

BE PART OF THE LEGACY



June 19, 2026

Celebrate 100 years of
partnership between the
Cruising Club of America and
the Royal Bermuda Yacht Club

JOIN US AS AN OFFICIAL SPONSOR!



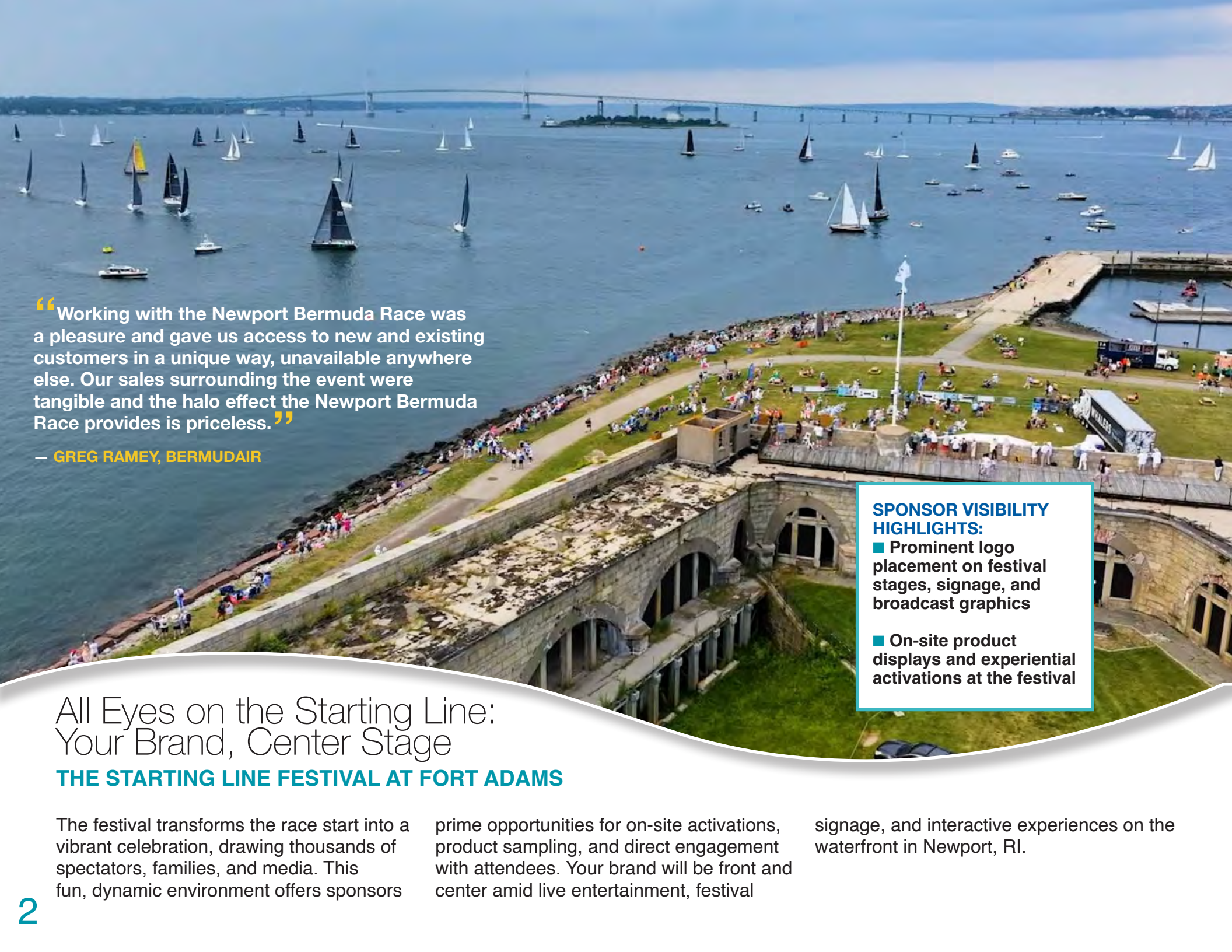
Where Legends and Sponsors Unite

WELCOME TO THE 54TH NEWPORT BERMUDA RACE

The **Newport Bermuda Race** is one of the world's most prestigious offshore yacht races. Held every two years since 1906, this 636-mile ocean challenge draws thousands of **committed, adventurous sailors** united by their passion for excellence, safety, seamanship, tradition,

and personal challenge. The race attracts a **discerning, experience-driven audience** of seasoned competitors, sailing enthusiasts, and ocean lovers. Aligning your brand with this iconic event offers access to an **affluent community** that values performance,

purpose, and storytelling. Two marquee events elevate the experience and maximize sponsor visibility: the **Starting Line Festival** and the **Starting Line Live Show**. These events reach a loyal, globally minded audience and offer authentic opportunities for brand engagement.



“Working with the Newport Bermuda Race was a pleasure and gave us access to new and existing customers in a unique way, unavailable anywhere else. Our sales surrounding the event were tangible and the halo effect the Newport Bermuda Race provides is priceless.”

— GREG RAMEY, BERMUDAIR

SPONSOR VISIBILITY HIGHLIGHTS:

■ Prominent logo placement on festival stages, signage, and broadcast graphics

■ On-site product displays and experiential activations at the festival

All Eyes on the Starting Line: Your Brand, Center Stage

THE STARTING LINE FESTIVAL AT FORT ADAMS

The festival transforms the race start into a vibrant celebration, drawing thousands of spectators, families, and media. This fun, dynamic environment offers sponsors

prime opportunities for on-site activations, product sampling, and direct engagement with attendees. Your brand will be front and center amid live entertainment, festival

signage, and interactive experiences on the waterfront in Newport, RI.



2024

53rd NEWPORT BERMUDA RACE | START 3 : ST. DAVID'S LIGHTHOUSE CLASSES 7 & 8

00:48

itar | USA2001, Lapin, Christopher Clark & Lars Linger | PUR4902, Lyric, Jay Hansen | 9375



“At Ørsted, we’re committed to helping mariners thrive in and around our offshore wind energy projects. Partnering with the Starting Line Festival and Live Show has given us a unique opportunity to engage with the global sailing community, build meaningful relationships, and reinforce our commitment to the ocean as a shared space for all.”

— ED LEBLANC, HEAD OF MARINE AFFAIRS, ØRSTED

THE STARTING LINE LIVE SHOW — A GLOBAL BROADCAST SPECTACLE

Broadcast live on YouTube and on-site big screens, this professionally produced four-hour show delivers thrilling race coverage with expert commentary, aerial drone footage, and multiple camera angles.

Sponsors receive premium logo placement, branded segments, and live mentions, ensuring your brand is seen by a worldwide audience. [Watch the 2024 Recap Video!](#)

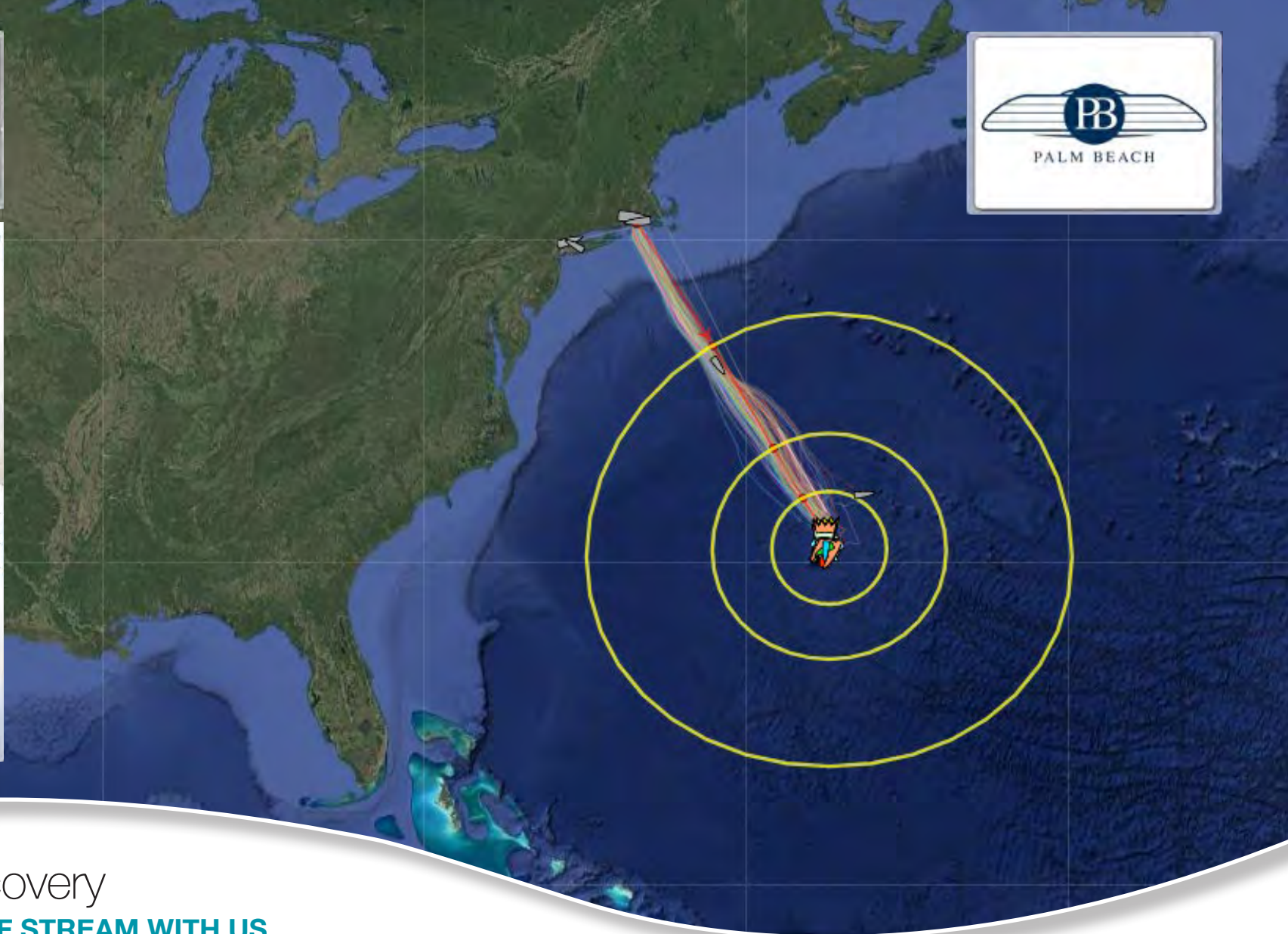
SPONSOR VISIBILITY HIGHLIGHTS:

- Live brand mentions and custom ad spots during the Starting Line Live Show
- Exclusive VIP hospitality and viewing opportunities



Search by team name

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Argyll	
Artemisia	
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Avanti	
Bariboulet	
BANTER	
BELLA	
Bella J	
Black Watch	
Blitz	
BLUE EYES	
Blur	
Boudicca	
Breezing Up	
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Capella	
Carina	
Celidh	
Challenge Accepted	
CHIANIAD	RTD
Charlotte	
CHRISTOPHER DRAGON	
Cinnamon	



Shared Discovery

CROSS THE GULF STREAM WITH US

Spectators—onsite and online—stay engaged through live commentary, the Official Palm Beach Motor Yachts Race Tracker, and rich storytelling. They're active participants in the shared spectacle. Over several days, 167+ boats race from

Newport Harbor, past historic inns and lighthouses, navigate a wind farm, and across the Gulf Stream to Bermuda—each journey shaped by skill, speed, and weather.
New for 2026: A dynamic daily broadcast

with expert analysis and live offshore updates via Starlink. Each 8–10 minute episode will be shared on the race website, YouTube, social media, and email—offering fans a front-row seat and sponsors a powerful new engagement platform.

Meet Our Audiences: High-Value, Highly Engaged Sailors + thousands of fans

The Newport Bermuda Race attracts a sophisticated and affluent audience, including yacht owners, crew, families, and sailing enthusiasts.

2024 Race Participation:

165 yachts, **1,334** sailors, including **147** women and **518** first-time sailors.

Organized by the 501(c)(3) non-profit Bermuda Race Foundation—a collaboration by volunteers between the **Cruising Club of America** (CCA) and the **Royal Bermuda Yacht Club** (RBYC)—the race emphasizes safety, seamanship, and the spirit of amateur sailing.

“Great event, and we plan to do it for many years to come!”

— 2022 Skipper





OUR SAILORS:

■ They're disciplined, safety-conscious, and tradition-minded. Over 90% of skippers start preparing more than six months in advance. They value quality gear, legacy experiences, and the camaraderie of multigenerational crews.



“Can't stress enough to others to start your race prep early, like now...”

— 2022 Skipper



Meet the Fans

Fans of the Newport Bermuda Race are drawn to the **vibrant outdoor atmosphere at Fort Adams**, complete with live music, local and Bermudian food, and waterfront camaraderie. Whether watching from the lawn, their boats, or mobile devices, they follow **the fleet's dramatic departure with expert commentary** and sweeping harbor views.

Many then travel to Bermuda to cheer on finishers—often arriving at all hours—**while enjoying Royal Bermuda Yacht Club (RBYC) celebrations** and the prize-giving ceremonies. From Newport to Bermuda and online around the world, this immersive experience connects **a global audience**.

Our fans engage deeply with the race—both in person and digitally—offering sponsors a powerful platform to **reach decision-makers, influencers, and passionate sailing enthusiasts**.





Digital Presence: The Starting Line Live Show drew 28,000+ live views globally, with highlights reaching tens of thousands more.

On-site Attendance: 4,300 spectators + volunteers enjoyed the Festival at Fort Adams in 2024.

Sponsors are integrated across pre-race events, and all channels, ensuring consistent brand presence before, during, and after the race—anchored by the festival and live show.





Signature Outdoor Activation:

Branded lounge areas, pop-ups, or demos amid food stalls and music amplify brand presence in an environment fans describe as “relaxed yet electric.”



Exclusive Engagement & Hospitality

Sponsors gain access to premium hospitality experiences, including:

- VIP viewing areas at the Starting Line Festival
- Hospitality collaborations in Newport and Bermuda and with other sponsors
- On-water spectator boats for close-up race viewing
- Opportunities to distribute promotional materials to competitors and attendees, and more!



Commitment to Sustainability

The race leads with environmental stewardship and responsible practices. Align your brand with a legacy of ocean adventure guided by integrity and care for the sea. Survey feedback shows strong interest in marine conservation—making this a compelling opportunity for sponsors committed to sustainable leadership.



KEY STATS AT A GLANCE

Sailor's Median Household Income	\$244,100
Average Net Worth	\$1,607,100
College Educated	95%
Boat Ownership	90%
Yachts Participating	c.200
Crew & Sailors	2,000

Social Media Impressions	2+ million per race cycle
Website Page Views	557,000, 121,000 users
Email Newsletter Open Rate	65%, 7k+ subscribers
Event Footprint/On-Site Attendees	6,500+

bermudarace.com



What Your Sponsorship Delivers, from Start to Finish

BRAND ALIGNMENT WITH EXCELLENCE:

Position your brand alongside a world-renowned race that stands for more than performance—it embodies preparation, community, and legacy.

FINISH LINE OPPORTUNITIES:

Engage with friends, fans, sailors at RBYC in person and on-screen, or on the water at the Finish Line at St. David's Lighthouse.



INTEGRATED MEDIA PRESENCE:

Top-tier logo placement, custom content, and product integration across broadcast, digital, and print channels—including exclusive segments in the Starting Line Live Show.

VIP HOSPITALITY:

Entertain clients in scenic, historic venues with exclusive access to onshore and on-the-water experiences, hospitality tie-ins.



YEAR-ROUND ENGAGEMENT & VISIBILITY:

Sponsors benefit from sustained visibility throughout the two-year race cycle, including:

Educational & Community Engagement

Sponsor-branded race prep webinars, Safety-at-Sea seminars, and expert-led sessions hosted by the Cruising Club of America (CCA).

Content & Brand Integration

Inclusion in editorial features, newsletters, and permission to use official race logos and trademarks in your own marketing.

Exclusive Access & Events

Opportunities to connect with CCA's annual cruises and participate in community events leading up to the 2026 race.

Documentary Feature

The race is the subject of an [upcoming documentary series](#) —a unique opportunity for brand alignment and storytelling.



Sponsorship Opportunities

We offer four levels of partnership, each with a value-in-kind (VIK) option:

Presenting Partner

Premier Sponsor

Official Sponsor

Official Race Supporter

- Sponsors benefit from engagement across our two-year race cycle, reaching audiences in both Newport and Bermuda—on land and online.
- Custom Sponsorship Packages Built Around Your Goals.
- Each sponsor receives a tailored package based on your brand's objectives and target audiences.
- From brand visibility and hospitality to content integration and thought leadership, we offer a broad menu of options.
- Press/media features, logo placement on banners, signage, digital media, race tracker, and merchandise.

On-Site Activation

Booth space, tent signage, product placement, and branded experiences at key events in Newport and Bermuda.

Broadcast & Digital Media

Sponsorship of our live shows (Starting Line, Gulfstream), YouTube content, email newsletters, and social media.

Hospitality & VIP Access

Tickets to crew parties, VIP viewing areas, and sponsor lounges in both Newport and Bermuda.

Thought Leadership

Sponsorship of seminars, webinars, race prep sessions, and Safety-at-Sea events.

Official Designations

Holding an official designation positions your brand as a **trusted partner** in a globally recognized event—and during a **once-in-a-generation centennial year**, that prestige carries even more weight.

Let's schedule a call to discuss your goals and build the right package using these premium options.

RETURNING SPONSORS (as of June 2025...join them!)

bermudarace.com/sponsors/

PRESENTING SPONSORS

BERMUDA
GoToBermuda.com

**RHODE
ISLAND**

Goslings
BERMUDA SINCE 1806

OFFICIAL SPONSORS



Orsted



**DISCOVER
NEWPORT**
RHODE ISLAND

CASTLE HILL INN
EST. 1870

BARTON & GRAY
MARINERS CLUB



HAMMETTS
HOTEL

Seahorse
Magazine

BERMUDAIR

TEAM ONE
NEWPORT



SUPPORTERS



Landfall
YOUR JOURNEY BEGINS HERE



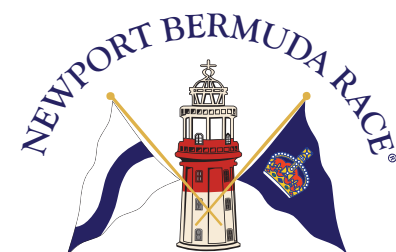
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Your To-Go List Partner



Join the Tradition — Be Seen Where It Matters Most

The Newport Bermuda Race offers a rare opportunity to associate your brand with a world-class sporting event that combines heritage, adventure, and exclusivity. The Starting Line Festival and Live Show provide the ultimate platforms to showcase your brand to a global and on-site audience.

Secure your sponsorship today and sail into the spotlight!



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