



OCTOBER 11-14, 2019

HOSTED BY YMCA CAMP SEA GULL AND YMCA CAMP SEAFARER

Dear Potential Sponsor,

YMCA Camp Sea Gull and Camp Seafarer will host the country's top 275+ youth sailor-athletes, their families, volunteers and spectators for the 2019 Optimist Southeast Championship which will be held on October 11-14. This event will also serve as the Spring Teams Qualifier.

Camp Sea Gull and Camp Seafarer is a unique host site for an Opti regatta because we offer a one-stop-shop for the sailing venue, a place to stay, a place to eat, airport transportation and support (coach/ spectator) boat charters. Sponsors have a captive audience in which to share their products and services.

We hope you will consider sponsorship of this event. Your support of this event is appreciated by both YMCA Camp Sea Gull and Camp Seafarer and the sailors who are coming to compete.

Sincerely,

Mary Laurence McMillan Crook

Program Director
YMCA CAMP SEAFARER



SPONSORSHIP INFORMATION

Overview

As a sponsor of this event, you will have a reach far beyond the region. In 2017, there were 275+ participants, and with family members, staff, volunteers and spectators there were over 800+ people in attendance.

There were participants from Colorado, Connecticut, Washington DC, Florida, Massachusetts, Maryland, New Jersey, New York, North Carolina, Pennsylvania, Rhode Island, South Carolina, Tennessee and Virginia.

This is a unique opportunity to support youth, the sailing community and YMCA Camp Sea Gull and Seafarer.

YMCA Camp Sea Gull and Camp Seafarer Reach:

Kids Served: 7,220+

Staff: 450+

Donors: 2,100+

Marketing Reach:

Yearly Website Traffic:

74,299 users/421,705 page views

Facebook: 13,223 likes

Instagram: 13,618 followers

Twitter: 5,293 followers

About YMCA Camp Sea Gull and Camp Seafarer



YMCA Camp Sea Gull for boys and YMCA Camp Seafarer for girls are overnight camps located on the coast of North Carolina. During the summer, Camp Sea Gull and Camp Seafarer serve over 700 campers a week at each site. Combined with our staff, each camp makes up a welcoming and inclusive overnight camp community. Our camps are also large - more than 350 acres each - with prime coastal waterfront access.

Our unique location on one of the widest parts of Neuse River makes a wonderful place for campers to learn sailing and powerboating, our calm waters and gentle, steady winds mean campers from young to old can learn to sail in safety.

Camp Sea Gull and Camp Seafarer offer a variety of land and sea activities including sailing, powerboating, skiing, fishing, creative arts, archery, riflery, and more.

Camp Sea Gull and Camp Seafarer are branches of the YMCA of the Triangle, a 501c-3 charity. We are a cause-driven organization whose Mission is to put Christian principles into practice through programs that build a healthy spirit, mind and body for all.

YMCA Camp Sea Gull and Camp Seafarer

Sponsorship Levels

There are a variety of sponsorship and marketing opportunities. We hope you will consider being a 2019 sponsor! For more information, please contact:

Mary Laurence McMillan Crook at 252-671-1641 or ML.Crook@seagull-seafarer.org

	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Fleet \$1,000	Host \$500
Awards Ceremony and Cookout (1 available) - speaking opportunity	✓				
Breakfast sponsors (3 available) - speaking opportunity		✓			
Dinner sponsors (2 available) - speaking opportunity			✓		
Naming of Registration/Check-In Tent (1 available)	✓				
Measurement Tent (1 available)		✓			
Naming of the Joy Boy Spectator Boat (1 available)		✓			
Cabin sponsors (68 available) - includes logo placement on the front of cabins where guests are staying			✓	✓	
Logo placement on event wristband	✓				
Mentions from stage during breakfast and dinner	✓	✓	✓		
Retail space on site**	✓	✓	✓	✓	✓
Banner placement at event*	✓	✓			
Collateral/swag in welcome bag	✓	✓	✓	✓	✓
Full page ad in event program	✓				
Half page ad in event program		✓			
Quarter page ad in event program			✓		
Logo in event program	✓	✓	✓	✓	✓
Logo/link on website	✓	✓	✓	✓	✓
Premiere logo placement on t-shirt	✓	✓			
Logo on t-shirt			✓	✓	✓
Press release mention	✓	✓	✓		
Social media - 4 posts	✓				
Social media - 3 posts		✓			
Social media - 2 posts			✓		
Logo in event video	✓	✓	✓		
Listing in event video				✓	✓

*Only non-aligned sponsors—a sponsor who is outside of the marine or marine service industry (includes clothing and sailing gear).

**Only local sponsors (primary place of business is within a 60 mile radius of Camp Sea Gull) can set up retail space.

SPONSORSHIP CONTRACT

Sponsorship Commitment Form

2019 Optimist Southeast Championship • October 11-14

Company Name: _____

Address: _____

City/State/Zip Code: _____

Company Contact: _____

Contact Email: _____

Contact Phone: _____

YES! Our company would like to support the 2019 Optimist Southeast Championship with the following sponsorship level:

- PLATINUM (\$10,000) FLEET (\$1,000)
 GOLD (\$5,000) HOST (\$500)
 SILVER (\$2,500)

Payment

- Please Invoice
 Check Enclosed - Make checks payable to: YMCA CAMP SEA GULL AND YMCA CAMP SEAFARER
 Credit Card - Check One: VISA MC AMEX

Card Number: _____ Exp: _____

Name on Card: _____

I am interested in providing an in-kind gift of: _____

Please return your completed sponsorship form and payment by August 15.

Mary Laurence McMillan Crook

Email: ML.Crook@seagull-seafarer.org

Mail: YMCA CAMP SEAFARER, 2744 Seafarer Road, Arapahoe, NC 28510

