

**2012 Sponsorship  
and  
Sponsorship Categories**



**The Great Provincetown  
Schooner Regatta  
September 1-7, 2012**

## Background and History of the Event

Throughout its recorded history, dating from the early 17th century when the Pilgrims first landed in the New World on Provincetown's shores, Provincetown Harbor has maintained a prominent role in American maritime history as a leading commercial fishing port. In the mid to late 19th century, at the peak of the commercial fishing trade in New England, Provincetown harbored as many as 100, 90-ton Schooners and 700 ships. By the mid- 1850's, the town was responsible for three times the commercial catch of any other town and harbor on Cape Cod.

The Great Provincetown Schooner Regatta (GPSR) is recognized as a premier historical, educational and competitive event that appeals to a unique and wide ranging demographic of visitors and local residents. It brings attention to the importance of Schooners, as the fastest vessels of their time, in our unique cultural and economic history in America. The races include historic Schooners and Catboats as well as modern sailing vessels that participate in PHRF handicapped and One-Design competitions. The Regatta supports and celebrates our New England maritime heritage. We work in tandem with cultural and research institutions in Provincetown and Cape Cod to enhance and reinforce the links between our local maritime history, fishing Schooners and Catboats, the great resources of our region, our culture and our economy.

The event, which takes place over an nine-day period, begins with the *One Design Fishermen's Series* and is followed by the *Challenge for the Fishermen's Cup*, a Schooner-only race from Gloucester, MA to Provincetown, MA that commemorates the Lipton Cup race of 1907 in which the Schooner *Rose Dorothea* of Provincetown triumphed. Sir Thomas J. Lipton, a sailing enthusiast and founder of the Lipton Tea Company, provided the trophy for this race. The Cup was presented to Captain Marion Perry by the Mayor of Boston, John F. "Honey Fitz" Fitzpatrick, grandfather of the late Senator Edward "Ted" Kennedy. The original one-of-a-kind silver cup resides in the Provincetown Public Library, which also houses a half-scale replica of the *Rose Dorothea*, constructed by local boat builder Francis "Flyer" Santos. This race is followed by the *Cape Cod Catboat* race and then educational events and tours of the Schooners and Catboats. A final race, The Long Point Race, and award ceremony, which includes all Schooners, Catboats and modern sailing vessels is held to conclude the event.

Our sponsors build a lasting brand loyalty, connecting to regional as well as National pride in our history as a maritime nation.



Provincetown, MA offers an historic and unique venue for the gathering of Schooners and Yachts. Recently named to the **National Trust for Historic Preservation's 2010 list of America's dozen distinctive destinations**, the town offers an extraordinary mix of history, culture and marine activities. It has a very large and a deep natural harbor, able to moor and berth hundreds of large vessels. It also has extensive waterfront facilities including a Coast Guard Station and the harbor is a Federally designated "Harbor of Refuge." Festivals and events attract over 135,000 visitors to the town at any one time. Provincetown is the closest port of departure to the Stellwagen Bank National Marine Sanctuary, which attracts more than 1.5 million visitors each year, and the Dolphin Fleet, based in Provincetown Harbor, is the largest of the whale watch fleets in Cape Cod Bay. Sponsors are assured of significant and relevant exposure throughout the year, especially during the whale watch season (April through October) and the summer months (May through September). In addition, the town attracts a diverse visitor base of singles and families, young and old, who are attracted to:

**The GREAT**  
PROVINCETOWN  
SCHOONER  
REGATTA  
September 1-7, 2012

### **Maritime History and Museums**

- ◆ The Whydah Museum and the Expedition Whydah Sea Lab
- ◆ The Pilgrim Monument
- ◆ Old Harbor Life Saving Station
- ◆ Provincetown Art Association and Museum
- ◆ Historic Dune Shacks

### **Whale Watching and the Stellwagen Bank National Marine Sanctuary**

- ◆ The Dolphin Fleet
- ◆ The Provincetown Center for Coastal Studies



## Arts, Culture and Special Events

- ◆ Norman Mailer Writer's Colony
- ◆ Provincetown Art Association and Museum
- ◆ The Fine Arts Work Center
- ◆ Gallery District and Friday Night Gallery Walks
- ◆ Provincetown Theater
- ◆ Tennessee Williams Theater Festival (4 days, 4th week in September)
- ◆ Provincetown Portuguese Festival & Blessing of the Fleet (4 days, 4th week of June)
- ◆ Provincetown International Film Festival (5 days, 3rd week in June)
- ◆ Provincetown Jazz Festival (3 days, 2nd week in August)
- ◆ Provincetown Carnival Week (7 days, 3rd week of August)
- ◆ Pan-Massachusetts Challenge (2 days, 1st week in August)
- ◆ Swim For Life (1 day, 2nd week in September)

## Fine Dining

- ◆ Over 50 establishments, twenty (20) top-rated restaurants
- ◆ Truro Vineyards
- ◆ Restaurant Week (1st week in November)

## Entertainment

- ◆ Cabarets
- ◆ Bars and night clubs
- ◆ Theaters

## Shopping

- ◆ From artwork to sports equipment, to clothing, jewelry and household furnishings and tourist souvenirs

## Life Style

- ◆ Singles and Families
- ◆ Youth
- ◆ Boomers
- ◆ Retired
- ◆ LGBT

Multi-modal and convenient transportation access to Provincetown enables a large amount of foot traffic and seasonal visitors who return to their homes around the globe and in states across the nation and Canada. The town is served by Cape Air, which has scheduled flights several times a day and serves the Northeast, New York, Pennsylvania, Maryland, the Caribbean and Micronesia. In addition, fast ferry service from Boston, Plymouth and Gloucester have frequent schedules throughout the day during the May through October time frame.

## *Sail in the Arts™*

Join us this year as the second annual **Sail in the Arts™** blends Provincetown's deep maritime history and culture with its diverse arts community. Through special exhibits, events, and storefront displays, Sail in the Arts will chart a course through our numerous museums, galleries and shops and celebrate the week-long Great Provincetown Schooner Regatta.

**Sail in the Arts™** is proud to announce an evening event at the PAAM co-sponsored by the PAAM and the Provincetown Monument and Provincetown Museum.

## Regatta Week Overview September 1-7, 2012

The Great Provincetown Schooner Regatta (GPSR) week is recognized as one of the premiere historical sailing events in New England and, especially in the Commonwealth of Massachusetts. Entries attract sailors and historic Schooners and Catboats from several eastern states as far south as Virginia and as far north as Canada. All classes of modern sailing vessels and as many as 5,000-plus sailors, visitors and local residents attend this event.

## Regatta Demographics

- ◆ Median Age: 45-50 years
- ◆ Ages 25-55: 70%
- ◆ College Degree: 65%
- ◆ \$100,000+ Income: 68%
- ◆ Net Worth \$1+ Million 60%
- ◆ Owns Home 85%
- ◆ Average Boat Size 40'

## ALL CLASSES OF BOATS ARE WELCOME

The Great Provincetown Schooner Regatta is a destination and experience like no other boat race in the world. Located at the outer most tip of Cape Cod, Massachusetts, Provincetown Harbor is stunningly beautiful. You will feel as if you have stepped back in time as you race alongside majestic Schooners in full sail. You're invited to join the fun at the 10th Annual Great Provincetown Schooner Regatta where historic Schooners and modern sloops come to Provincetown for a week of fun and lively competition. Four classes of all size boats race the same course alongside two classes of Schooners in what can only be described as visually spectacular for those who love sailing. Seating on board the Schooners is available for purchase offering spectators a rare chance to be in the race alongside the crew. If you have ever wanted to know what it is like to race in a regatta, this is your chance to experience one of the world's greatest sporting events.

The Great Provincetown Schooner Regatta Races are organized with expertise supplied by the Provincetown Yacht Club, one of the oldest yacht clubs in America. The Provincetown Yacht Club was organized in 1867 with the help of members of the prestigious New York Yacht Club who loved to race in our magnificent harbor.



**G**et Noticed. Don't miss the opportunity to promote your products and services, and to connect with entrants and visitors at our 2012 Great Provincetown Schooner Regatta events.

**PRESENTING SPONSOR \$15,000**  
**Exclusive Category**

- ◆ Co-Title Ownership of the Great Provincetown Schooner Regatta.
- ◆ Your logo exclusively on all 2012 GPSR Week stationery.
- ◆ Your logo exclusively on all 2012 GPSR T-shirts and hats.
- ◆ Your logo and link exclusively at the top of the official GPSR website.
- ◆ Exclusive ownership of the event name and trophy for the Gloucester to Provincetown Schooner Challenge.
- ◆ Your logo exclusively displayed on the cover and a full page four-color ad on the first page of the Official Race Program Book. (15,000 distributed).
- ◆ Your banner prominently displayed at all events.
- ◆ Your logo prominently displayed at the top of all posters and print ads.
- ◆ Mention in all press releases as The Presenting Sponsor of these events.
- ◆ Company name/link to be included on all pre and post 2012 email blasts.
- ◆ Right of first refusal for 2012 Presenting Sponsor opportunity.
- ◆ Your collateral distributed in skippers bags.
- ◆ VIP access for 4 to all events and accommodations (2 rooms) at a sponsoring hotel.

**Platinum Level Sponsor \$10,000**

- ◆ Your logo and link on the home page of the Official GPSR website.
- ◆ Full page four-color ad in the Official Race Program Book (15,000 distributed).
- ◆ Your banner prominently displayed at all events.
- ◆ Your logo prominently displayed on all posters and print ads.
- ◆ All access VIP bracelets for four to all events.
- ◆ Your collateral distributed in skippers bags.

**Gold Level Sponsor \$5,000**

- ◆ Your logo and link on the home page of the Official GPSR website.
- ◆ Full page four-color ad in the Official Race Program Book (15,000 distributed).
- ◆ Your banner prominently displayed at all events.
- ◆ Your logo prominently displayed on all posters and print ads.
- ◆ All access VIP bracelets for two to all events.
- ◆ Your collateral distributed in skippers bags.

## Silver Level Sponsor \$1,000

- ◆ Your logo and link in the sponsor section of the official GPSR website.
- ◆ Half page four-color ad in the Official Race Program Book (15,000 distributed).
- ◆ Your logo prominently displayed at the foot of all posters and print ads.
- ◆ Two tickets for the Crew Party.
- ◆ Supporting sponsor poster to display at your business location.
- ◆ Your banner prominently displayed at all events.
- ◆ Your collateral distributed in skippers bags.

## Bronze Level Sponsor \$500

- ◆ Your name and logo listed on a link page of additional supporting sponsors of the official GPSR website.
- ◆ Quarter page four-color ad in the Official Race Program Book (15,000 distributed).
- ◆ Two tickets for the Crew Party.
- ◆ Your collateral distributed in skippers bags.
- ◆ Supporting sponsor poster to display at your business location.
- ◆ If sponsoring a specific event, your banner prominently displayed at the event.

### Underwriting Categories:

Crew Party Entertainment	\$5,000
Race Week Skipper Packets	\$1,500
Race Week Drink Tickets	\$2,000
Race Week Stickers	\$2,000
Library Award Event (VIP)	\$1,500
“Sail In The Arts”	
VIP Reception and Event	\$2,500

**Friends of the Great  
Provincetown  
Schooner Regatta  
Donation: \$150**

Listing in the  
Program Book

**Friends of the Great  
Provincetown  
Schooner Regatta  
Donation: \$250**

2 Crew Party Tickets and  
Listing in the  
Program Book

*Sponsorships and Donations can be mailed to:*

**Great Provincetown Schooner Regatta**

**P.O. Box 559  
Provincetown, MA 02657  
508-487-SAIL**