

# The Carolina Cup Regatta, Inc.

*Proudly Brings Back*

## International Cup Regatta

June 6-7, 2009

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](http://www.carolinacupregatta.com)

[carolinacupregatta@yahoo.com](mailto:carolinacupregatta@yahoo.com)

# International Cup Regatta

## *"The Tradition Lives On"*

**P**owerboat 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 4th 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 returned back to the Elizabeth City Waterfront in both 2007 and 2008, with 8,000 enthusiastic and loyal fans returning to once again enjoy the Regatta's fast boats and family-oriented festival.

The 2009 International Cup Regatta hosted by The Carolina Cup Regatta, Inc. promises to be even bigger and better. From the response of the many racing fans people are already marking June 6-7, 2009 on their calendars with *"The 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 130 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 - 2009

**Dates & Times:** Friday, June 5, 2009; 5:00 PM –10:00 PM – Welcome Racers!  
Saturday, June 6, 2009; 10:00 AM – 5:00 PM  
Sunday, June 7, 2009; 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 9,000 attendees for the 2009 Regatta. Attendance has increased over the past three years. In addition, we anticipate reaching more than 18,000 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 – 2009! 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**

## Television

While the majority of television coverage will be promotional, we will be working with area cable stations as well as channels in Eastern North Carolina and Southeast Virginia. Film footage of powerboat racing will be made available to area channels.

## Radio

For Regatta – 2009, we will be negotiating an exclusive radio package with one of the local radio stations. The package will include both paid media and promotional announcements in North Carolina and the Hampton Roads listening areas.

This wide coverage will allow us to successfully reach our target markets both demographically and geographically. Spots and promotions will run for approximately 3 weeks during key drive-time hours and throughout the day, leading up to the Regatta Weekend.

In addition, we will broadcast the races live on Saturday and Sunday, providing Sponsors with on-air exposure throughout the races. We strongly feel our radio package will give us exceptional coverage throughout our entire marketing area, just as it has in the last three years.

## Newspaper

Newspaper coverage will be extended throughout Northeast North Carolina and Southeast Virginia. We hope to confirm our local partnership with The Daily Advance for promoting the Regatta. We will be negotiating a series of ads, promotions and articles leading up to, and through, the Regatta Weekend.

In addition to the Daily Advance, there will be announcements and articles placed in the following: The Virginian Pilot, The Hampton Roads Daily Press, The Suffolk News Herald, The Raleigh News & Observer, The Coastland Times, The Outer Banks Sentinel, The Perquimans Weekly, The Chowan Herald, and The Currituck Independent.

## 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.

We have worked with the North Carolina Division of Tourism, Film and Sports Development and have placed rack cards in all the North Carolina Welcome Centers advertising our Regatta.

## 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

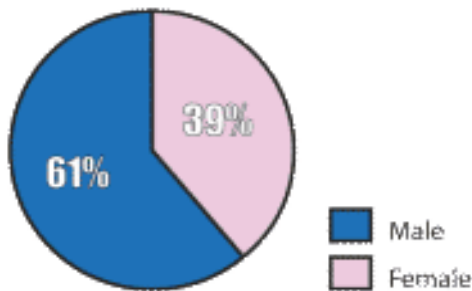
Reach a highly-desirable target demographic of loyal fans in a fun and electrifying environment.

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.

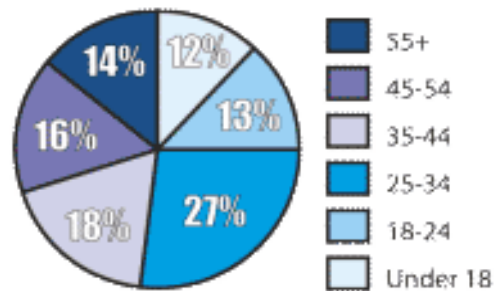
Powerboat Racing fans are:

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

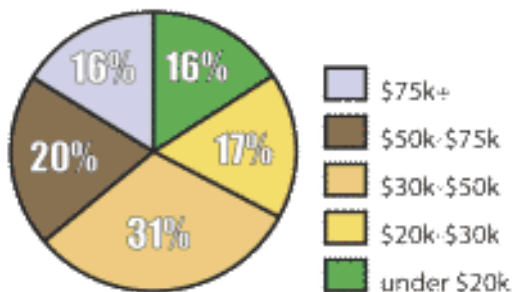
### GENDER



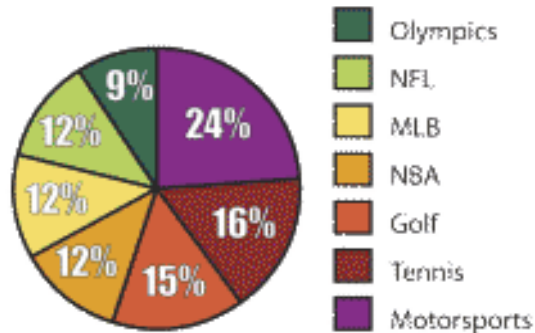
### AGE



### INCOME



### SPONSOR LOYALTY



# 2009 SPONSOR LEVELS

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**Major Race Sponsor: (\$10,000 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 or on the 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, 1<sup>st</sup> Page, Inside Back Cover, Last Page or Back Cover.

**Co-Sponsor: (\$5,000 contribution)** – Advertised as co-sponsor. Your company's name will appear on all print advertisement. Your company's name will be noted on the PA system or on the live radio broadcast during both race days at least 10 times per day. You will be noted as co-sponsor of the event in the race program and on CCR website. You will receive placement of one display banner at the race site. You can place your company's products (3 units) at the race site. 15 VIP passes and 8 pit party tickets per race day. Full page ad in program, but you may not choose the placement of your page until after the Major Race Sponsor has determined the placement of their ads

**Class Sponsor: (\$2,500 contribution)** – Noted as class sponsor. Your company's name will appear in all newspaper ads. Your company's name will be noted on the PA system or on 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 appear in the local newspaper ads. Your company's name will be noted on the PA system or on the 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 in the race program and on CCR website. Your company's name will be noted on the PA system or on the live radio broadcast during both race days at least twice per day. 2 VIP passes per race day. A business card ad in the race program.

**Boat Sponsor: (\$200 contribution)** – 1 boat decal on randomly selected boat. You will be noted on the PA system or on the live radio broadcast when your boat races. You will be noted as Boat Sponsor in the race program and on CCR website.

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



## 2009 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 6 – June 7, 2009.

1. The Regatta shall provide Sponsor with the Sponsorship designation, rights, and benefits of a \_\_\_\_\_ **Sponsorship** for the 2009 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 6 –7, 2009) 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 15, 2009.

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 in duplicate by the following:

**The Carolina Cup Regatta, Inc.**

\_\_\_\_\_

Sponsor

\_\_\_\_\_

By: L. E. Outlaw

\_\_\_\_\_

By:

Title: Commodore

Title: