailing in the race.

Each year, we have over 50 sponsors that showcase their product or service at the race and the charity ball. Many of them have been part of Figawi for over 20 years. The infamous **RED** hat is provided annually by our partner, Mt Gay Rum.

DESTINATION EVENT In addition to the over 3,000 Figawi participants, the island of Nantucket is full of Memorial Weekend revelers. This captive audience presents many opportunities for brand exposure and introduction. **Nantucket** is rated as one of the top destinations in Conde Nast Magazine.



Unique audience covers many **niche** markets from Cape Cod and beyond.
43% of participants of the race are from states other than MA.
85% of participants have been to 2 or more Figawi events in the last 3 years



value opportunities

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

- ✓ Reach a highly valued demographic
- ✓ Create loyalists and brand advocates

Social responsibility


is the number 1 factor that influences impression of a company more than brand quality or business fundamentals.

As a sponsor of Figawi, you help us support the following in our community:

Veterans & First Responders
Ocean & Environment
Youth Sports
Sailing for All

Positive Brand Association

Our events are based on HERITAGE and TRADITION that build strong bonds and promote community and camaraderie.



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



Are you curious about
the possibilities of what
event sponsorship can
do for your brand?



Sponsorship Chair
Donna Nightingale
sponsor@figawi.com
508-280-0227

Executive Director
Shelley Hill
shelley@figawi.com
508-221-6891