



# Buzzards Bay Regatta

## Sponsorship Opportunities

August 5-7, 2022



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# About BBR

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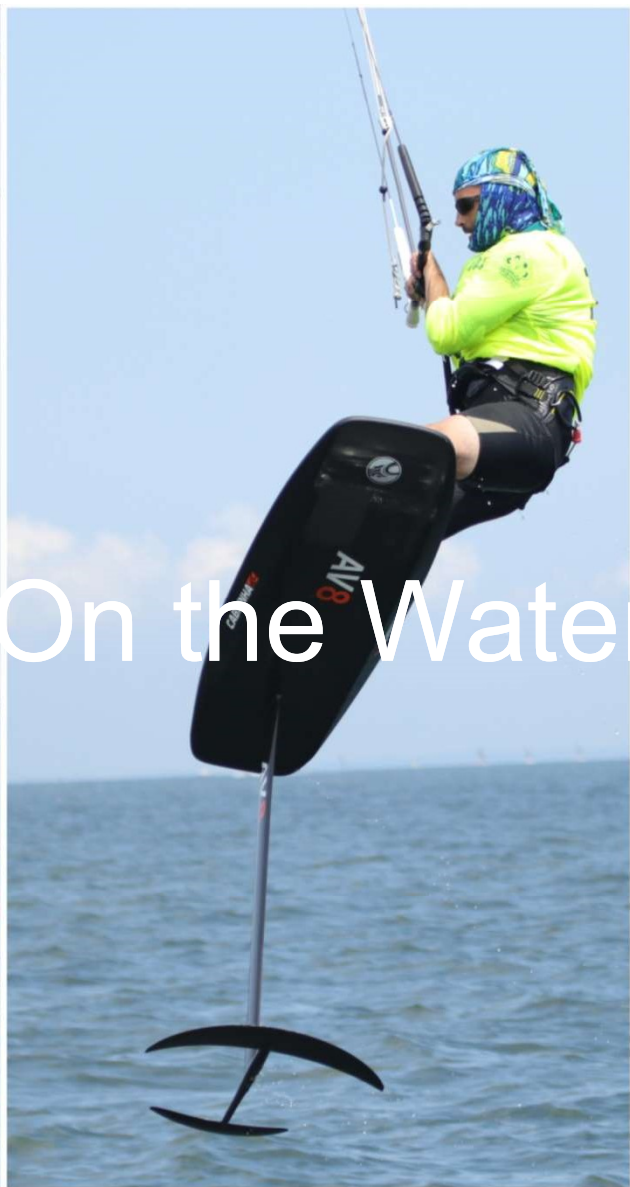
Now in its 49<sup>th</sup> year, the 2022 Buzzards Bay Regatta is the largest sailing regatta on Buzzards Bay which offers premier summer sailing conditions. Hosted by the New Bedford Yacht Club, this year's event expects over 120 boats to compete in 4 classes racing.

BBR offers three days of spectacular inshore racing and onshore parties during the height of the summer season. Approximately 350 sailors will enjoy the hospitality of the New Bedford Yacht Club and its force of volunteers.

Past sponsors include Organic Gem, Mt. Gay Rum, New England Rope, Bay Coast Bank, South Coast Orthopedic Medicine, R & W Rope, Lima Construction, Robert Paul Real Estate, Sperry sails. There are many more, smaller contributors.







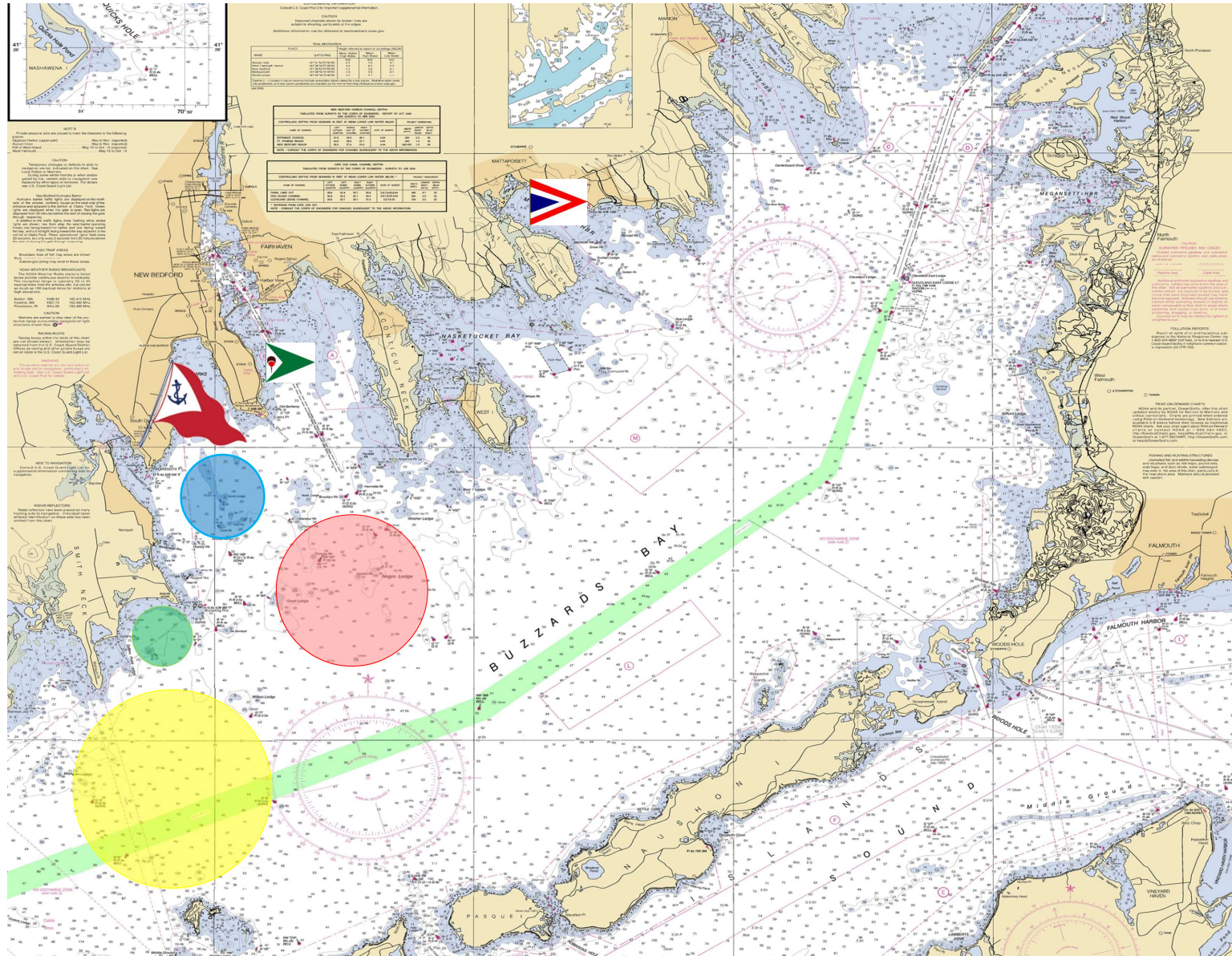
On the Water



BBR is the largest  
volunteer-run  
regatta in America.

- 120 boats
- 4 classes
- 350+ sailors

Hosting and Organizing Authority  
New Bedford Yacht Club



2022 will showcase amazing racing  
on Buzzards Bay including the following:

- Handicapped PHRF big boat racing
- N.E.M.A. Multihull Association
- F 18 High performance catamarans
- Laser Masters Championships
- 505 Class







Off the Water



Shoreside activities will include daily post-race tent parties and prize ceremonies, with music, food, and regatta bars featuring Mount Gay Rum and other signature beverages.



BBR 2022 will build on the active online engagement we've cultivated over the past decade. Monthly, weekly, and eventually daily email and other online marketing will continuously build anticipation for the event and create opportunities for sponsorship activation.

#### Digital Toolkit:

- Strategic email campaign
- Robust website
- Active Facebook page
- Regular updates to the BBR website and scoring platform







Why Sponsor?

Sailors are among the most attractive demographic groups for both local businesses and global brands.

- 95% are college educated; 50% have graduate degrees
- 90% are professionals or managers
- Average household income of \$240,000
- Average net worth of \$1.4 million
- 95% own their homes
- Travel extensively, active, and tech-savvy







Southcoast® Health



Lima Construction Inc.

Connect your brand with thousands of racers, sailing enthusiasts, spectators, and other higher-end consumers who will appreciate your involvement in—and support of—BBR.



*R&W ROPE*



# Ways to Sponsor





Sponsorships can be customized to fit your brand's specific activation needs and can include a combination of cash and product. Popular packages are below.

**\$10,000 + PRESENTATION SPONSOR PACKAGE**

- Category exclusivity
- Logo in all BBR emails
- Opportunity for special sponsor email blast
- Mentioned in all press releases
- Recognition on social media
- Featured on BBR website
- Logo and link on BBR website
- Full-page ad (front or back cover in program)
- On-site display area and banner placement
- Marketing collateral in skippers' bags
- Logo on all official race documents
- Logo on results board
- Recognition at regatta awards ceremonies
- Opportunity to provide branded gifts and gear
- 10 VIP Party tickets

**\$5,000 + CLUB SPONSOR PACKAGE**

- Inclusion in 5 BBR emails
- Mentioned in selected press releases
- Recognition on social media
- Logo and link on BBR website
- Full-page ad in program
- Table display area and banner placement
- Marketing collateral in skippers' bags
- Logo on all official race documents
- Logo on results board
- Recognition at regatta awards ceremonies
- Opportunity to provide branded gifts and gear
- 5 VIP Party tickets



## **\$2,000 + CLASS** SPONSOR PACKAGE

- Recognition on social media
- Logo and link on BBR website
- ½-page ad in program
- Banner placement
- Presentation of Class Prize
- Marketing collateral in skippers' bags
- 4 VIP Party tickets



## **\$900 + RACE** SPONSOR PACKAGE

- Recognition on social media
- Logo and link on BBR website
- ¼-page ad in program
- Marketing collateral in skippers' bags
- 2 VIP Party tickets



## **\$475 + COMMUNITY** SUPPORTER PACKAGE

- Recognition on BBR website
- ¼-page ad in program
- Marketing collateral in skippers' bags
- 1 VIP Party tickets



## Contact Us

For sponsorship opportunities,  
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