

# GulfStreamer Race



# Event Background

Website: [www.theGulfStreamer.com](http://www.theGulfStreamer.com)

## History

- The biennial GulfStreamer Race from Daytona Beach, Florida to Charleston, South Carolina takes place during Memorial Day Weekend on even-numbered years. May 2010 will be the 7th running of the Race
- The first 10 miles of the Race is another challenge as the racers sprint to the Main Street Pier in Daytona Beach in the “Brian Every Sprint” race. Not only is this a race within the Race before boats set a course to Charleston Harbor, 215 miles away, but it also gives spectators their best view of the Race. A separate trophy will be awarded in Charleston for this unique tradition.

## Mission Statement

- To provide an opportunity to organize a multi-state race offshore for several different classes of boats. The goal is to increase awareness of sailing and to increase awareness of area attractions to residents and visitors to the area.

## Location

- The pre-race party is at the Halifax River Yacht Club in Daytona Beach. The race begins at the Sea Buoy offshore in Ponce Inlet and finishes at the Sea Buoy in Charleston, South Carolina.

## Activities

- The Halifax River Yacht Club hosts the Welcome Dinner on Wednesday, May 26<sup>th</sup>, followed by the rum party on Thursday May 27<sup>th</sup>.
- The race will begin at the Sea Buoy off of Ponce Inlet Friday May 28<sup>th</sup> and will be viewable by the public at the Main Street Pier in Daytona Beach early that evening.
- The boats will finish the race at Charleston, South Carolina beginning in the evening of Saturday, May 29<sup>th</sup> and into Sunday May 30<sup>th</sup>.
- Charleston is kicking off their Spoleto Festival, an annual arts and cultural festival Memorial Day weekend – the general public is invited.
- The GulfStreamer awards presentation will be held at the Charleston Yacht Club on Monday, May 31<sup>st</sup>

## Attendance

- An estimated 30 sailboats of at least 6-man crews will be racing. Power boaters have organized to go up to Charleston inland by the Intracoastal Waterway with numerous party-goers as well as a tour bus of HRYC club members going to be part the festivities.
- The general public flocks to the 10-mile stretch of beach spanning the shoreline from the starting point at the jetties of Ponce Inlet to the Sprint Finish Line at the Main Street Pier in Daytona Beach where the boats turn seaward for the Gulf Stream.
- The Spoleto Festival in Charleston attracts thousands of residents and visitors from all over the southeastern United States.

331 South Beach Street ~ Daytona Beach, FL 32114 Phone: (386) 255-7459 Fax (386) 255-5377

[www.theGulfStreamer.com](http://www.theGulfStreamer.com) ~ [info@thegulfstreamer.com](mailto:info@thegulfstreamer.com)

[www.hryc.com](http://www.hryc.com)



**May 26<sup>h</sup> – 31<sup>st</sup>, 2010**

***Please Contact Us for Information for Overall Sponsorship Investment Opportunity***

**SPONSORS**

**Admiral Level Sponsor \$3,000 Investment –“Brian Every Sprint” Sponsor**

- **THERE WILL ONLY BE ONE “BRIAN EVERY MEMORIAL SPRINT” SPONSOR** – The race within the race from the Sea Buoy at the starting line of the Race to the Main Street Pier in Daytona
- The “Brian Every Memorial Sprint” to be advertised as sponsored by this Admiral Level sponsor
- Trophy will bear corporate name and logo
- Separate 10’ banner displaying corporate logo and race name to be displayed at the Halifax River Yacht Club (HRYC) and at the Charleston Yacht Club
- Logo added to sponsors 10’ banner to be displayed in Daytona Beach and in Charleston
- 4 embroidered GulfStreamer 2010 golf shirts, bearing corporate logo
- 4 meal vouchers and 4 drink vouchers for the welcome dinner at the Halifax River Yacht Club, May 26<sup>th</sup>
- 4 meal vouchers and 4 drink vouchers for the rum party at the Halifax River Yacht Club, May 27<sup>th</sup>
- 4 meal vouchers and 4 drink vouchers at the Charleston Yacht Club dinner, May 31<sup>st</sup>
- Full page ad in the commemorative brochure
- Corporate logo on the commemorative poster distributed from Daytona Beach to Charleston
- Advertising at the Halifax River Yacht Club during the Rum Party, May 27<sup>th</sup>
- Privilege to put advertising information into Captain’s Bag given to all boats entered in Race
- Certificate of Appreciation
- Guarantee of first right of refusal of sponsorship for next race

**Captain Level - \$2,000 Investment Sponsor**

- Logo added to sponsors 10’ banner to be displayed in Daytona Beach and in Charleston
- 4 meal vouchers and 4 drink vouchers for the rum party at the Halifax River Yacht Club on May 27<sup>th</sup>
- 4 meal vouchers and 4 drink vouchers at the Charleston Yacht Club awards dinner May 31<sup>st</sup>
- Full page ad in the commemorative brochure
- Corporate logo on the commemorative poster distributed from Daytona Beach to Charleston
- Advertising at the Halifax River Yacht Club during the Rum Party on May 27<sup>th</sup>
- Privilege to put advertising information into Captain’s Bag given to all boats entered in Race
- Certificate of Appreciation
- Advertising information to be added permanently to yacht club’s “Welcome Pack” for visiting boaters
- Guarantee that there will only be one type of each sponsor
- Guarantee of first right of refusal of sponsorship for next race

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## ADVERTISERS

### \$1000 (2-Page Centerfold)

- 2-Page centerfold in commemorative brochure
- 2 meal vouchers and 2 drink vouchers for Rum Party May 27th at the Halifax River Yacht Club
- 2 meal vouchers and 2 drink vouchers for Charleston Yacht Club awards dinner May 31<sup>st</sup>
- Advertising at the Halifax River Yacht Club during the Rum Party on May 27<sup>th</sup>
- Advertising information to be added permanently to yacht club's "Welcome Pack" for visiting boaters
- Privilege to put advertising information into Captain's Bag
- Certificate of Appreciation

### \$750 (Back Cover of Commemorative brochure)

- Full page, 4-color ad on back cover of commemorative brochure
- 2 meal vouchers and 2 drink vouchers for Rum Party May 27th at the Halifax River Yacht Club
- 2 meal vouchers and 2 drink vouchers for Charleston Yacht Club awards dinner May 31<sup>st</sup>
- Advertising at the Halifax River Yacht Club during the Rum Party on May 27<sup>th</sup>
- Advertising information to be added permanently to yacht club's "Welcome Pack" for visiting boaters
- Privilege to put advertising information into Captain's Bag
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### \$600 (Inside Cover)

- Full page 4-color ad on inside cover of commemorative brochure
- 2 meal vouchers and 2 drink vouchers for Rum Party May 27<sup>th</sup> at the Halifax River Yacht Club
- 2 meal vouchers and 2 drink vouchers for Charleston Yacht Club awards dinner, May 31<sup>st</sup>
- Advertising at the Halifax River Yacht Club during the Rum Party on May 27<sup>th</sup>
- Advertising information to be added permanently to yacht club's "Welcome Pack" for visiting boaters
- Privilege to put advertising information into Captain's Bag
- Certificate of Appreciation



## **ADVERTISERS (cont'd)**

### **\$500 (Full Page)**

- Full page 4-color ad in commemorative brochure
- 2 meal vouchers and 2 drink vouchers for Rum Party May 27<sup>th</sup> at the Halifax River Yacht Club
- 2 meal vouchers and 2 drink vouchers for Charleston Yacht Club awards dinner May 31<sup>st</sup>
- Advertising at the Halifax River Yacht Club during the Rum Party on May 27<sup>th</sup>
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### **\$300 (Half Page)**

- Half page 4-color ad in commemorative brochure
- 2 meal vouchers and 2 drink vouchers for Rum Party May 27<sup>th</sup> at the Halifax River Yacht Club
- 2 meal vouchers and 2 drink vouchers for Charleston Yacht Club awards dinner May 31<sup>st</sup>
- Advertising at the Halifax River Yacht Club during the Rum Party on May 27<sup>th</sup>
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### **\$180 (Quarter Page)**

- Quarter page 4-color ad in commemorative brochure
- Privilege to put advertising information into Captain's Bag
- Certificate of Appreciation

### **\$65 (Business Card)**

- One-eighth page 4-color ad in commemorative brochure
- Privilege to put advertising information into Captain's Bag
- Certificate of Appreciation



# GulfStreamers Race

## Advertiser's Agreement 2010 GulfStreamers Program

**Advertiser's Information**

Business Name _____		
Street Address _____		
City _____	State _____	ZIP _____
Mailing Address _____		
Phone _____	Fax _____	
Email Address _____		
We agree to purchase a DISPLAY SPACE in the above publication		
Ad Size:	Business Card <input type="checkbox"/>	1/4 Page <input type="checkbox"/> 1/2 Page <input type="checkbox"/> Full Page <input type="checkbox"/>
	Other <input type="checkbox"/> _____	Color <input type="checkbox"/> Black & White <input type="checkbox"/>

I will furnish print ready ad copy (email [authorbh@bellsouth.net](mailto:authorbh@bellsouth.net) or provide a disk) in a timely manner.

**PUBLISHER TO PROVIDE AD COPY (\$25 FEE)**

Special Instructions: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Ad Price \$ \_\_\_\_\_      Paid Check # \_\_\_\_\_ (Please make checks payable to Halifax River Yacht Club)

**TERMS:**

- A. This contract is Non-Cancelable by Advertiser, and contains advertiser's full and complete understanding of its terms.
- B. Advertiser acknowledges upon signing of this contract that he/she has read this contract and has not elided upon any promise, statement or representation other than as contained herein.
- C. It is agreed that this contract shall be binding upon the heirs, executors, administrators, assigns of the parties hereto, and any or all-new owners.
- D. Upon receipt of proof, Advertiser agrees to return by dated noted on proof sheet. If not returned, Publisher is authorized to use copy as per proof. Advertiser further agrees to hold Publisher harmless from any infringement on any copyright ad copy provided for publications.

Advertiser's Signature: \_\_\_\_\_ Title: \_\_\_\_\_

Please Print or Type Name: \_\_\_\_\_

Date: \_\_\_\_\_ By: \_\_\_\_\_

(Signature of Publisher)