



2011 SPONSORSHIP

VANCOUVER AREA RACING COUNCIL

The Vancouver Area Racing Council (VARC) is a non-profit organization that began in 1979 by a group of dedicated volunteers whose goal was to create a championship series for racing sailors in the Vancouver area. Over the past thirty years, VARC has grown to encompass an area from Squamish to the lower mainland. This seasonal championship series for sailboat racing in the Greater Vancouver Area attracts a range of racing sailors from novices to Olympic sailors and participating boats ranging from cruising yachts to single purpose racing yachts.

Today, VARC is a consortium of eight local yacht clubs: Bowen Island YC, Deep Cove YC, False Creek YC, Royal Vancouver YC, Squamish YC, Tiddly Cove YC, Vancouver Rowing Club and West Vancouver YC. Each club has a member on the VARC committee. In addition, to keep VARC relevant to its ultimate constituents, the racing sailors, there is representation for each VARC racing division on the committee.

The premise of VARC is that each club in the Greater Vancouver Area hosts their own premier signature events and the culmination of these regatta scores are used to generate that season's champions. Throughout the year, hundreds of boats and thousands of racers have competed in racing venues under the VARC umbrella.

Scoring for the VARC Championship is participation driven, therefore host regatta organizers are guaranteed a well attended event. In addition, the VARC racing fleet is very competitive which tends to draw non-VARC boats from the area. This winning combination, in conjunction with excellent racing venues has produced some of the best regattas in the Pacific Northwest.





SPONSORSHIP

VARC is an ideal way to target the sailing community in the Greater Vancouver Area. Our racers work in every aspect of public and private enterprise and sailing has the best demographics in the sporting industry. These demographic figures show that sailors are typically college graduates in professional or managerial occupations with an average household income of \$265,300. On average, this population group owns at least one luxury item per household and is the most targeted audience for quality products and services.

Racing Sailor Demographics

Average Household Income	\$265,300
Average Household Net Worth	\$1,318,000
Access the Internet	95%
Median Age	46
Age 25-54	78%
College Degree	83%
Post Grad Degree	40%
\$100,000+ Income	77%
Net Worth \$1+ Million	52%
Net Worth \$2+ Million	31%
Owns Home	93%
Owns 2+ Cars	77%

According to Key West Race Week Research and US Sailing Survey: 2004 survey by SAIL magazine.

LEVELS OF SPONSORSHIP

Sponsorship through VARC supports the racing schedule. Money raised is passed on to the host club to support the activities involved in hosting a VARC event. Currently, VARC has three levels of sponsorship:

Title

Taking top billing, Title Sponsorship is provided exposure at all events and all boats registered in VARC for the year. It is available for the calendar year and is only available to a single company. The Title Sponsor is encouraged to work with the VARC Sponsorship representative to ensure that the benefits of the sponsorship are maximized. During the calendar year, the Title Sponsor will have their corporate logo prominently displayed on each boat registered in VARC

Event

Regatta or Distance event specific, this sponsorship level provides direct exposure to the sailing community with opportunities for brand recognition and product placement at events that regularly see attendance exceeding 500 sailors.

Advertising/Product

The Advertising/Product sponsor is provided with direct exposure on the VARC website. The VARC site has in excess of 100,000 visits each year and is a centre for racing information in the Greater Vancouver Area. With banner placement in the centre content frame you will enjoy the best exposure and corporate website links that we offer.





TITLE SPONSOR

During 2011, VARC expects there to be 60 boats registered for the full season. As the Organizing Authority for the Vancouver Area Championship Series, VARC can require each boat registered to display a decal of approximately 1 meter square on each side of a boat's bow. This is a dramatic, dynamic and highly visible display of a sponsors corporate image. Requiring VARC registered boats to display the Title Sponsors logo will give the Title Sponsor unmatched visibility within the community. Each boat will have these decals displayed 24/7/365 while moored at yacht clubs, marinas and on the water both during and on the way to and from races. The total number of impressions will be very large and cost-effective and there are many thousands of people on the shores surrounding the Vancouver sailing area who will be exposed to the Title Sponsors logo as yachts pass by on their way to the race course. The display of a corporate logo on racing yachts is a highly visible and demographically targeted way to increase the visibility of the Title Sponsor within a very exclusive community and also by the public at large.

- Championship series named after the sponsor eg. "BMW VARC Championship"
- Banner placement opportunities at all VARC events
- One year unlimited banner ad placement on the VARC website
- Corporate logo to be placed on any documentation pertaining to VARC including sailing instructions and race results for all events
- Corporate logo on all pages of the VARC website, www.varc.bc.ca with a link to a corporate website
- Promotional and product exposure opportunities at all events
- First right of refusal for the following year

\$20,000 per Year

EVENT SPONSOR

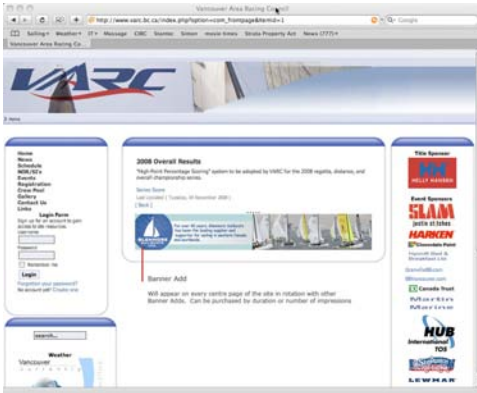
- Regatta named after sponsor eg. "Harken Opener"
- Banner placement opportunities at the hosting yacht club during the event
- Corporate logo to be placed on sailing instructions, race results and other documentation pertaining to the sponsored event
- Corporate logo on VARC website (www.varc.bc.ca) with a link to a corporate website
- One banner ad placement on the VARC website
- Master of Ceremony will promote Event Sponsor at all functions during the event
- Promotional opportunities and product exposure through prizes and product presentation during the sponsored event
- Complimentary tickets to attend any sponsored event festivities
- An invitation to attend the Year End Awards Banquet
- Banner placement opportunities at the year end Awards Banquet
- First right of refusal for the following years event

Requirements

- One high resolution company logo or graphic design to be used for print and web media
- Weatherproof banners for posting at the event yacht club
- Digital banner advertisement at a maximum 80 x 500 pixels

\$1,400 per Event





Banner Ad placement on the VARC Website

ADVERTISING SPONSOR

- Sponsors support VARC by placing their banner advertisements on the VARC website
- Advertisements are changed randomly each time a new page is opened
- Banners are live linked to direct web advertising or company web site

Requirements

- One high resolutions company logo or graphic to be used for print and web media
- Digital banner ad at maximum 80 x 500 pixels

\$100 per thousand impressions



VARC 2011 SCHEDULE

This years schedule includes 13 racing events with 23 days of racing and one independent social event. Two evening educational sessions held early in the year have been added to the schedule. Hundreds of boats and thousands of racing sailors have participated in these events, and will continue to do so this upcoming season.

DATE	EVENT	HOST CLUB	2010 SPONSOR
March 19/20	VARC Opener	RVYC	Harken
April 23/24	Southern Straits	WVYC	HUB International, Parkshore BMW,
April 9/10	Spring Regatta	FCYC	bbVancouver.com
May 7	Halibut Bank Race	WVYC	HUB TOS Insurance
June 11	Round Bowen	BIYC	Martin Marine
June 25/26	WAVES Keelboat Regatta	RVYC	National Bank Financial
July 9/10	Summer Regatta	VRC	West Marine
Aug 5/6/7	SOAR	SYC	
Aug 13	English Bay Scramble	TCYC	North Sails
Sept 10/11	Deep Cove Regatta	DCYC	Martin Marine
Sept 24/25	Howe Sound Regatta	WVYC	Thunderbird Marine Supplies
Oct 1	Fraser River Lightship	RVYC	
Oct 22/23	VARC Closer	RVYC	Lewmar
Nov 11	Awards	RVYC	Steveston Marine





SPONSORSHIP POLICIES

Sponsors are encouraged to actively participate in the event. Hosting yacht clubs and VARC are open to creative ideas to maximize sponsorship participation.

Right of Refusal: VARC will give the previous year's sponsors the first right of refusal.

Banner Placement Opportunities Sponsors are encouraged to bring banners to place at the sponsored VARC event and at the Year End Awards Banquet. Every reasonable effort will be made to make prominent space available at the host yacht club for banner placement. Sponsors are responsible for supplying their own banners.

Promotional Opportunities Sponsors are encouraged to work with the VARC committee to develop promotional opportunities. VARC will make every effort to provide profile and awareness to all involved.

Term At this time, all sponsorship agreements are for 2011. Multi-year agreements are open for negotiation.

FOR MORE INFORMATION

If you are interested in supporting VARC as a sponsor, or for further information, please contact our sponsorship chair.

Brenda Taylor
brenda.taylor@shaw.ca



30TH ANNIVERSARY

THANK YOU TO OUR 2010 MAJOR SPONSORS

bbvancouver.com
Harken
HUB TOS Insurance
Lewmar
Martin Marine
North Sails
Parkshore BMW
bbvancouver.com
Steveston Marine
Thunderbird Marine Supplies
West Marine
Ice Breaker