



ANNUAL PUMPKIN BOWL REGATTA

OCTOBER 14-15 & 21-22, 2023

25TH ANNIVERSARY EDITION!

OVERVIEW

The Pumpkin Bowl Regatta is one of two premier annual racing events hosted by the West Vancouver Yacht Club (WVYC). Since 1999, this event has drawn sailors from across BC, Alberta, Manitoba and the Pacific Northwest, including Washington and Idaho. With over 190 boats and over 200 competitors (aged 7 to 20+), sailors compete in more than 50 dinghy and double-handed races, run over four courses. It's an excellent racing experience for dinghy sailors, and supported by over 130 engaged volunteers known for their friendliness, community spirit and commitment.

WVYC's club members are excited to be celebrating the 25th anniversary of this fun and engaging regatta that has grown sailors for life and been a cornerstone of our club's commitment to community and volunteerism.

In addition to Pumpkin Bowl, WVYC supports junior sailing through its Learn to Sail Program and the WVYC Race Team. Pumpkin Bowl provides youth sailors the opportunity to compete together in a largely self-regulated sport (i.e. no referees). It teaches skills such as independence, risk assessment, decision-making, cooperation and sportsmanship. Participating in Pumpkin Bowl provides competitors the opportunity to interact and work with adults who share their passion of yachting, very much a sport for life.

Now in its twenty-fifth year, we are requesting your support. On behalf of all of the competitors and volunteers, we thank those who have supported the Pumpkin Bowl Regatta in the past and ask you to consider sponsorship for Pumpkin Bowl 2023 as outlined in the attached guide. For those new to this event, we ask you to consider a contribution for this very worthwhile cause.

Sponsors and volunteers make this event possible and continue to provide sailors with the opportunity to achieve their sailing goals and to compete against sailors from all across Canada. The sailors have been training hard all year and competition has been limited, so we're excited to be organizing this event for the WVYC's Race Team – now over 85 strong.



SPONSORSHIP OPPORTUNITIES

Four levels of sponsorship are offered to funding participants in the Pumpkin Bowl Regatta:

Title, Presenting, Supporting sponsors as well as Friends of the Regatta.

1. **Title sponsors** contribute \$1250 or more in cash towards the event (limited to two Title sponsors)
2. **Presenting sponsors** contribute between \$750 and \$1249 in cash towards the event
3. **Supporting sponsors** in-kind contributions which can be used as part of the event or cash \$200 to \$749
4. **Pumpkin Friends** are local organizations who support the Club with support such as equipment or volunteers required for the event.

It is recognized that some sponsors, may wish to offer a combination of cash and in-kind contributions and this can be arranged on a one-on-one basis. The Club will offer the following list of benefits (by category) to sponsors to give them exposure to the youth sailors and the club membership.

TITLE SPONSORS (limit of two)

- Large size corporate logo recognition on all printed race materials, including Club publications and print media.
- Large size corporate logo recognition in electronic media including the Club website. The website logos will include links to sponsor's websites or related material.
- Large size corporate logos recognition on t-shirts issued to all competitors and volunteers.
- Name recognition as a Title Sponsor in all race related press releases, media kits and promotional material.
- Opportunity for sponsor to erect a banner within and outside of the main Clubhouse.
- Opportunity to provide stickers, pamphlet and/or small swag as part of the race package to competitors.
- Recognition in the Club monthly newsletter and electronic communications, sent to over 600+ members.



PRESENTING SPONSORS

- Corporate logo recognition on all printed race materials, including Club publications, and print media.
- Corporate logo recognition on Club website (race section). The website logos will include links to the sponsor's website.
- Corporate logos recognition on t-shirts issued to all competitors and volunteers provided sponsorship is confirmed prior to September 22nd, 2023.
- Opportunity to provide stickers, pamphlet and/or small swag as part of the race package to competitors.
- Recognition in the Club monthly newsletter, sent to over 600+ members.
- Name recognition as Presenting Sponsor in all race related press releases, media kits and promotional material.
- Opportunity for sponsor to erect a banner outside clubhouse.

SUPPORTING SPONSORS

- Small size corporate logo recognition on all printed race materials including Club publications and print media.
- Small size corporate recognition on the race section of the Club website. The website logos will include links to the sponsor's website.

PUMPKIN FRIENDS

- Corporate/Organization name recognition on all printed race materials including Club publications and print media.
- Corporate/Organization name recognition on the race section of the Club website. The website names will include links to the sponsor's website.
- Name recognition as a Pumpkin Friend in all race related press releases, media kits and promotional material.

Where the contribution is in the form of a prize, recognition at the prize award event. In-kind contributions are appreciated and are evaluated based on the level of direct savings they create for race operations. Other contributions, such as prizes, are valued at cost, not retail value.



PARTNERSHIP AGREEMENTS

All sponsorship recognition is subject to signature of Partnership Agreements and the timeliness of the receipt of the sponsor contribution. Sponsors whose contributions are received after printing or placement deadlines (e.g. September 22, 2023 for the technical shirts) may not be able to take advantage of all recognition opportunities.

GRAPHIC REQUIREMENTS

We value your sponsorship and look to ensure your brand logo is consistently presented in our various material. Please provide your logo in the following format:

Logo file requirements:

.eps or .ai (vector files) required by the apparel imprinters, and
.jpg or .pdf (viewable format) requested for creative/mock-ups

Logo colour requirements:

One-color logo: required for apparel
Two-colour logo: may be used in the case of two-colour apparel imprints (varies year by year)
Multi-colour logo (two or more colours): may be used for print material (flyers, banners, etc.)

Note: If a logo has fine/tiny details, some of those details may be lost when printed on apparel.

If it is the same logo as the previous year, please advise and confirm there have been no refinements to the logo so that we may use the logo on file.

NEXT STEPS

Come join this great sponsorship opportunity to support youth and dinghy sailing in BC! For further information, please contact WVIC's General Manager David Martin at manager@wvyc.ca.