



2018 Star World Championship
October 5 - 15, 2018

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

DATE

COMPANY NAME
CONTACT NAME
ADDRESS
CITY, STATE, ZIP

Dear **CONTACT NAME**,

The Tred Avon Yacht Club and the Eastern Shore Star Fleet have been selected to host the International Star Class World Championship in Oxford, Maryland USA during October of 2018. This championship is not only the most prestigious event the International Star Class has to offer, but is also one of the most significant and competitive events in the entire sport of sailing. The Organizing Committee, on behalf of the Tred Avon Yacht Club and the Eastern Shore Star Fleet, invites ___(INSERT COMPANY NAME)___ to become involved with and participate in our event by sponsoring the 2018 International Star Class World Championship.

Hosting such an event provides a variety of business opportunities that the host yacht club and star fleet would like to share with your company and surrounding communities. With your support, we seek to plan and run a high quality, unforgettable event for competitors.

In exchange for your support, the we have prepared several offerings for ___(INSERT COMPANY NAME)___ outlined in the following packet. Additionally, sample promotional items from past events are included to provide a better understanding of the offerings and benefits of becoming a sponsor.

If questions are raised upon review of this information, I am available to clarify and provide further details. Thank you for your time and we look forward to having your company as a sponsor of this exciting event.

Sincerely,

Susan Devlin
Sponsorship Chair
2018 Star World Championship



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2018 Star World Championship Sponsorship Kit

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Introduction to the International Star Class

The International Star Class Yacht Racing Association is one of the oldest class organizations still competing today. In 2011, the International Star celebrated its 100th birthday by holding special centennial events both in North America and in Europe. Since 1922, the International Star Class has prided itself on an impressive history, timeless traditions and the ever-growing competition among its members. The class expresses the importance of upholding its traditions at every event to honor the legacy of the class and its past members. The Star Boat's combination of beauty and power, coupled with the passion and spirit of the Class's members, has attracted some of the most elite athletes in our sport to compete in what has been considered the most prestigious classes one can compete in.

International Star Class World Championship History

The original Star Boat design was developed and the first Star Boats were built during the winter of 1910-1911. In 1916 George W. Elder presented an outline for organizing a class for the Star Boat and its sailors, with dreams of one day becoming an international organization. After years of planning, the Star Class Yacht Racing Association became officially organized and held its first National Championship in 1922. One short year later, the Class held its first annual meeting where it adopted an international status, renaming the organization the International Star Class Yacht Racing Association, and held its first "International Championship of the Star Class."

The 1923 International Championship of the Star Class is a monumental event in the Class's history because it both laid the foundation for all future Star Class Championships and launched the Class's international growth. Star sailors were required to qualify for the premier event by competing within their fleets weekly from the start of the sailing season in early spring until the beginning of August. Each of the eight existing fleets selected a single representative skipper and crew team based on their performance throughout the season. At the end of August, six teams from the United States, one from Canada, and one from Australia traveled to Manhasset Bay Yacht Club, the host venue on the Western Long Island Sound. The International Championship was an impressive first series that delivered innovative regatta structure and set a high standard for Star Class evolution.



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Throughout the International Star Class World Championship's 95-year history, the event continued to guide the International Star Class's expansion and development as well as enhance competition and innovation in the sport of Sailing. The International Star Class World Championship is truly an exquisite event because it established and upheld several of the International Star Class's most valued traditions as well as ensured that the organization's focus remains vested in its members. The World Championship has earned and maintained a reputation as one of the most highly regarded, competitive, and prestigious events in the sport of Sailing. Although the championship's reputation has consistently attracted some of the most elite competitors in the world to Star sailing, the history, tradition, and spirit of the Star Boat is what draws sailors to the International Star Class.



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What to Expect at the 2018 Star World Championship

The Star World Championship is returning to the Chesapeake Bay for the 4th time in its 95-year history! After an extremely successful 2014 North American Championship, the Tred Avon Yacht Club is pleased to welcome back the International Star Class, this time for their World Championship event!

Competitor Demographics

- Expecting between 75 - 90 teams (150 - 180 sailors)
- Over 15 countries represented
- America's Cup, Volvo Ocean Race, and Olympic Sailors will travel from all over the world to compete

Media Highlights

- An international media, membership, and fan base online and through subscription to event press releases
- T2PTV producing daily highlight videos and an event summary movie
- Photographers
- Live event tracking streamed online
- Live social media coverage from the race course

Sponsor Activities

- VIP Spectator boat for sponsor representatives with a local sailor on board for commentary
- Social events each night after racing - Wine and Dine with the sailors!





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Contact Information

Susan Devlin - Sponsorship Chair
Cell: (410)924-8080
sdevlin80@gmail.com

Schuyler Benson - Sponsorship Co-Chair
schuyler.benson@me.com

Andrew Parish - Regatta Chair
2018starworldschair@gmail.com

Laura Beigel - Media Chair
Cell: (410)245-7905
lbbeigel@gmail.com

2018 Star Worlds Media Links and Information

Official Event Website	https://2018worlds.starchampionships.org
Facebook	www.facebook.com/2018SWC
Twitter	www.twitter.com/2018SWC
Instagram	www.instagram.com/2018starworldchampionship

Supporting Social Media:

	T2PTV	Star Class	Star Sailors League
Website	https://t2p.tv/cms	www.starclass.org	www.starsailors.com
Facebook	www.facebook.com/SailingonDemand/	www.facebook.com/ISCYRA	www.facebook.com/StarSailorsLeague/
Twitter	www.twitter.com/t2ptv	www.twitter.com/ISCYRA	www.twitter.com/sailorsleague
Instagram		www.instagram.com/ISCYRA	www.instagram.com/starsailorsleague
Youtube	www.youtube.com/asht2p	www.youtube.com/starclassint	www.youtube.com/StarSailorsLeague