



2027 Shark Class World Championship Sponsorship Package



Background

In 2027 The Sarnia Yacht Club is proud to host the World Championships for the Shark Sailboat Class. The Shark is a 24 foot boat designed and built in Canada by George Hinterhoeller in 1959 specifically for the harsh and unpredictable conditions of the Great Lakes

An annual World Championship Regatta for the Shark 24 has been contested continuously for the last 50 years, following a 3-year rotation with 2 consecutive years held in Canada and the 3rd in Europe (Austria, Germany or Switzerland) This will be the first time Sarnia has hosted this event, and our intent is to stamp our mark accordingly with an exciting event for participants and spectators alike.

We strive to make this not just a premier sailing event, but also an opportunity to showcase Sarnia Lambton and all that the region has to offer.

Looking for more information on the Shark 24?

Check out the Canadian class website at: <https://shark24.ca/>

Participants

The Shark World Championship is a hotly contested event, with crews traveling from across the country, United States and around the World to participate. We expect 50-60 boats to register supported by 150-180+ crew members, many travelling with families in support.

In addition to direct competitors, a host of volunteers is required to stage a regatta of this magnitude on and off the water, spectators and residents of Sarnia Lambton all of whom represent an attractive market for event sponsors.

Timing

This weeklong regatta will be held **September 12th-17th, 2027** with racing accompanied by evening social events maximizing fun, participation and sponsor exposure.



Sponsorship Opportunities

Our objective for sponsorship involvement mirrors the intent of the class with broad involvement. With this in mind, we have developed a sponsorship matrix with different levels of participation for each tier. The table below provides an overview of base sponsorship Tier costs and the associated privileges:

Tier	Amount
Title	\$7500-\$10,000
Gold	\$5,000 - \$7,499
Silver	\$2,500 - \$4, 999
Bronze	\$500-\$1,999

Sponsor Tiers	Flag on Course	Spectator Boat (Regatta)	Spectator Boat (Sponsored Day)	Table at Opening / Closing Ceremonies	Table at Sponsored Dinner	Regatta Cup Branding	Course Mark Branding	Bow Number Branding	Promo Material Branding	Yacht Scoring Banner Ad	Yacht Scoring Ad	Program Banner Ad	Program Ad	Title Listing on Regatta Banner	Brand on Regatta Banner	Commercial Radio Ad	Race Day Radio Recognition (On Course)
Title	✓	✓		✓		✓	✓	✓	✓	✓		✓		✓		✓	✓
Gold	✓		✓		✓				✓		✓		✓		✓	✓	✓
Silver									✓		✓		✓		✓		
Bronze											✓		✓		✓		

In addition to our Tier sponsors we are looking for organizations for organizations and individuals willing to support specific activities or events.

These include but are not limited to:

1. Coffee & Donut Sponsor – Providing on site Coffee and Donuts for regatta (Sponsor mention at Opening & Closing)
2. Event Bar Sponsor – Sarnia Yacht Club will stock a company's beers or spirits and sell at the club for the duration of the regatta for \$1000 - \$1,500 sponsorship contribution.
3. Media Sponsor – Sponsorship to defer the cost of advertising and promotion for the event (Sponsor mention at Opening & Closing Event)
4. Individual – Individual contributions will be welcomed and recognized on the Regatta Roster among those that contributed to make the event possible.

Getting Involved

Interested in sponsoring our event?

Please contact: _____ at _____ or email sarniasharkfleet@gmail.com to walk you through the next steps.

Thank you in advance for helping us make this exceptional event happen!