



2018 Star World Championship
October 5 - 15, 2018

Tred Avon Yacht Club
PO Box 337
102 West Strand
Oxford, Maryland 21654

Please review the following sponsor benefit chart depicting the sponsorship levels and corresponding benefits offered by the 2018 Star World Championship. Note: an addendum for each sponsorship level with details and examples of benefits are available upon request.

Sponsor Benefit Item	Title \$30,000	Gold \$25,000	Silver \$15,000	Blue \$10,000	Green \$5,000	Red \$2,500
Event Naming Rights - <u>Your Company Name</u> 2018 Star World Championship	x					
VIDEO: Logo included in intro, lower thirds, transitions, leaderboards, and animated in outdo	x					
VIDEO: Name included in the video thumbnail	x					
Live video on sponsor's company facebook page (1-5 min - on the water/ behind the scenes)	x					
Company logo on bow sticker	x					
Ad or letter from sponsor printed in regatta program (provided by sponsor)	x					
Company logo on event tracking site	x					
Company logo on course marks	x	x				
VIDEO: Name in description of video	x	x				



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VIDEO: Interview with sponsor rep to include with daily highlight	x	x				
VIDEO: Ad space in video (footage provided by sponsor)	20 sec.	15 sec.				
VIDEO: Screen time showing what the sponsor's financial contribution provided to event	x	x				
Designated press release announcing partnership with the 2018 Star World Championship	x	Shared	Shared			
Sponsor a Race Day	x	x	x			
Animated logo included in video graphics pack (outro)	x	x	x			
Tickets to Social Events	5	5	3	3	2	0
VIP Spectator Boat Passes	5	5	3	2	1	1
Still logo included in video graphics pack (outro)				x	x	x
Logo on event website	x	x	x	x	x	x
Naming in all press releases	x	x	x	x	x	x
Mention on Social Media before and during event	x	x	x	x	x	x



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Logo in Regatta Brochure	x	x	x	x	x	x
Logo on Website	x	x	x	x	x	x
Logo on Regatta Shirt	x	x	x	x	x	x

Note: see Social Media Program addendum for complete social media plans.