





Getting Sponsorship and Running an Event







REGATTA



Volvo Dun Laoghaire Regatta 11th – 14th July 2013





2011 Regatta Objectives



- •To run the 'Best Dun Laoghaire Regatta ever'
- •To showcase Dublin Bay on the International Sailing Stage
- •To provide meaningful benefits to our sponsors
- •To generate significant Media Coverage & Exposure
- Run an excellent event for sailors, maintaining on and off the water excellence





2011 Regatta Result



- 420 boats
- 3000 competitors
- 200 Volunteers
- Happy Sailors
- Happy Sponsors
- Happy Clubs
- => Happy Chairman







Media Coverage & Reach



- TV Sports Coverage & Documentary
- Radio Features, Broadcasts & News
- Social Media International & Irish
- Print Media Magazines & News Sport & Lifestyle
- Other On-line Media









Independent.ie 🔻







1.3M Website Hits during the 4 day Event





Our 2011 Sponsors









Premium







Partners













So what?



What you probably want to know.

"How do I get sponsors for my events?"

What I am going to tell you?

It is no easy task.

But there are a few things to consider.





Things to consider!



- Forget about sailing. There has to be a commercial value to the sponsor.
- Think through the angles with a business hat on. What is a sponsor looking for? What can you offer?
- Think about all the assets of the venue and the event. Think about what you can offer.
- Try to mix corporate entertainment with event sponsorship.





The slam dunk!



- The right target market for the sponsor. Age / geography / demographic.
- A sponsor that considers sailing an appropriate platform for their brand.
- The right scale / sponsor appeal.
- Repeatability (One offs are hard)
- The right front man.
- Be flexible and creative.









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