NEWPORT BERMUDA RACE®

2024

NEWPORT BERMUDA RACE
SPONSORSHIP GUIDE

WHAT IS THE NEWPORT BERMUDA RACE

- On Friday, June 21, 2024, approximately 200 yachts with 2,000 sailors are expected to start in the 53rd running of the Newport Bermuda Race.

- The Newport Bermuda Race is the oldest regularly sailed international ocean race in the world. It is the oldest of the "Triple Crown" of offshore yacht racing, which includes The Rolex Fastnet Race and The Rolex Sydney Hobart Race.

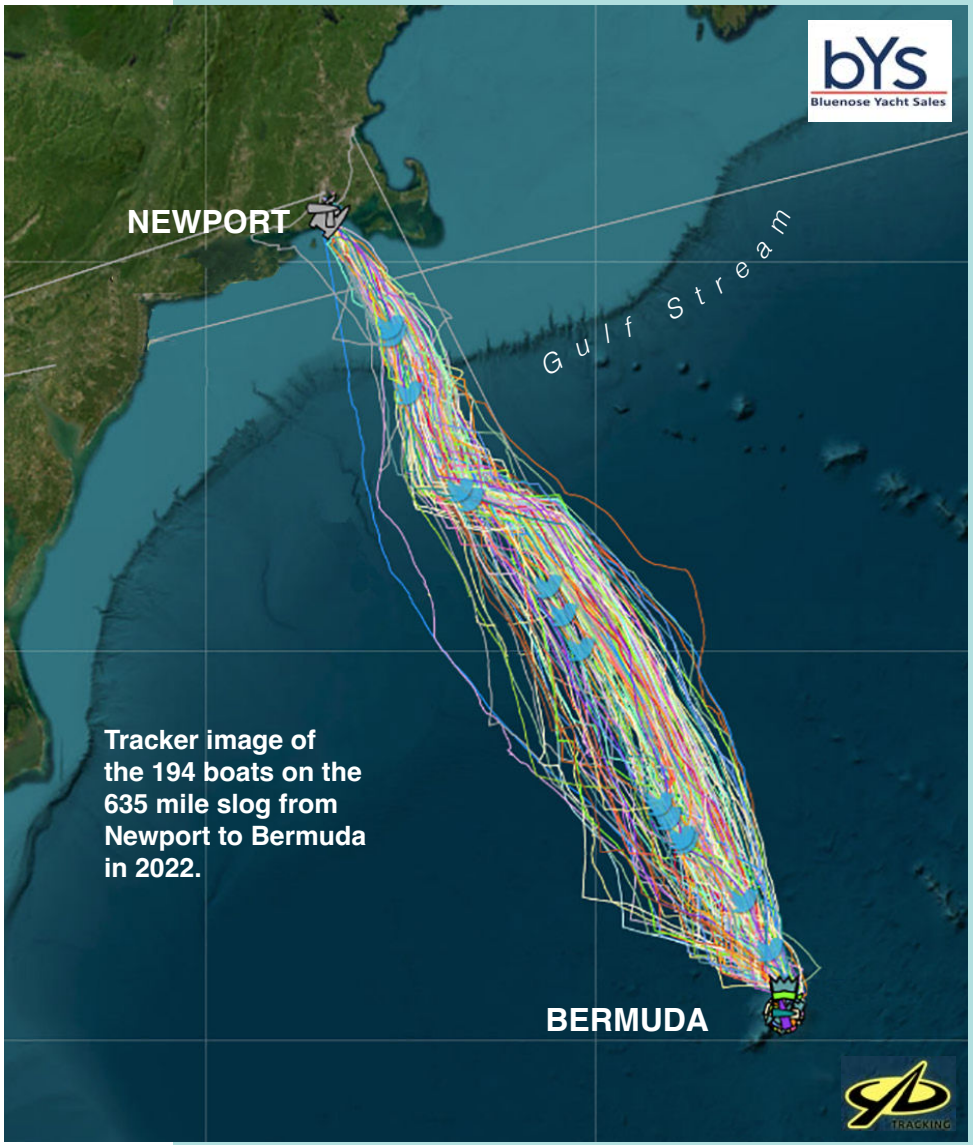
- The Bermuda Race was founded in 1906 by Thomas Fleming Day, who believed that well-prepared amateur seamen could compete effectively and safely offshore.

- The race has been jointly organized by The Cruising Club of America (CCA) and the Royal Bermuda Yacht Club (RBYC) since 1926, and the start has been in Newport since 1936. Race management is led by the Newport Bermuda Race Organizing Committee (BROC), who prioritize safe and fair competition for this iconic blue-water event.

- Being offshore for three to four days and crossing the treacherous Gulf Stream is a test for both crew and yachts. Weather, tactics, seamanship, teamwork, and endurance are all factors in successfully navigating the "Thrash to the Onion Patch". The beauty and hospitality of Bermuda and winning the prestigious St. David's Lighthouse trophy are the allure.

- Safety is a major factor in preparing for this race, as every yacht is thoroughly inspected by qualified personnel, meeting established structural and equipment requirements. In addition, the crew is required to participate in hands-on training with sanctioned Safety-At-Sea courses for at least 30% of the crew. This focus on safety has paid off as the race has an exceptional overall safety record.

- To date, more than 5,200 yachts sailed by more than 52,000 sailors have competed in this 635-mileiconic ocean race, proving that an adventurous spirit, matched with passion and preparation, is a winning combination.



Tracker image of the 194 boats on the 635 mile slog from Newport to Bermuda in 2022.

WHO RACES

NEWPORT BERMUDA RACE®

2024

THIS RACE IS ABOUT

- Competition and Performance
- Technology and Innovation
- Self-reliance and Teamwork
- Safety and Risk Taking
- Environmental Impact
- Above all – Sportsmanship

SAILORS PROFILE

Median Household Income	$244,100
Average Net Worth	$1,607,100
Average Age	56
Male / Female participation	95% / 5%
College Educated	95%
Owns a Boat	90%
Years on the Water	25+
Expected # of Yachts in 2024	200
Est. First Time entries	40
Est. Owners	200
Est. Crew	1,800
Est. Friends & Family	4,500
Known Bermuda Race footprint	6,500

GULF STREAM SOCIETY

The number of people who have successfully completed this arduous race.

RACES	SAILORS
30	1
20-29	17
11-19	94
5-10	199
TOTAL	**311**
AVERAGE	**9.8**

THE COST TO RACE

The Bermuda Race Foundation, Inc. is a not-for-profit 501(c)(3) public charity whose mission is to promote national and international amateur sports competition, to serve as the Organizing Authority for the biennial Newport Bermuda Race, and to provide vessel safety inspections, educational services and training for offshore sailing and safety at sea.

The Bermuda Race Organizing Committee - BROC relies on solely entry fees and sponsor support to manage each race. In addition, there are no cash prizes for the winners, just a trophy and a whole lot of pride for their successful efforts.

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Approximately 200 yachts will each participate in the 2024 Newport Bermuda Race and on average, will spend approximately $35,00 - $60,000 to compete in the race. Participating sponsors get their message in front of this illustrious group of highly accomplished people, both on the water and in other aspects of their lives. They all want to win! In addition, your sponsorship support helps the organizers to run a safe and successful event that is an adventure of a lifetime for all who participle. A true Bucket List calling.

WHERE THE MONEY GOES

- Expenditures in both Newport and Bermuda include dockage, provisioning, crew dinners, hotel, airfare, land transport, easily costing $35,000 per yacht.

- Marine expenditures for race preparation may include new sails, upgraded electronics, rigging, safety gear, crew apparel and more.

Total expenditures per yacht typically range from $35,000 - $60,000 and even higher, some over $250k.

THE AUDIENCE

FACEBOOK	15,097 followers	1.31 million impressions
INSTAGRAM	8,605 followers	492K impressions
YOUTUBE	990 subscribers	63,331 views
TWITTER	2,313 followers	87K impressions
WEBSITE	557,000 page views	121K users
LATEST NEWS	9,500 fans/sailors	65% open rate

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- Connect with the Newport Bermuda Race community. Our social media accounts for more than **2 million impressions**, and our greatest reach is Instagram's visual spotlight and live-streamed Facebook race coverage.
- We communicate with our audience through email marketing—newsletters, press releases, competitor bulletins that reach up 7,000 sailors and race fans.
- Bermudarace.com is home port for our core audience of 2,000 captains and crews preparing for the race.
- Visit our social channels. As event organizers, we're committed to sharing beneficial content, and through digital media we extend your organization's reach.
- We aim to help sponsors reach the right audience, by aligning you with consumers who are passionate about sailing, the ocean, technology and adventure.
- While the biennial race is every other (even) year in June, the race preparation on behalf of the organizers is continuous. Race registration now opens the year before, so skippers and sailors are constantly thinking about the Newport Bermuda Race and its supporters.

WHY PARTNER

ALIGN WITH PRESTIGE, EXCELLENCE, & ACCOMPLISHMENT

BRANDING

The race organizers view the Official Sponsors as partners in the success of this event and are committed to collaborating to support and promote stakeholders. Our professional team will work with your company to implement unique integration for maximum impact.

MEDIA

Professional media managed by Newport Bermuda Race ensures broad, global, reach across platforms remotely and on-site

HOSPITALITY

Provide exclusive access to onshore and on-the-water participation and viewing for your staff and most important clients.

ENVIRONMENTAL IMPACT

The Newport Bermuda Race puts sustainability at the forefront of our goals, join us for this historic sporting event in June 2024.

WHY SPONSOR

FOR ENGAGEMENT WITH THE SAILORS AND RACE FANS.

- Branding
- Relationship building
- Press and communications
- Permission to use “Newport Bermuda Race” during sponsorship term
- Webinars
- Social media and digital marketing
- Race signage and on-site activations
- Race tracker offers high international visiblibilty for your business during the race
- Print advertising in Race Program
- Opportunity to distribute product / promotional material to all participants
- Recognition during Bermuda Race messaging/ coverage
- Editorial coverage during sponsorship term
- Fort Adams starting venue
- Starting Line Live Show to be held at Fort Adams in 2024
- Environmental Steward Program and Sustainability Initiatives
- With the 2024 race start moving to Fort Adams, this expands our offerings to include a more robust Starting Line Live Show broadcast from the State Park featuring aerial footage, professional commentary, and infographics streamed both online and live via a public announcement system and big screen on location. Pre-race media will further promote the race and the expanded access to attract more spectators to witness the starting line at Fort Adams.

BE A NEWPORT BERMUDA RACE SPONSOR

SPONSORS CAN POSITION THEIR BRAND WITH VARIOUS ASPECTS OF THIS ICONIC RACE

The Newport Bermuda Race attracts top sailors and the fleet represents an impressive collection the best of ocean racing yachts in the world. Skippers and crew spend considerable time and resources preparing for this race, well in advance of the June 2024 start. Your message will be associated with these competitive and capable individuals. They are driven to win and look for suppliers that support their efforts.

Come Aboard and be a part of the Race!

SPONSORSHIP TIERS
PRESENTING SPONSOR
STARTING LINE LIVE SHOW SPONSOR
PREMIER SPONSOR
OFFICIAL SPONSORS
RACE SUPPORTERS

FORT ADAMS STARTING LINE LIVE SHOW

A four-hour live broadcast of the pre-start and start. We'll bring the stories of the competitors, the Race, and the action of the starting line both to the in-person spectators at Fort Adams State Park and the thousands of sailing fans around the globe via YouTube.

Professional commentary coupled with multiple camera angles including aerial, super zoom lenses, remote cameras and microphones, advanced graphics and tracker-integration to make sure the event is accessible to the sailing novice and insightful to the most seasoned experts.

- **Aerial Footage** of Starts with Branded Countdown Clock
- **Professional Commentators** in a branded booth with product placements
- **Multiple camera** feeds from Race Committee, Fort Adams, Spectators and Check-in Area
- **Accompanying graphics** to be used in Split and Full Screen for information and logos

Components of the Live Broadcast are available to existing or new Official Sponsors. In addition to benefits listed below, all sponsors of Show given two 30-second ad spots.

- **Starting Line Live Show Sponsor**
  Fort Adams Starting Live Show presented by YOU. Top billing in logo, commentary, and promotion of the broadcast.
- **Starting Line Clock**
  Your logo next to the countdown clock for every division displayed throughout the broadcast.
- **Check In Camera**
  A split screen or live feed displaying all boats that will have live commentary between starts.
- **Race Committee Camera**
  Your logo appears when the Race Committee feed is used in broadcast, and is included in the commentary.
- **Segment Commentator**
  A guest speaker for 30 minutes of the broadcast to share insights and represent the brand
- **Broadcast Commentator**
  Sponsor a commentator that will represent your brand physically and in dialog during the 4-hour broadcast.
- **30-Second Ad Spot Special for 2022 sponsors only**
  Two airings of a provided broadcast-quality ad. *Option to produce on your behalf for extra cost.

OFFICIAL SPONSORS & SUPPORTERS

JOIN OUR EXISTING PARTNERS

OFFICIAL SPONSORS

BERMUDA
GoToBermuda.com

Goslings
Since 1806

SAFE HARBOR
MARINAS

bYs
Bluenose Yacht Sales

HAMMETTS
HOTEL

NORTH SAILS

SAFE HARBOR
NEWPORT SHIPYARD

AkzoNobel

LRSE
LIFE RAFT + SURVIVAL EQUIPMENT

CASTLE HILL INN
EST. 1875

SAILING WORLD

BARTON & GRAY
MARINERS CLUB

CRUISING WORLD

TEAM ONE
NEWPORT

H/H ALIVE SINCE / 1877
NEWPORT, RI

BANKNEWPORT

KVH

DISCOVER NEWPORT
RHODE ISLAND

SEA BAGS
MAINE

RACE SUPPORTERS

McMICHAEL
YACHT YARDS & BROKERS

GMT
COMPOSITES

OFFSHORE PASSAGE

BLAZE-IN
SPORTSWEAR

Landfall
YOUR JOURNEY STARTS HERE

THE WINNERS

"It is the most coveted trophy (The St. David's Lighthouse trophy) in ocean distance racing – "

Gary Jobson

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There is no prize money, just the satisfaction of competing against some of the world's finest sailors and the goal of winning to coveted St. David's Lighthouse overall winner trophy.

FOUR DIVISIONS

- **St. David's Lighthouse Division** The largest division with highly motivated racer/cruiser yachts, sailed by family and friends

- **Gibb's Hill Lighthouse Division** All-out race machines with professional sailors as the backbone of many yachts

- **Finisterre Cruiser Division** While speed is paramount these yachts are blue-water tested, but not stripped-out racing machines

- **Double-Handed Division** A real test of man (woman) and machine as there are only 2 crew onboard sailing, 24 hours a day for typically 4 days

2022 results, crew lists, & more
bermudarace.com/2022-race/

WHO TO CONTACT

Please contact the Sponsorship Team to discuss how we can tailor your partnership with the 2024 Newport Bermuda Race to best suit your marketing needs.

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