

# LAKE ONTARIO OFFSHORE RACING



## SPONSORSHIP OPPORTUNITIES 2020



*Providing corporate exposure to a sophisticated market through an exciting carbon neutral sport*



## Overview //

Lake Ontario Offshore Racing (**LOOR**) is a subcommittee of Port Credit Yacht Club responsible for the organization, management and promotion of offshore racing on Lake Ontario.

**LOOR** is committed to continuing 50+ years of yacht racing history on Lake Ontario through the delivery of three high profile events including the **Lake Ontario 300 Challenge**, the **Susan Hood Trophy Race** and the **Lake Ontario Short Handed Racing Series (LOSHRS)**.

The LO300 Challenge is Canada's premier offshore fresh-water race positioning our Sponsors with a high-profile demographic, including a unique group of boaters, competitors and spectators from Canada and United States. Every second year, including 2020, the LO600 Challenge is offered.

Event	2020 Dates
Susan Hood Trophy Race	May 29 - 30 <i>The "coolest" race on the Great Lakes</i>
Lake Ontario 300/600 Challenge	July 11 – 16 <i>The longest annual freshwater race in the world</i>
LOSHRS (Lake Ontario Short Handed Racing Series) <i>A six-race series</i>  <i>* destinations dependent on Lake Ontario water levels in 2020</i>	- May 31 – Toronto Course Race - June 13 – 14 PCYC to either Youngstown YC or Port Dalhousie YC and back* - August 15 - 100-Statute Mile Race - Sept. 19 – 20 PCYC to either Port Dalhousie YC or Youngstown YC and back*

### 2019 SUSAN HOOD TROPHY RACE FACTS

- 92 boats registered for the race
- Over 470 participants in the race
- Solo, Double-handed, Fully-crewed yachts in Spinnaker and White Sail Divisions

### 2019 LO300 CHALLENGE PARTICIPANT FACTS

- 84 boats registered for the race
- Over 340 participants in the race
- Solo, Double-handed, Fully-crewed yachts in Spinnaker and White Sail Divisions



# Sponsorship Packages //

## **TITLE SPONSOR for LO300/600 & SUSAN HOOD – \$20,000**

As the title sponsor for the LO300/600 Challenges and the Susan Hood Trophy Race, you are visible in all areas and levels of promotion and branding. Your corporation's identity will be incorporated into the LO300 and Susan Hood logos and featured prominently on the LOOR web and Facebook sites, and within our monthly E-newsletter, participant emails, and frequent social media posts. A news release will announce the partnership between your corporation and LOOR and your commitment will be acknowledged on an ongoing basis at onshore events such as: Skipper's Meeting, Flag Ceremonies, Speaker's Nights, Trophy Awards Nights and the Toronto International Boat Show. In addition, Mark 1 for the LO3000/600 Challenges will be named after your corporation and referred to as the '*Company name Mark*' in the Notice of Race and Sailing Instructions.

## **LO300/600 BREAKFAST SPONSOR – \$7,500**

The pre-race breakfast has been a tradition for the Lake Ontario 300/600 Race to send our sailors off to the start line with a warm meal. This event is attended by all sailors and runs from early morning 6AM to approximately 9AM. This is one of our highest media attended events and as the sponsor your company will be highlighted in all promotions and communications related to this event.

- Logo featured in the sponsors section of [www.loor.ca](http://www.loor.ca) with a link to your website.
- Participation in social media campaign surrounding event
- All signage surrounding event will promote your company with an opportunity to display
- Your company will be included in our media activities
- Your company will receive a complimentary ½ page ad in the LOOR Offshore Racing Guide
- Logo with small write up and link placed in Gold Sponsor section of Sponsor section
- Logo displayed on the Yacht Scoring website. This site will manage registrations and competitor information including, but not limited to current entry listing, notice of race, a crew bank and much more.
- Immediate Press Release will be sent via all media
- Announcement in the next e-newsletter to be deployed (1,100+ contacts).
- Announcement in the "breaking news" section of the website.
- Access to photography taken during race
- 8 VIP passes to the LO300/600 race event, 8 passes for the hospitality yacht for the start

## **LO300 TEAM CHALLENGE SPONSOR – \$7,000**

The Team Challenge is a fun inter- club challenge within the race for both Main Duck and Scotch Bonnet Courses. The winning clubs receive a cash donation to their club's Junior Learn to Sail Program and a special keeper trophy is presented at the club's annual awards banquet. The challenge will be named after your corporation and your company's name will be highlighted in all promotions and communications related to the team challenge.

- Logo featured in the sponsors section of [www.loor.ca](http://www.loor.ca) with a link to your website.
- Participation in social media campaign surrounding event



- Logo with small write up and link placed in Team Challenge section and Sponsor section
- Announcement in the next e-newsletter to be deployed (1,000+ contacts).
- Announcement in the “breaking news” section of the website.
- Logo displayed on the Yacht Scoring website. This site will manage registrations and competitor information including, but not limited to current entry listing, notice of race, a crew bank and much more.
- Opportunity to display your company signage at pre-race, race and post-race events
- Access to photography taken during race
- 4 VIP passes to the LO300/600 race event, 4 passes for the hospitality yacht

### **LO300/600 FINISH LINE SPONSOR – \$5,000**

This package provides your company with exclusive signage at the post-race check-in as the provider of the Finish Line Bowl of Chilli. Your company will be credited with the much-anticipated and appreciated post-race chili and refreshment. This is a captive audience as all competitors are required to check in upon finishing the challenge.

- Link to company website from the sponsor’s page on [www.loor.ca](http://www.loor.ca).
- Logo/company name on select promotional media and publicity
- Company signage will be displayed at pre-race events
- Access to photography taken during race
- 4 VIP passes to the LO300/600 race event, 4 passes for the hospitality yacht

### **POST RACE FLAG CEREMONY SPONSOR – \$3,000**

The Post-Race Party and Flag Ceremony for the Susan Hood Trophy Race and the LO300/600 is held a week to 10 days following the finish of the LO300/600. Your company will receive exclusive signage at this event and the opportunity to hand out product information. This package assists in the provision of food, refreshments and entertainment for all participants at this event.

### **BRONZE SPONSOR – \$2,500**

With this package your logo will be featured on the [loor.ca](http://loor.ca) website with a link to your corporate website. Your company signage will also be displayed at pre-race, race and post-race events and you’ll receive two VIP passes to the LO300/600 pre-race skipper’s meeting and dinner.

### **CONTRIBUTOR– \$1,500**

With this package you will have the opportunity to include product samples in Crew Bags and your logo will be featured on the [loor.ca](http://loor.ca) website. Your company signage will also be displayed at pre-race, race and post-race events.



# Audience Demographics //

## ***LOOR Participants:***

Professionals, men and women, with a passion for the sport of sailing.

## ***Canadian Sailor Facts:***

It is estimated that 1.2 million people in Canada participate in the sport of sailing. Canadian sailors and sailing enthusiasts have one of the highest income demographics in Canada. They are college and university educated and brand conscious.

## ***Demographics:***

- Average age of participants (racers) 43
- Average Age of Skippers 53
- 65% male
- 80% married/common-law
- 56% professional/management level
- 76% have college/university degree or higher
- Average household income \$144,000

## ***Psychographics:***

- 78% of participants boat with their children
- Travel abroad more than 3 times/year
- High luxury spending (luxury cars, technology/computers, artwork/photography, watches, oenophiles)

*Statistics have been accumulated from Canadian Yachting, LO300 Participation Data, Sail Canada*



# Marketing //

## ***MONTHLY E-NEWSLETTER***

- Distribution to over 1,100 subscribers on a monthly basis
- Providing highlights and details of all upcoming events, results and key media and social contacts
- Sponsor logos featured with every e-mailing of the publication

## ***LAKE ONTARIO OFFSHORE RACING GUIDE***

- An annual publication produced by Lake Ontario Offshore Racing
- Sponsor logos featured on a 'Thank You to Our Sponsors' page
- 2,000 copies printed and distributed throughout the Lake Ontario marine community
- Popular as a keeper guide with information to help racers and cruisers.
- Certain sponsorship packages include Advertising space in the guide
- Ad space is available at a discounted rate for other sponsors

## ***TORONTO INTERNATIONAL BOAT SHOW***

- Annual presence at show to promote offshore racing
- Promotional and marketing materials containing sponsorship logos and information distributed depending on sponsorship package selected

## ***THE WEB***

- **LOOR.CA** provides extensive brand exposure for our sponsors.
- **YBTracking** – Race tracking system that covers the LO300 and LO600 Challenges.
- **YachtScoring.com** - official website which carries all registration and race scoring information.
- **Sail-World.com** – most popular sailing web site on the planet.
- **LOOR.CA** site has over 1 million hits and 200,000 visits throughout the year.
- Website visitors represent 25+ countries around the world.
- Estimated media coverage for the 2019 program in both print and broadcast, reached more than 1.5 million Canadians.

## Social Media //

### LO300 Stats | July 12-16<sup>th</sup>, 2019 | Compiled by Parker Media Management

#### Instagram Activity July 12-16<sup>th</sup>

- Website Clicks: 7
- Profile Visits: 646
- New Followers: 34
- 435 Unique Accounts reached during this period
- Reach: 435 per post
- Impressions: 12,412 (total # of times posts have been seen)
- Likes per post: 15 – 20
- Avg. comments per post: 1-3
- Impressions from Stories: minimum was 37, highest was 102

**Followers locations:** Toronto (highest) / Mississauga / Hamilton / Oakville / Ottawa

**Average Age:** 25-34

**Gender Following:** Men at 66% / Women at 34%

#### Word of Mouth:

- Increased number of people commenting on how much they enjoyed and appreciated the photos plus enjoyed the social media
- Increase in the number of people commenting that they 'saw that online'
- Greater number of people engaging both online and offline during the race and leading up to the event

#### Video Performance on Facebook:

- Overall from July 11-17<sup>th</sup>
  - 601 minutes viewed (how long they watched)
  - 1,400 video views (how many times the videos were viewed)
- Overall from July 8 – August 4<sup>th</sup>
  - 855 minutes viewed
  - 2,000 video views

#### Facebook July 10-16<sup>th</sup> | Short Term Results

Metric (LOOR)	2019	Trend for 2019
Page Actions	10	Increase of 420%
Page Visits	1,061	Increase of 807%
Page Previews	72	Increase of 300%
Page Followers	28	Increase of 367%
Total Reach	5,611	Increase of 149%
People Engaged	3,579	Increase of 221%
Total Page Likes	26	Increase of 420%
Video Views	1,308	Increase of 1,182%



## Susan Hood Stats | June 1-5<sup>th</sup>, 2019 | Compiled by Parker Media Management

### Instagram

- Increase in the number of people posting BEFORE the race
- Significant increase in sponsors posting throughout the race, including Humberview Group, North Sails, PCYC and NYC
- Lots of engagement by sailors during and after the race both via stories and photos

Instagram	2019
Profile Visits	100
Impressions from Stories	Avg. 50-60 per story
Follower primary Location	Toronto
Avg. Comments per Post	3
Avg. Reach per Post	150-175
Likes per Post	20
Total stories Posted	39
Stories Posted by others	12

Facebook June 1-5 <sup>th</sup>	2019
Page Previews	45
Reach	2.734
New Page Likes	13
Engagement	2.148
Reach per Post	600-700
New Page Followers	14

*Additional details regarding Social Media activity for LO300/600 and Susan Hood events are available upon request.*

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## Contact Information

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