

The Carolina Cup Regatta, Inc.

Proudly Brings Back

International Cup Regatta

June 2-3, 2012

Elizabeth City, North Carolina



The Carolina Cup Regatta, Inc.

PO Box 2604

Elizabeth City, NC 27906

Sanctioned through the American Power Boat Association

www.carolinacupregatta.com

carolinacupregatta@yahoo.com

International Cup Regatta

"The Tradition Lives On"

Powerboat racing on the Pasquotank River originated in the early 1950's and continued through the late 1960's. As a major stop on the American Powerboat Circuit, racing on the Pasquotank River drew some of the largest crowds of any East Coast racing venue and had what some called *"the fastest water...anywhere!"*. People came from near and far to watch and participate in the races; large crowds lined the River twice a year. Now...the thrills of racing are back!

**Thanks to the support of local sponsors, local agencies,
and the year around work of the Carolina Cup Regatta Committee**



**This will be the 7th year The Carolina Cup Regatta has
filled the Pasquotank River with powerboats**

In 2006, powerboats were once again racing on the Pasquotank River. The *Inaugural Carolina Cup Regatta* brought a crowd of more than 6,000 with rave reviews from the community and attendees. The race has returned back to the Elizabeth City Waterfront ever since enthusiastic and loyal fans returning to once again enjoy the Regatta's fast boats and family-oriented festival.

The 2012 International Cup Regatta hosted by The Carolina Cup Regatta, Inc. promises to be a fun filled weekend of racing. From the response of the many racing fans people are already marking June 2-3, 2012 on their calendars with *"The International Cup Regatta!"*



Businesses everywhere, from neighborhood operations to the largest corporations, are learning that motor sports marketing is one of the best possible uses of valuable promotional dollars. **Why? Because nothing touches the lives & hearts of consumers more effectively than racing!**

Everyone loves a great race!

Racing fans represent a cross-section of Americans of all ages, educational, and income levels. A day at the races...a day at the **International Cup Regatta**...is a great opportunity for you to form and cement bonds with customers; and to build product awareness, sales, and loyalty.



As a sponsor of the International Cup Regatta, you will enjoy a highlighted and prominent profile with this lucrative and loyal market. You will also have the platform to create meaningful promotions and reinforce your relationship with a loyal and appreciative market.

Fans of all ages love the races!

The Competitors



Crowds gather everywhere! Excitement fills the air!

Power boats on the Pasquotank River feature some of the most exciting racing ever. With power boats scheduled to race on Saturday and on Sunday, the days are full of exhilaration and the thrill of *SPEED on the WATER!* With speeds up to 80 mph, boats will circle the 1¼ -mile course only inches apart! It is truly exciting to watch! With race boats being docked on the waterfront, spectators have a great view to watch the hard work that goes into getting a “fast boat” ready to race. They can walk in the “cold pits” met the drivers, crew members and see the boats up close.

International Cup Regatta - 2012

Dates & Times: Friday, June 1, 2012; 5:00 PM –10:00 PM – Welcome Racers!
Saturday, June 2, 2012; 10:00 AM – 5:00 PM
Sunday, June 3, 2012; NOON – 5:00 PM

Location: Downtown Waterfront, Elizabeth City, North Carolina. Thousands of spectators will line both sides of the Pasquotank River. Boating enthusiasts will be safely anchored in boats on the River. Everyone will have a great view of the races!

Attendees: We expect to draw more than attendees for all over the east coast to the 2012 Regatta. Attendance has increased over the past years. In addition, we anticipate reaching listeners with the live radio broadcast.

Target

Demographics: Three of the most lucrative demographic profiles in America today represent our target market: Racers, Race Fans, and Boaters! These individuals are active consumers who bring disposable incomes from all walks of life. They have money to spend on their personal needs and interests. Many are business owners as well.

They are very aware of who sponsors their sport, and they have a strong tendency to support those sponsoring companies. Sponsorship will allow you to create a lasting bond with a captive audience.

Racers and Race Fans are extremely loyal to their sport and to the businesses and organizations that support racing. Boaters enjoy the lifestyle advantages of owning and using a pleasure boat. Both the race fan and the pleasure boat enthusiast will be in attendance at The International Cup Regatta.

Cost: Admission to The International Cup Regatta is *FREE!* Fans are encouraged to bring the entire family! There are many different attractions and interesting things to do throughout the race day. There truly is something for everyone!

Racers, Fans & Boaters = Our Target Audience!

Based upon audience feedback and observations, our media and promotional campaign is aimed at racers, race fans, and boaters. Generally, all three groups are upwardly mobile, family-oriented, and possessing significant discretionary spending power.

Racers – Includes the many race drivers, their crews and supporters, traveling to Elizabeth City to participate in the races. With the “high speed” racing scheduled, we anticipate a large crowd to travel here from throughout the Mid-Atlantic region and beyond. These visitors will spend money for traveling and will also enjoy the unique shopping experiences that Elizabeth City and North Carolina can offer.



Racing Fans – True powerboat racing fans follow the races carefully and will travel to support their sport. These fans are loyal, and, like their NASCAR counterparts, are also extremely loyal to those companies who support their sport! Again, these fans are generally upwardly mobile with discretionary spending power.

Boaters – People love boats! Boat owners also have the available income to make quick and decisive purchasing decisions. Boaters come with family and friends and see boating as both recreational and quality-time activities. Boaters are a very lucrative target market!



Media Support

With a goal of reaching our target markets with multiple contacts within a 200-mile radius of Elizabeth City, we are creating a Media Plan that will both inform and generate excitement about the International Cup Regatta Weekend – 2012! Your sponsorship package will include event advertising targeted to your specific audience and promotional needs.

A media campaign is planned which will cover Eastern North Carolina and Southeast Virginia

Publicity

We are a member of The Elizabeth City Area Convention & Visitors Bureau (ECACVB) Discover EC Advertising and Marketing Co-Op Program. This program is designed to increase advertising exposure for the region and for individual participants by matching each member's advertising budget through a cooperative advertising program. This will help us stretch our advertising dollars.

Signage

Flags, signs, and banners will be strategically placed on the Elizabeth City Waterfront before, and during the Regatta Weekend. The Regatta will also be promoted on marquees at numerous area businesses.

Website

The Carolina Cup Regatta has a year-round web site that includes a wide variety of information about the Regatta, Sponsors, and Vendors. Our website will be featured on all appropriate media promotion and publicity. We will offer you the opportunity to link your business home page from our website.

Direct Mail

From the website, we will conduct our direct mail using E-mail to the many people requesting additional information on travel, accommodations, restaurants, etc. in the Elizabeth City area. We will be contacting them six weeks prior to the Regatta, and again two weeks prior.

About Powerboat Racing Marketing

In more ways than one, marketing through powerboats is an effective way to build sales, increase brand name awareness and gain market share. Sponsorship at this level is not perceived in the collective mind of the market as traditional advertising, but rather more community involvement. The inherent resistance usually associated with an advertised message is non-existent; you get your marketing message - *your story*- out to the buying public by being associated with these remarkable racing powerboats.

**This is not only unique, it's incredibly cool!
We look forward to being partners with you this year in supporting the
International Cup Regatta**

The Powerboat Racing Audience

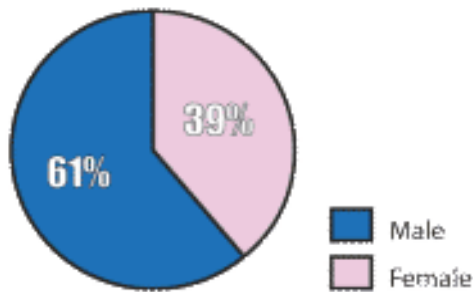
Reach a highly-desirable target demographic of loyal fans in a fun and electrifying environment.

Powerboat Sports Fans are said to be the most brand loyal in the world. They are very aware of who sponsors their sport, and they have a strong tendency to support those sponsoring companies. Sponsorship will allow you to create a lasting bond with a captured audience.

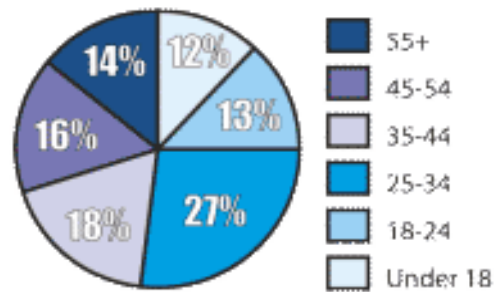
Powerboat Racing fans are:

- Married with families and children
- Male and female
- 18-44 years old
- Earning an above average household income
- Homeowners
- Employed
- Multiple automobile owners

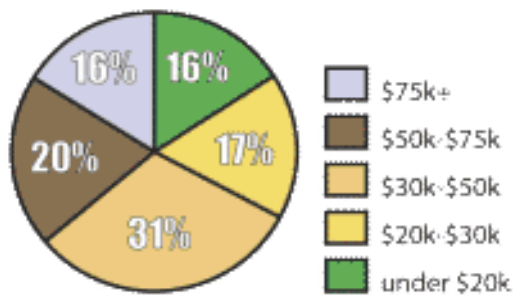
GENDER



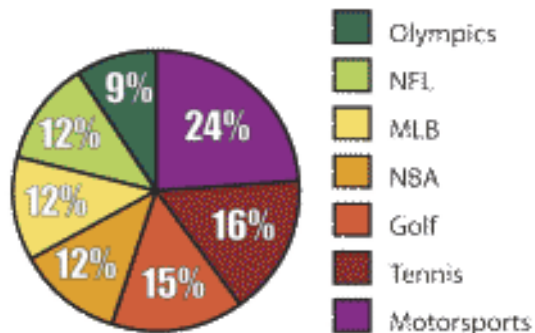
AGE



INCOME



SPONSOR LOYALTY



2012 SPONSOR LEVELS

International Cup Regatta

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Major Race Sponsor: (\$5,000.00 contribution) Advertised as the major sponsor.

- Your company's name will appear on/in all event advertising.
- Your company's name will be noted on the PA system/ live radio broadcast during both race days at least 20 times per day.
- You will be noted as the major sponsor of the event in the race program and on CCR website.
- You will receive prime placement of 2 banners at the race site and prime placement of your company's products (6 units) at the race site.
- 20 VIP passes and 10 pit party passes per race day.
- Full Page ad in program on any of the following pages: Inside Front Cover, 1st Page, Inside Back Cover, Last Page or Back Cover.

Class Sponsor: (\$2,500 contribution) Noted as class sponsor.

- Your company's name will be noted on the PA system/ the live radio broadcast during both race days at least 3 times when your class races (6 times per day).
- You will be noted as class sponsor in the race program and on CCR website.
- 10 VIP passes and 6 pit party tickets per race day.
- A ½ page in program.

Contributing Sponsor: (\$1,000 contribution) Noted as contributing sponsor.

- Your company's name will be noted on the PA system/live radio broadcast during both race days at least 4 times per day.
- You will be noted as a contributing sponsor in the race program and on CCR website.
- 6 VIP passes and 4 pit party passes per race day.
- A ¼ page ad in race program.

Friend of International Cup Regatta: (\$500 contribution) Noted as Friend of International Cup Regatta

- Your company's name will be noted on the PA system/live radio broadcast during both race days at least twice per day.
- You will be noted as a friend in the race program and on CCR website.
- 2 VIP passes per race day.
- A business card ad in the race program.

Boat Sponsor: (\$200 contribution) – 1 randomly selected boat to be your boat for the weekend of racing. You will be noted on the PA system/live radio broadcast when your boat races. You will be noted as Boat Sponsor on the sign located in Waterfront Park at the information tent. You will all so be listed in the race program and on CCR website.

Supporting Sponsor: (\$100 contribution) – Noted on the PA system/live radio broadcast once each day at end of race. You will be noted as Supporting Sponsor in the race program.



2012 International Cup Regatta Sponsorship Agreement

This letter of agreement, dated _____, between The Carolina Cup Regatta, Inc., hereinafter referred to as "Regatta", an existing North Carolina organization [Tax ID # 20-5900156] with a mailing address of PO Box 2604, Elizabeth City, North Carolina 27906; and _____ located at _____; hereinafter referred to as the "Sponsor", for the purpose of sponsorship of the International Cup Regatta powerboat races on the Elizabeth City waterfront from June 2 – June 3, 2012.

1. The Regatta shall provide Sponsor with the Sponsorship designation, rights, and benefits of a _____ **Sponsorship** for the 2012 Regatta. Sponsor is entitled to all rights and benefits associated with the Sponsorship designation. Regatta reserves the right to make non-material modifications to those benefits from time-to-time.
2. Sponsor understands that certain of the benefits require information or input by Sponsor. Failure to provide the information or input by the dates required may result in forfeiture of the benefit for which it was required.
3. Regatta shall maintain during the performance period (June 1 – 3, 2012) herein comprehensive general liability insurance with combined single limit of \$5,000,000.00. Vendors are to provide a certificate of insurance providing a minimum of \$1,000,000 liability coverage and naming the American Power Boat Association (APBA) and The Carolina Cup Regatta, Inc. as additional insureds.
4. The Sponsor agrees to indemnify and save harmless the Regatta and its agents, representatives, officers, and associates from any charges, claims, and causes of action and lawsuits of third persons, including, but not limited to agents, representatives, and employees of the Sponsor based upon or arising out of any damages, losses, expenses, charges, costs, injuries or illness, including death, sustained or incurred by such person or persons resulting from or in any way, directly or indirectly, connected with the performance or non-performance of this agreement.
5. In the event that the Regatta shall be prevented from completing performance of its obligation hereunder by act of God or any other occurrence whatsoever which is beyond its control, it shall be relieved of its performance of its said obligation.
6. Carolina Cup Regatta and International Cup Regatta exclusivity: The Carolina Cup Regatta, Inc. is the official name of the corporation which produces the Regatta, the annual powerboat races on the

Pasquotank River in Elizabeth City. The use of the name Carolina Cup Regatta or International Cup Regatta is prohibited. If a sponsor wishes to use these names in any manner, written permission must be obtained from The Carolina Cup Regatta, Inc. The Regatta also reserves the right to view in advance and approve or disapprove the materials, advertising, and any other use of the name Carolina Cup Regatta or International Cup Regatta.

The Sponsor shall in consideration hereunder comply with all of the following terms and conditions:

Pay the sponsorship fee of _____ in two (2) installments. An initial deposit of _____ is due with the submission of this signed agreement; and the final payment of _____ is due on or before May 1, 2012.

Without full payment as herein stated and at times specified, this agreement is voidable at the sole option of the Regatta and any money paid shall be retained by the Regatta as liquidation damages as dates and deadlines cited herein are of the essence. Such liquidation damages are in addition to any other remedies at law available to the Regatta.

This instrument is complete and contains the whole agreement, and no agent or representative of the Carolina Cup Regatta, Inc. or Sponsor is authorized to make orally any addition thereto or modification thereof. No modifications will be valid unless in writing and signed by both parties.

The agreement shall be construed as having been made and delivered within the State of North Carolina and the laws of North Carolina shall be applicable to its interpretation and enforcement.

This agreement is signed by the following:

The Carolina Cup Regatta, Inc.

Sponsor

Print Name and Position with CCR

Print Name and Title with business:

International Cup Regatta

June 2-3, 2012

10:00 A.M. to 5:00 P.M.



FREE ADMISSION

Hosted By: *The Carolina Cup Regatta, Inc.*
www.carolinacupregatta.com

Elizabeth City, NC