



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor

- Availability: One (PLACED)
- Financial Requirement: \$25,000 (\$20k cash minimum), goods and/or services
- Category Exclusivity: Yes
- Logo/Brand Exposure:
  - Official Street Flags and Banners
  - Harborfront Hospitality Tent
  - Banners
  - Posters
  - Advertisements
  - Notice of Race
  - Sailing Instructions
  - Selected Merchandise
  - Press Materials and Releases
  - Competitor Kit insertions
  - Full page advertisement in the Official Event Program (outside back cover)
  - Exhibit space (10' x 8') in Harborfront Hospitality Tent
  - Opportunity to present overall First Place Trophies
  - Photo opportunities with Winners during Closing Ceremonies
- Event Access: Four VIP all event bracelets
  - Harborfront Hospitality Tent access Friday, Saturday and Sunday which includes food and drink
- Hospitality: Four Official Boarding Passes
  - To go sailing or motor yachting on Friday afternoon
  - To watch Saturday Racing on the official Vineyard Cup spectator boat

### Hosting Sponsor

- Availability: One (PLACED)
- Financial Requirement: \$20,000 (\$5k cash minimum), goods and/or services
- Category Exclusivity: No
- Logo/Brand Exposure:
  - Official Street Banners and Flags
  - Harborfront Hospitality Tent
  - Banners
  - Posters
  - Advertisements
  - Notice of Race (if commitment received by 2/15)
  - Sailing Instructions
  - Merchandise
  - Press Materials and Releases
  - Competitor Kit insertions
  - Half page advertisement in Official Event Program
  - Exhibit space (10' x 8') in Harborfront Hospitality Tent
  - Opportunity to present daily First Place Awards
  - Photo opportunities with daily Winners during Closing Ceremonies
- Event Access: Four VIP all event bracelets
  - Harborfront Hospitality Tent access Friday, Saturday and Sunday which includes food and drink
- Hospitality: Four Official Boarding Passes
  - To go sailing or motor yachting on Friday afternoon
  - To watch Saturday Racing on the official Vineyard Cup spectator boat

## **Tier One Sponsor**

- Availability: Eight (FIVE PLACED)
- Financial Requirement: \$5,000 (\$2.0k cash minimum for Presenting/Hosting Sponsor clients/suppliers; \$5.0k cash for others), goods and/or services
- Category Exclusivity: No
- Logo/Brand Exposure:
  - Harborfront Hospitality Tent
  - Official Vineyard Cup Banners
  - Official Vineyard Cup Posters
  - Advertisements
  - Notice of Race (if commitment rec'd by 2/15/09)
  - Sailing Instructions
  - Press Materials and Releases
  - Competitor Kit insertions
  - Quarter page advertisement in the Official Event Program
  - Exhibit space (8' x 6') in Harborfront Hospitality Tent
- Event Access: Two VIP all event bracelets
  - Harborfront Hospitality Tent access Friday, Saturday and Sunday which includes food and drink
- Hospitality: Two Official Boarding Passes
  - To go sailing or motor yachting on Friday afternoon
  - To watch Saturday Racing on the official Vineyard Cup spectator boat

## **Tier Two Sponsor**

- Availability: Unlimited (AVAILABLE)
- Financial Requirement: \$1,000 Cash
- Category Exclusivity: No
- Logo/Brand Exposure:
  - Harborfront Hospitality Tent
  - Official Vineyard Cup Banners
  - Official Vineyard Cup Posters
  - Vineyard Cup Website
  - Advertisements
  - Notice of Race (if commitment rec'd by 2/15/09)
  - Sailing Instructions
  - Press Materials and Releases
  - Competitor Kit insertions
  - One Eighth page in the Official Event Program
- Event Access: Two VIP all event bracelets
  - Harborfront Hospitality Tent access Friday, Saturday and Sunday which includes food and drink

## **SUPPORTING DEMOGRAPHICS**

(Harrison Group 2009 Survey on Summer Population)

- Winter to Summer Population Growth 15k to 120k
- HHI > \$200k = 34.9%
- HHI > \$300k = 19.6%
- Median income = \$166.1k
- Median net worth = \$1.1 million
- Home value > \$500k 48.8%
- 68% of visitors stay 3 days to 3 weeks
- Age 25 to 54 = 64.5%
- Median age = 50.4 yrs
- College Graduate = 74.5%
- Post Grad = 26.4%
- 81.6% married
- Have children = 30.5%
- Employed 79.1 %
- CEO/COO/CFO = 16.8%

### **BARON'S REPORT**

- 5<sup>TH</sup> Best Second Homes Market in US
- 940 Homes worth > \$1 million

### **2010 REGISTRY DATA**

- Chilmark Sales = 24 between \$500k and \$7.4 million
- Edgartown Sales = 113 between \$250k and \$17.375 million

### **2011 HOUSE RENTAL INFORMATION**

- Chilmark 20 available between 48k and \$10k per week
- Edgartown 15 between \$8k and \$10k per week
- Wallace Real Estate Rental Listings
  - Edgartown \$18k to \$40k per week
  - Chilmark \$15k per week
  - West Tisbury \$45k per week

### **MARTHA'S VINEYARD AIRPORT OPERATIONS**

- 3,578 landings and takeoffs of private aircraft July 2010
- 3,038 landings and takeoffs of private aircraft August 2010
  - Impact of Presidential August Vacation (reduces airport access)