

MELGES 24 RACING

2009 World Championship Campaign
SIMPLICITY RACING

Fundamentals

Thank you for taking the time to review this Sponsorship Proposal for Simplicity Racing's 2009 Melges 24 Worlds Campaign. The level of high performance yacht racing typified by top Melges 24 teams, like Simplicity Racing, provides a great opportunity to generate advertising exposure, increased public interest, and an enhanced public image through team sponsorship. The market for sponsored sailing teams is still in its infancy, allowing companies to reap significant ROI at a bargain price, especially when compared to sports with more mature, professionally managed sponsorship. Simplicity Racing provides the best opportunity for your company to receive the substantial benefits of Melges 24® Racing sponsorship, beginning with 2009 Charleston Race Week, the biggest sportboat regatta in US history.



Understanding



The fastest-growing segment in high-level yacht racing is comprised of “sportboats”: small, lightweight, high-tech yachts that blast through waves and reach speeds previously only possible in the most extreme racing skiffs and offshore maxi yachts. One such sportboat is widely considered the archetype of the design – the world-famous Melges 24.

Racing under strict rules that ensure complete parity of equipment, the level of participation and competition at major Melges 24 events is astronomical. Of the 50-100 racing teams that will campaign toward this year’s World Championship, fully half will include professional sailors from the top echelons of the sport – the America’s Cup, the Olympics, the Volvo Ocean Race, and similarly skilled racing fleets.

The competitiveness that fuels this fleet also fuels the international media’s coverage of it. To the pro and novice sailor alike, this is the Formula One of yacht racing. They are high performance, insanely fast and exciting boats – both to race and to watch. The races are non-stop, adrenaline pumping tests of physical and mental strength and skill where the difference from winner to also-ran can be measured in fractions of a second. Pros and competitive amateurs flock to this class because of this unparalleled combination of speed, skill and excitement, while the rest of the sailing world looks on in envy.

Globally



Major Melges 24 racing is a fantastic magnet for the active sailing media as well as for the general international sporting press. The boat is exceedingly photogenic, and its position as the grand prix racer of the small-yacht world ensures that event photos, videos and written reports are eagerly read by millions of sailing enthusiasts throughout the world.

While the rest of the sport suffers the effects of economic recession, the Melges 24 class continues to grow in both its “traditional” markets (Europe and North America), as well as the Pacific Rim, Scandinavia, and Eastern Europe. Fiscal reality has caused many top owners to reprioritize their racing, and the small size of the Melges 24 boat and crew has provided an outlet for teams that are tired of funding a 40-70 foot racing boat. The Grand Prix Farr 40s, Farr 30s, and TP52s will all see 40-75% losses in participation this year, while the Melges 24 keeps rumbling - a global phenomenon. The Melges family of boats are built all over the world, including their new product, the Melges 20, built in China. The cost-effectiveness and international appeal of Melges racing will provide your company with a unique advantage.

Team sponsors create innovative logos and designs that are featured all over the boats, sails, and crew uniforms, resulting in colorful and captivating images that combine the best racing action with highly effective brand exposure. Class administrators have embraced the idea of corporate partnership, while affluent sailors in other classes emulate top Melges 24 teams, using the products that their favorite team displays. Becoming a team sponsor for a top-level Melges 24 racing program for a major campaign guarantees your company significant exposure to watersports enthusiasts everywhere.

Teamwork



Simon Strauss (owner/skipper)

- Six-time Melges 24 World Championship competitor (best finish 13/99)
- 2008 Melges 24 Corinthian US National Champion
- 2007 Melges 24 Charleston Race Week Champion
- 2005,6,7 Melges 24 Northeast District Champion
- Etchells, Enterprise, Wayfarer, Hornet World and National Championships
- Newport-Bermuda Ocean race – 2nd overall

Bora Gulari (tactician)

- 2008 Melges 24 Corinthian US National Champion
- 2007 Melges 24 ACC Champion
- 2007/8 Melges 24 Midwest Champion
- Port Huron & Chicago Mackinac Races - Numerous Titles
- Top-Ranked US 49er Sailor/US Sailing Team
- 2007 International Moth PCC Champion
- 2008 International Moth North American Champion

Andrew Lewis (trimmer)

- 2005 Laser US National Champion
- 4-time Olympic Class US National Champion
- Volvo Ocean Race Helmsman (ABN AMRO 2)
- World record holder - outright 24 hour monohull distance (ABN AMRO 2)
- America's Cup Crew (Sweden Challenge)
- 2008 Maxi World Champion
- Overall Race Record - Rolex Middle Sea (Rambler)

Genny Tulloch (bowman)

- #1 US Sailing Team Women's Match Racer
- 2008 Sydney-Hobart Division Champion
- Disney's 'Morning Light' Cast/Crew Member
- 2004 Female College Sailor of the Year
- US Sailing Team Representative (470)
- US Optimist National and European Team
- US Youth World Team (420, Laser)

Jane Delashmutt (traveler)

- 2008 Melges 24 Corinthian US National Champion
- 2007 Melges 24 Charleston Race Week Champion
- 2005 Key West Race Week, Mumm 30, 3rd place
- 2007 Wilson Trophy Team Race, 2nd place
- 2000 College Sailing Team Race Champion
- 2000 College Sailing All-American
- US Optimist South American Team
- Several Top 10 finishes in Etchells Jaguar Series

2009 Schedule

CHARLESTON RACE WEEK

CHARLESTON, SC

APRIL 17 - 19

ANNAPOLIS NOOD

ANNAPOLIS, MD

APRIL 24 - 26

SAIL NEWPORT REGATTA

NEWPORT, RI

JULY 10 - 12

ANNAPOLIS RACE WEEK

ANNAPOLIS, MD

SEPTEMBER 5 - 7

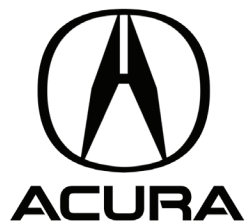
MELGES 24 WORLD CHAMPIONSHIPS

ANNAPOLIS, MD

OCTOBER 24 - 31



Melges 24 sponsors



Benefits



2009 will see perhaps the most intense year in the history of Melges 24 Racing, with numerous top teams from all over the world converging on the US East Coast in preparation for the 2009 Melges 24 World Championship in Annapolis, Maryland.

Those top teams will receive extensive media coverage from the dozens of journalists, photographers, videographers and television crews that focus on the high-energy world of the Melges 24. Simplicity Racing has the additional benefit of a crew with the most media presence of any team by far. Genny Tulloch was featured in Disney's major motion picture presentation 'Morning Light' while Lewis has been featured in numerous sports shows and articles as part of the Volvo Ocean Race and America's Cup. Bora Gulari's foiling moths antics have made him an online celebrity, with hundreds of thousands of views of his innovative videos and was recently featured on the cover of *Australian Sailing* magazine. Your logo on the hull and mainsail of this exciting, media friendly team will ensure maximum exposure of your brand on websites, video, television, and in publications from New Zealand to Finland, from San Francisco to Tokyo.

Maximum Exposure

Simplicity Racing includes a dedicated publicist and photographer that will be on-site to document the action from the water, and to prepare and distribute press releases and photographs from all events to hundreds of on-line and print media outlets. These releases will highlight the action of the event and our results, as well as your company's message. Our official website will include your company branding and compelling content designed to draw readers in and build an association between your company and support of a great team in a great class.

Company Benefits

- Title sponsor naming rights to appear in all entry lists, official scores, and event reports. "e.g. Toyota Simplicity Racing"
- Your logo and hyperlink in each press release distributed by team media
- Large-size logos on mainsail, spinnaker, and hull (see photos for examples)
- Your branded "battle flag" which flies from the top of the mast whenever the boat is not racing
- A paragraph about your company ("boilerplate") in all press releases
- The opportunity to bring your best customers and clients to these marquis events to watch your team win

contacts

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