



Daniel Forster



Newport Bermuda Race

2022

SPONSORSHIP GUIDE



RACE DESCRIPTION AND HISTORY

We invite you to join us for the **Newport Bermuda Race, the 635-mile offshore, sailing yacht race from Newport, RI to the tropical island of Bermuda.** It's the oldest regularly-sailed, ocean race in the world.

The race is organized by **Royal Bermuda Yacht Club (RBYC) and Cruising Club of America (CCA), a partnership of more than 90 years.** Race management is led by the Bermuda Race Organizing Committee (BROC), who provide safe and fair competition for this iconic, blue-water event.

On Friday June 17, 2022, approximately 200 yachts with 2,000 sailors are expected to compete in the 52nd running of the Bermuda Race, that plus Fastnet and Sydney Hobart Races

are often referred to as the **Triple Crown of yacht racing.**

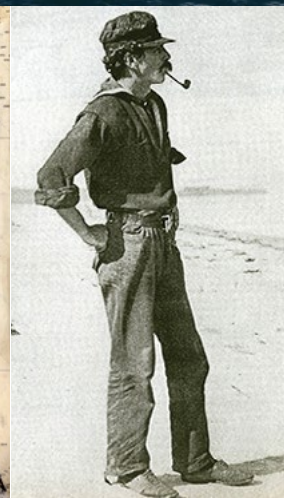
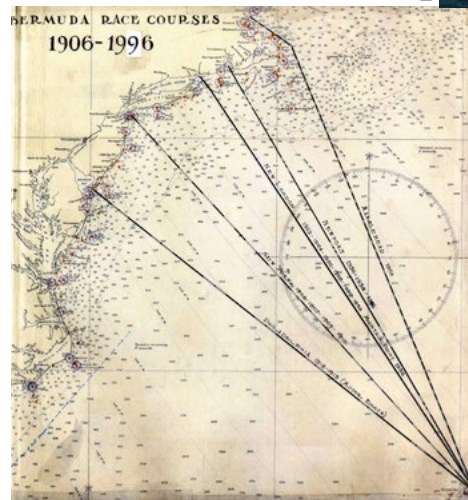
By Friday, each yacht will be out of sight of land and self-sufficient for three to four days. Crossing the treacherous Gulf Stream the next day will test both sailors and yachts, but once through, the tropical weather pattern prevails until the finish, off St. David's Lighthouse.

Weather, tactics, seamanship, and teamwork are all factors in navigating this **Thrash to the Onion Patch, which attracts leading yachtsmen from the far corners of the sailing community,** including amateur, and professional sailors. **Winning prestigious awards such as the St. David's Lighthouse Trophy and Gibbs Hill Lighthouse Trophy is the goal of every participant.**

The Bermuda Race was founded

in 1906 by Thomas Fleming Day, who believed that well-prepared amateur seamen could compete effectively and safely offshore. Until then, it was believed that only professionally crewed yachts should be making ocean passages. To date, more than **5,000 yachts sailed by more than 50,000 sailors have competed in this iconic ocean race** proving that an adventurous spirit, matched with passion and preparation, is a winning combination.

Daniel Forster





WHY SPONSOR YACHT RACING?

The men and women who compete in yacht racing have the drive and the economic means to participate at the highest level of offshore sailing. Many are return veterans of this iconic race as the biennial schedule brings them back time and time again. Sailing has grown in popularity and this race draws from many harbors on the East Coast, as well as national and international ports.

Yacht racing primarily used to be a blue-blazer, yacht club activity reserved for a small group of individuals. That's no longer the case. Recent events captured the public's attention with round-the-world venues, such as the Vendee Globe, and The Ocean Race (previously the Volvo Ocean Race and the Whitbread Round the World Ocean Race).

Investments in technology and marketing have yielded greater public interest and online engagement. The world tuned in to the 2021 America's Cup with foiling

yachts traveling at unprecedented high speeds.

Sailing at the highest competitive level requires skill and financial resources to be effective. The competitive forces that many sailors possess are also evident in their professional lives. Driven to succeed is a common thread in the Boardroom and at the Starting Line. There's no prize money for the winners, just the satisfaction of beating the elements and their peers, as recorded on a trophy. **A win in Bermuda will last a lifetime for those who have been so fortunate.**

Not only are the participants engaged in the race, the 'friends and family' halo effect is tremendous. **If there are 2,000 men and women in the race every other June, there will be an additional 5,000+ individuals following the race via the Race Tracker during the entire race or in person in Newport or Bermuda.**

Friends and family set up 'watch systems' at home, to get up during the night

to check on their team. They also travel to Bermuda to greet incoming yachts at the yacht club docks. The competitive spirit is alive and well, both on the race course and on the home front.

Sponsors can align their brand with various aspects of this event, which is much more than just a four-day ocean race. As an invitational race, every skipper and crew must demonstrate their competence and skill to qualify and be accepted to participate. This takes significant time and financial resources. The race registration opens up a year before the start as crews plan their training and outfitting 12 – 18 months before the June start. **This extended timeline provides an excellent opportunity to communicate sponsor messages to the entire race community before the event, as well as during and after.**



Nic Douglass

RACE CHARACTERISTICS INCLUDE:

- Competition and Performance
- Technology and Innovation
- Self-reliance and Teamwork
- Safety and Risk Taking
- Environmental Impact
- Above all – Sportsmanship

FOUR DIVISIONS

- **St. David's Lighthouse Division**
The largest class with highly motivated race/cruiser yachts, sailed by family and friends
- **Gibb's Hill Lighthouse Division**
All-out race machine with professional sailors as the backbone of many yachts
- **Finisterre Cruiser Division**
While speed is paramount these yachts are blue-water tested, but not stripped-out racing machines
- **Double-Handed Division**
A real test of man (woman) and machine as there are only 2 crew onboard sailing, 24 hours a day for typically 4 days



PARTNER WITH THE NEWPORT BERMUDA RACE

To align with one of the three great international ocean races is to align with prestige, excellence, and accomplishment. The Newport Bermuda Race is the oldest and most prestigious race in North America. Held in Newport every other even year in June, this race attracts both amateurs and professionals from around the world. It's a 'Bucket List' event for many sailors, who often come back every other year.

The skipper, navigator, and watch captains must meet specific requirements to gain entry as this is an invitation-only event. Pre-race training includes Safety at Sea, First Aid, practical lifesaving drills. Challenging in-the-water training to board life rafts with full foul-weather gear is all part of the preparation and precision planning that takes months. Sponsors are offered the opportunity to communicate with the Bermuda Race community during the entire pro-

cess, including race itself. The St. David's Lighthouse division attracts the majority of the competitors and according to esteemed author and yachting luminary, [Gary Jobson](#), "It is the most coveted trophy in ocean distance racing." In 2018 (2020 was cancelled due to the pandemic) 31% of the sailors competed in the race for the first time. Often sailors will share how many Bermuda Races they have done as a badge of honor. The race recognizes those who have completed five or more races with recognition in the [Gulf Stream Society](#).

Not only does the actual Gulf Stream test each crew, preparing for this event also requires the desire, the skill, stamina, and the financial resources. There is no prize money, just the satisfaction of competing, completing, and the goal of winning. The race organizers inspect every yacht and verify all crew credentials in a rigorous process that starts

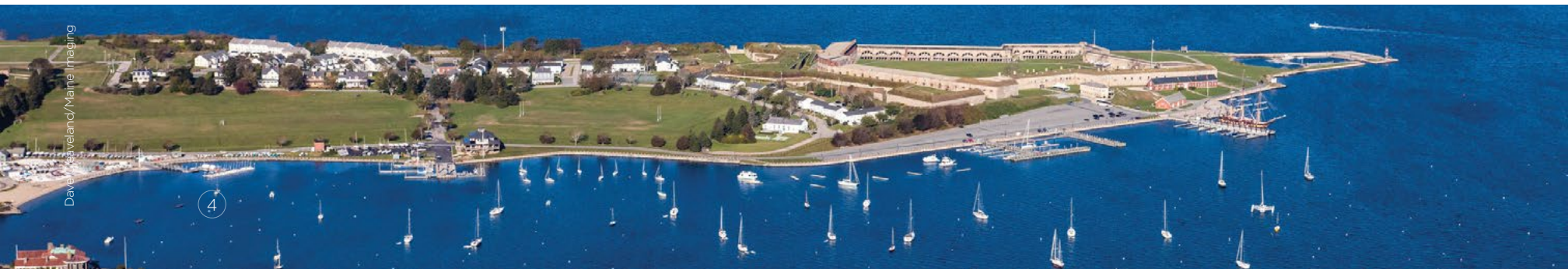
months before the start.

Past surveys indicate that the average yacht will spend approximately \$34,000 to compete in the race. This includes housing in Newport and Bermuda and airfare. Typically a delivery crew will bring the boats back after the race. To be competitive, new sails, electronics and rigging are often purchased, further demonstrating an owner's desire and commitment to win.

Crew dinners and crew gear are often a perk but amateurs are volunteers and are unpaid participants. **Partnership offers the opportunity of a lifetime for sponsors to join the competitors in the adventure that is the Newport Bermuda Race.**

GULF STREAM SOCIETY

# of Bermuda Races	# of Sailors
15 or more	20
10 - 14	52
6 - 9	115
5	56
Total	252





SAILORS' PROFILE



Denise Blenvue

RACE COMPETITOR PROFILE

Median Household Income	\$244,100
Average Net Worth	\$1,607,100
Average Age	56
Male / Female participation	95% / 5%
College Educated	95%
Owns a Boat	90%
Years on the Water	25+

Expected # of Yachts in 2022 Bermuda Race	200
Estimated 'First Time' entries	40
Estimated Owners	200
Estimated Crew	1,800
Estimated 'Friends & Family'	4,500
Known Bermuda Race footprint	6,500

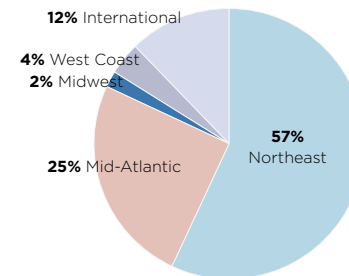
AVERAGE COST TO RACE

(Minimum Example)

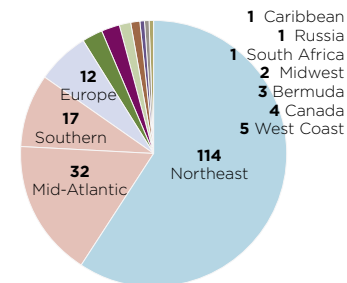
Newport Expenditures	\$28,071
Dockage, provisions, crew dinner, hotel	
Bermuda Expenditures	\$6,093
Dockage, crew dinner, hotel, cars, airfare	
Sub Total	\$34,164

First Time Investment	\$29,362
New sails, electronics, rigging, safety gear	
Total	\$63,526

PARTICIPATION BY REGION



NUMBER OF BOATS BY REGION





RACE AUDIENCE 2021-‘22



Connect with the Newport Bermuda Race community for more than a year in the lead-up to the June 2022 race start as engagement is growing steadily. Our social media accounts for more than 1 million impressions, and our greatest consistent reach is now through Instagram’s visual spotlight and live-streamed Facebook race coverage.

We also communicate regularly with our audience through email marketing—newsletters, [press releases](#), competitor bulletins that reach up to 7,000 sailors and race fans. [Bermudarace.com](#) is home port for our core audience of 2,000 captains and crews preparing for the race and sees a burst of up to a quarter million page views from race fans during the race.

Stories often say more than data, so we invite you to visit our social channels to see what our community is talking about. As event organizers, we’re committed to sharing mutually beneficial content, and through digital media we extend your organization’s reach.

Sponsors can access thousands of sailors and fans online for the year leading up to the race by engaging with our participant and fan base. We aim to help sponsors reach the right audience, by aligning you with things that consumers are already passionate about—the sport of sailing, the ocean, technology and adventure.

Facebook	12,833 followers	950,000* impressions
Instagram	6,520 followers	200,812** impressions
YouTube	235 subscribers	123,000*** views
Twitter	1,989 followers	95,000* impressions
Website	500,000 page views *	75,000* users (est.)
E-News	7,000 fans/sailors	35-55% open rate

*2018 race-cycle data; **2020 race-cycle data; ***lifetime



Barry Pickthal//PPL





SPONSORSHIP OPPORTUNITIES AND VALUE

The **dramatic start** off the Newport, RI coastline is always a sight to behold. **No matter the weather, sponsors are invited out on the water to get up close to the action.** The Newport Bermuda Race is a non-profit organization, run by volunteers from both the Royal Bermuda Yacht Club - RBYC and the Cruising Club of America - CCA. These dedicated sailors volunteer months before the June start in order to ensure all sailors are properly prepared for this arduous ocean voyage and every yacht, skipper and crew have the qualifications to undertake this adventure.

Skippers make a sizeable investment to safely participate and their only satisfaction is safely finishing the race and hopefully a winning position in

their class. Everyone has their eye on the overall prize: the St. David's Lighthouse Trophy. Unlike other sports, like golf, auto racing or sport fishing, there is no cash purse for anyone. The entry fees do not cover the cost of this event and this is where the support of our sponsors is greatly appreciated.

Aligning your brand with an affluent audience who leave comfort behind to sail 635 miles in the open ocean, across the treacherous Gulf Stream, is a unique and meaningful association.

Sponsorship opportunities can be customized to maximize your brand message for the entire race cycle, not just the week of the race. With the race registration opening 12 months before the start and many skippers preparing for this race 18



Barry Pickthall/PPL

Title Sponsor

Official Sponsor

Race Supporter

months out, the extended relationship is significant.

The race organizers view the Official Sponsors as partners in the success of this event and are committed to collaborating to support and promote stakeholders. Gifts in Kind are also encouraged. These contributions of products or services are fully valued in determining the sponsorship level.

OFFICIAL SPONSORSHIP PROVIDES THE BEST VEHICLE TO ENGAGE WITH THE BERMUDA RACE CONSTITUENTS THROUGH:

- Branding
- Relationship building
- Press and communications
- **Webinars**
- Social media and digital marketing
- Race signage and on-site activations
- Race tracker - logos are linked and highly visible internationally during the race
- Print advertising in Race Program
- Permission to use "Newport Bermuda Race" during sponsorship term
- Opportunity to distribute product / promotional material to all participants
- Recognition during Bermuda Race messaging/coverage
- Editorial coverage during sponsorship term
- Special spectating platforms in Newport and Bermuda



Please contact the Sponsorship Committee to discuss how we can tailor your partnership with the 2022 Newport Bermuda Race to best suit your marketing needs.

Bermuda Race Organizing Committee - BROC
sponsorship@bermudarace.com

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Newport
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