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ROYAL GEELONG YACHT CLUB WOODEN BOAT FESTIVAL OF GEELONG



2018 WOODEN BOAT FESTIVAL
PARTNERSHIP OPPORTUNITIES



MESSAGE FROM THE FESTIVAL CHAIRMAN

The Royal Geelong Yacht Club's biennial Wooden Boat Festival of Geelong returns in 2018 for another edition. One of the premier and oldest Wooden Boat Festivals in Australia, the event is now in its eighth running and continues to draw entries and visitors from around Australia.

2018 WOODEN BOAT FESTIVAL OF GEELONG, THIRTEEN YEARS ON AND GROWING STRONGER

It is with great pleasure and confidence that I encourage to you to consider the information in this 2018 Wooden Boat Festival of Geelong Sponsorship Prospectus.

Organisation for the 2018 Wooden Boat Festival of Geelong is well advanced and we are looking forward to another extremely successful event at the Royal Geelong Yacht Club. The festival will be held over the Labour Day weekend on 10th to 12th 2018.

We are expecting over 170 entries, approximately 1200 direct participants and in excess of 20,000 visitors to the Waterfront Festival. There is no doubt that the event is growing and it has become a major biennial event on the Sailing Calendar.

The festival will again attract the highest calibre of boats from all around Victoria and interstate to compete in this our 8th festival. They will be competing in our extensive program which will comprise both on-water racing and displays with an eclectic range of activities and entertainment ashore. The continual growth and success of the festival would not be possible with-out the continued generous support of our sponsors.

The 2018 Wooden Boat Festival of Geelong offers your organisation great exposure at a high quality, high profile event at excellent value. We will be running a comprehensive marketing program through the many boating and sailing organisations and media around Victoria and interstate.

With shore based activities for all the family, there is something of interest to everyone. The extensive sailing program includes the Grand Parade of Boats and Cavalcade of Sail, a Concourse d' Elegance, racing for the Corio Bay Couta Boat Cup, the Corio Bay Classic Wooden Yacht Cup and the Passage Races from Portarlington. For the first time we will be also be running an extensive off the beach (OTB) program for dinghies.

We continue working hard to ensure that the event continues to deliver positive results to you our sponsors.



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Stuart Dickson

Board Member of
RGYC & Festival
Chairman



Steve Hassell

Commercial
Partnerships Manager

THE WOODEN BOAT FESTIVAL OF GEELONG

Some key points

- Attracting a record 20,000 visitors to our water front
- 170+ Boats with over 1200 competitors
- National and Local area print media exposure through boating and mainstream publications and newsprint
- New Wooden Boat Festival Web site (featuring all sponsors logos and links)
- Comprehensive Local Radio coverage
- Comprehensive Festival Program (includes all sponsors and local information)
- Festival listed on the Visit Victoria web site.



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We look forward to your involvement, in what will be a great Geelong event.

Stuart Dickson

(Chairman 2018 Wooden Boat Festival of Geelong)



PARTNERING WITH

THE WOODEN BOAT FESTIVAL OF GEELONG

Partnering with the Wooden Boat Festival provides your business with the opportunity to position your brand and connect with competitors, event visitors and other sponsors.

The Wooden Boat Festival implements a comprehensive communications campaign using both traditional and digital channels to communicate with its participants, commercial partners and the broader community. Generating wide event exposure benefits all partners with the opportunity to enhance their own brand awareness.



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YANMAR



FESTIVAL SCHEDULE

FRIDAY 9 MARCH 2018

- Moonlight cinema (free public admission)
- Whisky wine & rum tasting aboard a tall ship

SATURDAY 10 MARCH

- Official opening ceremony
- Passage Race -Portarlington to Geelong
- Public waterfront festival
- Model boat & heritage displays
- BBQs, local food & produce

SUNDAY 11 MARCH (Main Festival Day)

- Classic yacht racing
- Grand parade of boats
- Sponsor/corporate functions
- Awards presentation dinner
- Couta boat racing on Corio Bay

MONDAY 12 MARCH

- Public waterfront festival
- Kids fun fair
- School boat building projects
- Bote-Cote Quick & Dirty boatbuilding & racing



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The Wooden Boat Festival of Geelong is a fun-filled event which gets bigger and better every edition. Attracting a huge range of historic and classic timber yachts and boats, the event is a great spectacle. One of the favourite activities at the Wooden Boat Festival is just wandering the marina looking at the magnificent boats and the craftsmanship on display and admiring the spectacle of the sail past.

Highlights include:

- Live music with headline acts in the RGYC Club precinct
- Free 'Come and Try' activities like our Discover Sailing program.
- A school arts competition, Arts and crafts as well as specialty food stalls.
- Family-friendly activities such as the outdoor cinema night.



Our sponsors also add to the excitement, with pop-up bars, giveaways and terrific activations like the Bote-Cote Quick & Dirty boat building competition. We are more than happy to work with our sponsors to ensure that they maximise their event marketing opportunities by delivering outstanding brand experiences.



SPONSORSHIP BENEFITS

There are a range of standard packages available, some including hospitality for your corporate guests and staff, and advertising and branding opportunities. It is always possible to tailor a package specifically to your requirements, so if you have ideas for brand activation or displays please contact us to discuss your requirements.



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INVESTMENT LEVEL (All + GST)	MAJOR SPONSOR	EXCLUSIVE CATEGORY activations from \$2,500	EVENT SPONSOR (INCLUDES DISPLAY SPACE) From \$2,000	EVENT SPONSOR (NO DISPLAY STALL) From \$1,500	SUPPORT SPONSOR \$750	DISPLAY ONLY From \$600
Race Series Naming Rights	√	√				
Flags & Event signage	√	√	√			
Key sponsor signage in club & competitor event area	√	√				
On-water brand recognition (on Competitor boats in main media view)	√					
Exhibitor stall – 3 x 3m in RGYC grounds	√	√	√			√
Social Media Promotion	√	√	√			
Logo displayed on <ul style="list-style-type: none"> • WBF Website • Event Tiered Signage • WBF Newsletter • RGYC Internal TVs 	√	√	√	√	√	√
Advertisement across LED BIG screen in RGYC grounds	√	√	√			
Ability to supply promotional offers/items for inclusion in Skipper Packs.	√	√	√	√	√	√
Access to skipper & competitor database via WBF email (not direct)	√	√	√			
Brand name on trophy for key race (limited availability)	√	√	√	√		
On-water exclusive Sponsors' hospitality	√	√	√			
VIP Sponsor Functions invitations	√	√	√	√	√	

SPONSORSHIP LEVELS

YANMAR & WOODEN BOAT SHOP

Presenting Partners

Wooden Boat Festival of Geelong 2016 & 2018

Our partners Wooden Boat Shop of Queenscliff & Sorrento and Yanmar continue to support the event, showcasing their talents and products to the discerning audience and participants. If you would like to join them to promote your business to an audience who appreciates quality, design, style and craftsmanship, please give us a call.



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SPONSORSHIP CATEGORY	CURRENT STATUS
MAJOR SPONSOR	WOODEN BOAT SHOP/YANMAR
EVENT SPONSORS	Available
EXHIBITING SPONSORS	Available
Official Vehicle Partner	Rex Gorell Land Rover
Official Apparel supplier	GILL
Official Beer Partner	Carlton Draught
Official Wine Partner	Leura Park Estate
Official Timepiece Partner	Bausele
Security Partner	Available
Media Partners	Geelong Advertiser / Bay93.9
Super screen advertising	Available



YANMAR



Gill

REX GORELL
LAND ROVER



Geelong **Advertiser**



Boatcraft Pacific





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*Photos courtesy Smeaton Photography

WHERE TO FROM HERE?

If you are interested in partnering with the Wooden Boat Festival of Geelong, please contact

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