FIGAWI RACE WEEKEND | MAY 27-29TH

2022

Sponsorship Opportunities
Figawi is a well-liked and trusted organization. Our influence goes beyond our events and community. For almost 50 years, we have cultivated a loyal audience that spans the globe through our legacy of fun and professionally executed events, passion and support of our community, and successful relationships with partner brands.

**PERSONALIZED MARKETING**

Let's create a plan that is tailored for your brand and marketing needs. Opportunities to tap emotions and enhance experiences. What tools will help tell your brand's story?

- Access to audience data
- Direct access to audience
- On-site sampling
- On-site signage
- Presence in digital/social/mobile media
- Rights to property marks and logos
- Rights to property content for digital use
- Access to property mailing list/database
- Right to promote co-branded products
- Collateral distribution
- Category Exclusivity
- Opportunities for client entertainment
- Merchandising opportunities

**BRAND ASSOCIATION**

Our events are based on heritage and tradition that forge lasting bonds, promote community, and strengthen camaraderie.

**SOCIAL RESPONSIBILITY**

Figawi creates amazing events that deliver serious fun. Through these events, we make a difference by giving proceeds to causes including veterans, first responders, and youth organizations. **In 2022, we are dedicating our focus to our Youth Sailing Initiative to grow the future of sailing!**

Got activation ideas you think will help tell your corporate or brand story? We are listening!
Sponsor Levels

ALL SPONSORSHIPS INCLUDE
- Display of signage at the Hyannis Registration Tent
- Multi-platform marketing to include sponsor logos on printed materials, email communications, linked logo on Figawi website, and mentions on social media platforms including Facebook and Instagram
- Opportunity to include a promotion item into the skipper bags
- Recognition in the Official Program Book distributed throughout Cape-Cod

COMMODORE $10,000
Race Weekend all-access VIP bracelets for 8
Official Mt. Gay Figawi Race Hats for 8
Full-page ad in the Official Program Book
Prominent display of banners in both the main and VIP tents in Hyannis

ADMIRAL $5,000
Race Weekend all-access VIP bracelets for 6
Official Mt. Gay Figawi Race Hats for 6
1/2 page ad in the Official Program Book

CAPTAIN $2,500
Race Weekend all-access VIP bracelets for 4
Official Mt. Gay Figawi Race Hats for 4
1/3 page ad in the Official Program Book
HAVE PARTICIPATED IN THE ANNUAL HIGH SCHOOL INVITATIONAL, RENAMED THE CRAWFORD CUP, THAT BEGAN IN 2000. IT IS HELD THE SUNDAY OF MEMORIAL DAY WEEKEND.

637 High School Students

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A Legacy Event

OUR PARTICIPANTS INCLUDE 3RD GENERATION FIGAWI SAILORS AND OVER 63 BOATS HAVE RETURNED TO SAIL FOR THE LAST FIVE YEARS.

50+ Sponsors Each Year

AN AUDIENCE OF NICHE MARKETS FROM CAPE COD AND BEYOND. 85% OF PARTICIPANTS RETURN TO FIGAWI EVENTS. 43% OF PARTICIPANTS FROM STATES OTHER THAN MA. OVER 3,000 FIGAWI RACE PARTICIPANTS.
SPONSORSHIP CHAIR
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FIGAWI.COM