

INTERNATIONAL TORNADO CLASS 2007 AUSTRALIAN CHAMPIONSHIP

Swan River, Perth, Western Australia

3 to 10 March 2007

Sponsorship Proposal

The Organising Authority is **Nedlands Yacht Club (Inc)** in conjunction with the **Western Australian International Tornado Association (WAITA)**



The Olympic status of the Tornado catamaran has brought some of the finest sailors from all over the world to the class. With over 22 nations regularly attending World and European Championships, the Tornado Class has a world-wide fleet matched only by a handful of other sailing classes.

The Tornado is by far the fastest and most spectacular Olympic Class and with the new hull-flying technique on the downwind legs coupled with the spinnaker and twin trapeze the Tornado is the ultimate speed machine.

The Australian Championships will attract sailors from all over Australia and is sure to receive significant media exposure across the country. This year the Association expects the largest fleet of Tornados that has sailed anywhere in Australia for many years. Racing on the Swan River will be sure to generate many thrills and spills for the fleet.

Event Overview

Saturday, 3rd March:

Sailor registration, Measurement, Invitation Race, welcome BBQ and presentation of promotional items.

Sunday, 4th – Saturday, 10th March: (Lay Day Wednesday)

Racing consists of up to three races each day depending upon wind conditions. Sponsor awards will be distributed at the conclusion of each days racing. The Championship will culminate in the winners' presentation dinner on Saturday.



Why Sponsor?

The regatta will bring together the sailing elite from all over Australia. The event will provide media exposure to our major sponsor throughout Australia via magazines, newspapers and television.

Minor sponsors will receive exposure for the entire week-long event in the brochure, by supplying promotional materials and receiving recognition at functions.

Tornado Demographics

- Average Age: 40
- Gender: Male 99%, Female 1%
- Marital Status: 80% Married
- Australian Fleet Size >30
- Cost of a new Tornado >\$40,000

Regatta Sponsor Levels

Major Sponsor (one only)

\$5,000

- Company name will be aligned with the event name as major sponsor.
- Company logo will be featured on all printed materials for all related activities. To include, but not limited to, event brochure, Nedlands Yacht Club newsletter, 2007 International Tornado Championship website.
- Company logo prominently displayed on official T-shirt.
- Company banner to be displayed prominently at the venue throughout the event.
- Company will be highlighted in all press releases and media.
- Company supplied bags with logos will contain important event details, brochure and Company promotional items.
- Company will be acknowledged at all activities throughout the week as the major sponsor.
- Opportunity for 2 company representatives to observe the racing up close (from spectator craft)
- 2 complimentary tickets to the Welcome BBQ
- 2 complimentary tickets to the Presentation Dinner

Minor Sponsor

\$500

- Company name and logo will be featured on all printed materials for all activities. To include, but not limited to event brochure and sailor newsletter
- Company banner displayed at Presentation Dinner
- Company brochure and promotional items placed in participant gift bags

Race Sponsor

\$80 - \$200 (or goods to that value)

- Company advertisement will be featured in the back of event program
- Company will be acknowledged at the daily presentation for the sponsored race.
- Company representative can make the presentation personally.

Please contact

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