



2016 ILYA MC INVITATIONAL AT LAKE HARRIET YACHT CLUB

SPONSORSHIP PACKAGES JULY 14-17, 2016

The Inland Lake Yachting Association (ILYA), the governing sailing body for the midwest, has chosen Minneapolis' Lake Harriet Yacht Club as the site of the exciting 2016 ILYA MC Invite Regatta, to be held July 15 through 17. Many of the best, nationally-ranked sailors in the MC Scow class, which is one of the largest one-design sailboat racing in North America, will take to some of the flattest water in the U.S.. The event is also part of [Lake Harriet Yacht Club's](#) 75th anniversary celebrations. We expect **50 boats** from across the midwest to participate along with their families coming to visit the Twin Cities.

Sponsors will have a number of ways to engage with racers, spectators and volunteers leading up to the event and throughout that weekend. From **online advertising** on the LHYC website & **social media feeds** to **signage & event tables on site**, the regatta will be a unique way to connect with racers, boat owners & sailing fans.

"To distinguish this race from other events, our goal is to maximize the amount of racing so that the experience is fast-paced and fun for racers and spectators," said [regatta co-chair Joe Friction](#). "Lake Harriet is one of the unique sailing venues in the country where true flat-water conditions prevail, which means that, even in low winds, races are on! This will be a great way for families to see sailing at its finest; and it will offer sailors a great way to demonstrate their prowess under competitive conditions."

For sailors, the weekend's experiences extend beyond fun on the water, and provide exciting venues for sponsors to interact one-on-one with attendees.

LHYC IS A 501(C3) NON-PROFIT ORGANIZATION

EVENT SCHEDULE

Sponsorship opportunities highlighted in red.

Thursday, July 14

3pm-7pm Registration

Friday, July 15

7:30-9:00AM **Registration & Breakfast**
8:30AM The Competitor Briefing
9am-12pm Racing
12pm-1pm **Lunch**
1pm-4pm Racing
6pm onward **Friday Night Picnic at Beard's Plaisance**

Saturday, July 16

7:30-9:00AM **Breakfast**
9am-12pm Racing
12pm-1pm **Lunch**
1pm-4pm Racing
6pm onward **LHYC 75th Anniversary Party**

Sunday, July 16

7:30-9:00AM **Breakfast**
9am-12pm Racing
Trophy Presentation to follow races

Complete **Notice of Race** information can be found on the [LHYC site calendar](#).

QUESTIONS? CONTACT JOE FRICTON AT JOSIAHFRICTON@YAHOO.COM OR 651-357-7918
ALL SPONSORSHIP PACKAGES MUST BE FINALIZED BY JULY 8

SPONSORSHIP OPPORTUNITIES (all sponsorship packages MUST be finalized by July 8, 2016)

AT THE EVENT

Regatta T-shirt

All event sponsors will have their logo featured on the regatta t-shirt **if signed up by July 5.**

Concession stand kiosk monitor

Inside Bread & Pickle, the LHYC monitor features rotating images from the club's various programs. We will feature your company logo with slides featuring the event branding through July 2016.

Event Sponsor Tables

All event sponsors at the **\$250+** levels will have a table in the LHYC shed area during races on Friday 7/15 & Saturday 7/16. You will have one-on-one interaction with racers, boat owners & sailing enthusiasts during the breakfast and lunch break times throughout the weekend.

Title Sponsor Banner

This exclusive opportunity reserved for one sponsor at the **\$1000** level, a large outdoor banner displayed on the LHYC boat shed with your company logo

Friday Night Social

This casual picnic welcoming racers & families is an exclusive opportunity for one sponsor at the **\$500 level.** We will provide event materials with your logo, and an area for your company to display marketing materials.

LHYC 75th Anniversary Party on Saturday Night

This is an exclusive opportunity for one sponsor at the **\$1000 level.** This party is open to not only regatta attendees, their families and event volunteers, but also to the general public & friends of LHYC. We will provide event materials with your logo, and an area for your company to display marketing materials.

ONLINE

Banners on the LHYC site home page

Featuring your company logo and linked to your website through July 2016.

Social media banner

Your company logo included in the masthead photo of the [LHYC facebook](#) and [twitter](#) pages during the preceding week and throughout the event weekend.

Social media give-away

We'll create a custom event hashtag and encourage attendees to tweet it plus #yourcompanyname to earn a fun give-away from your company during the weekend to generate more buzz.

Questions? Contact Joe Friction at josiahfriction@yahoo.com or 651-357-7918

	SPONSORSHIP LEVELS			
	\$100	\$250	\$500	\$1000
LHYC site banner	•	•	•	•
LHYC social media banner	•	•	•	•
Social Media Give-away		•	•	•
Regatta T-shirt <small>sponsorship must be finalized by JULY 5</small>	•	•	•	•
Kiosk Monitor	•	•	•	•
Event Tables		•	•	•
Title Sponsor Banner				•
Friday Night Social			•	
75th Anniversary Party				•

QUESTIONS? CONTACT JOE FRICTON AT JOSIAHFRICTON@YAHOO.COM OR 651-357-7918

ALL SPONSORSHIP PACKAGES MUST BE FINALIZED BY JULY 8