

SPONSORSHIP OPPORTUNITIES  
FOR THE 2019 BIENNIAL  
DESIGNER SERIES RENDEZVOUS  
TO HONOR  
SPARKMAN & STEPHENS  
YACHT DESIGN



Honoring the world's most iconic yacht designers  
[designerseries.org](http://designerseries.org)



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## MISSION

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The Designer Series Mission is to create a global collaboration to honor the vision, brilliance, and legacy of iconic yacht designers by hosting a series of events spanning two years.

During the first year we facilitate round table discussions to exchange ideas and create dialogue between marine industry professionals, design schools, yacht owners, and members of the community who aspire to recognize the importance of a selected designer while also spotlighting the future of yacht design. Social activities celebrating the honoree accompany these forums and our presence at yachting regattas throughout the first year increases our brand exposure and builds excitement for future events.

The Designer Series signature event, in our second year, is a 4-day rendezvous which attracts a broad spectrum of vessels... old/ new, big / small, classic/ modern, power/sail. Together we connect all who share in the love of yachting: a diverse group of boat owners, the marine industry and the public to celebrate the designers' contributions to the yachting world, while enjoying spirited on-the-water and land-based festivities.

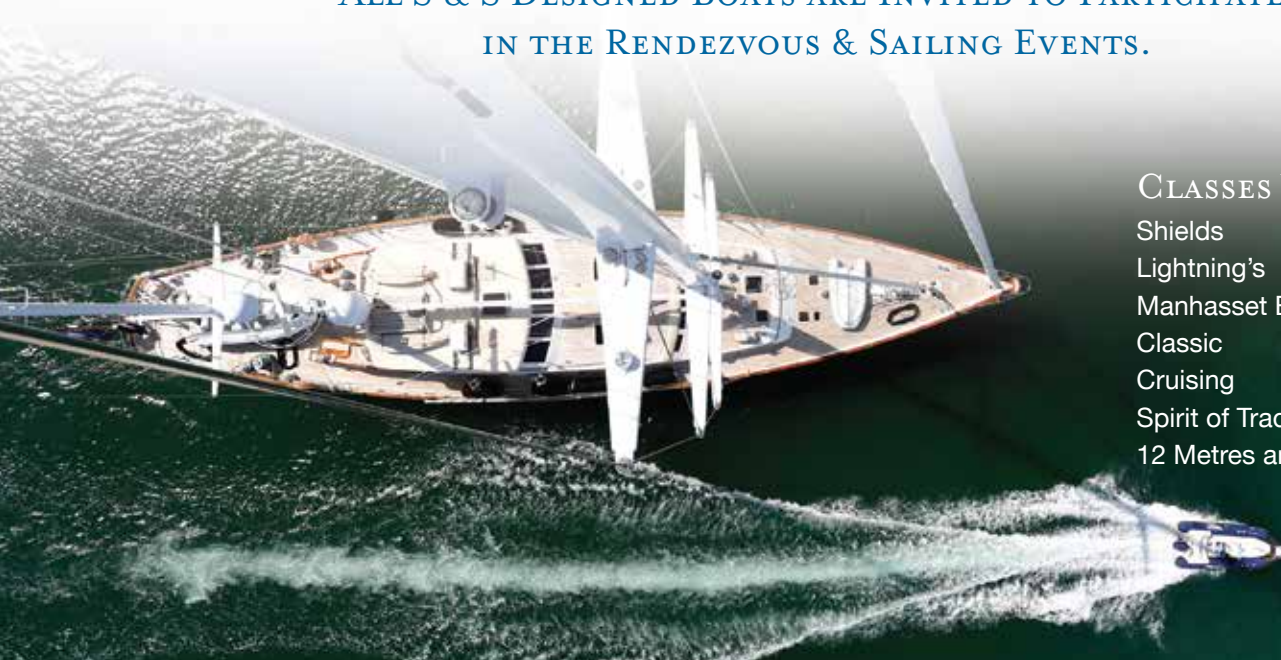
An integral part of our mission is to support the designers of tomorrow through the Designer Series Scholarship & Mentoring Program and ignite a spark within those who have the innovative mind, entrepreneurial spirit and creative passion to become the next contributor to the yacht design world. Our hope is that one day their designs will be as celebrated as those we honor through our series.

Following the success of the inaugural 2017 event which honored Ted Hood, we are focusing our attention on developing long term partnerships with individuals, organizations, design programs and marine industry schools that see the value in this concept and are eager to join us as we expand and perpetuate this unique event.

### ALL S & S DESIGNED BOATS ARE INVITED TO PARTICIPATE IN THE RENDEZVOUS & SAILING EVENTS.

#### CLASSES WILL INCLUDE

Shields  
Lightning's  
Manhasset Bay One Designs  
Classic  
Cruising  
Spirit of Tradition  
12 Metres and Superyachts





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## WHY SPONSOR

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### Why Sponsor The Designer Series?

- The 2 year calendar means exposure at all shoreside events throughout the first year. This includes our sponsor kickoff party and presence at all Sparkman & Stephens regattas throughout 2018 season plus significant exposure at our 2019 rendezvous, award ceremonies and parties
- Sponsors benefit from the utilization of the Designer Series and S & S databases with targeted emails, monthly newsletters and social media postings
- Reach over 90 yacht owners and upwards of 600 targeted guests over 5 days of events
- Global messaging targeting a wide range of print and electronic media that caters to the yachting consumer and boating business' worldwide
- Excellent opportunity to reach the highly attractive Newport market
- Each sponsor package provides media, print, web exposure plus logo placement, event tickets and merchandising opportunities over a 2 year period
- We also welcome in-kind partnerships and individual sponsorships

For more information on customized sponsorships, please contact:

Carol Beecher

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## SPONSOR LEVELS

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Sponsor Levels	\$9,500	\$5,000	\$2,500	\$1,000
Multi Year Title Sponsor is available for additional cost				
Category Exclusivity	x	-	-	-
Recognition on all printed collateral material	x	x	x	-
Verbal acknowledgement at all events - both 2018 shoreside events & the 2019 rendezvous	x	x	x	-
Local, National & International Media, Print and Web publications	x	x	x	x
Event Site Signage at the 2018 and 2019 events	x	x	x	-
Logo on all official race documents	x	x	x	x
Logo on event merchandise	x	x	x	-
On Water Spectator Opportunities	x	x	-	-
On Board Racing Opportunities	x	x	-	-
VIP tickets to all social events both 2018 shoreside and 2019 rendezvous	6	4	2	-
Exposure to upwards of 500 targeted attendees throughout 4 days of racing and events	x	x	x	x
Targeted exposure through DS and Sparkman & Stephens email data base distributed to over 100k recipients	x	x	-	-
Link on DS and S&S websites, social media presence	x	x	x	x
Dedicated Press Release announcing partnership	x	-	-	-
Opportunity to provide branded merchandise for VIP gift bags and skipper bags	x	x	x	x
Acknowledgement in Press Releases covering event	x	x	x	x
<b>In Kind / Event Specific Sponsorships Available</b>				
Size and placement of logos as well as level of exposure is based on Sponsor level.				
Sponsorship benefits can be customized to ensure optimum return on investment.				

I just think it is great to see all these boats together. Everybody loves them, they are in great shape and I can't wait to see them all under sail.

~ Adolf Haffenreffer



I just feel like we are in the best place we can be with all these happy people and beautiful boats in a lovely setting.

~ Meg Toppa

## 2017 EVENT HONORING TED HOOD



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