

The Dallas Corinthian Yacht Club (DCYC) is pleased to host its 61th Annual flagship regatta, the **Heritage Cup Regatta** featuring the **J/24 Corinthian Cup (CHCR)**, from **May 19-20, 2018**. Since 2002, DCYC has designed its annual regatta as its primary source of fundraising for various organizations, including the Leukemia & Lymphoma Society. This year, all proceeds from DCYC's annual regatta will benefit sailing and educational opportunities for the youth sailors of the Dallas Corinthian Yacht Club.

THE Event of the Year! ~ CHCR has been North Texas' premier regatta. This regatta has been known to both PHRF racers and one-design racers as a top venue to compete. It has been widely known as a great venue because of its central location, vast grounds that allow for camping and RVs, two to three racecourses with top notch Principal Race Officers and Official Judges holding the races, ample entertainment and food, and, of course, the **Saturday Night Rum Party!** The competitors and spectators come to this venue because it is one of the best sailing events of the year. With plenty of racing and FUN! This year will be no different. So, get ready for a great regatta weekend!

The Event Location ~ DCYC is located at 1399 Yacht Club Road in Oak Point, Texas, which is 45 miles north/northeast of the DFW Metroplex. Founded in 1956, DCYC is an inland sailing club located on the northeast shore of Lake Lewisville in North Texas. With DCYC's central location and mild weather, we expect participants from across Texas and Oklahoma to participate in this event.

Our 2018 Goal ~ DCYC hopes to raise up to \$5,000 to support the educational and sailing opportunities for DCYC's youth sailors. This includes the purchase of additional boats for training, traveling to various regattas, and equipment for education and sailing.

How You Can Help ~ Sponsorship is vital to present a successful regatta and provides the fundraising efforts for the programs we support. To help us reach our goal, you can become a level sponsor or make an In-Kind donation to this event. There are several sponsorship levels available. Every amount raised will make a huge impact on DCYC's youth sailors program and the future of our sailors, both young and old, and both experienced and learning.

Exposure for Sponsors ~ DCYC has hosted between 55-75 boats, along with crew and spectators. This year, around 60 boats are expected to participate in this regatta, many of which have competed numerous times in this popular annual event. There will also be one-design fleets attending as part of their circuit schedule. More than 350 regatta competitors and spectators would benefit tremendously from your generosity. Your support allows us to expand our event to a larger sailing audience, reaching more of those spectators who have an interest in the sport, the event location, and your product or service.

About DCYC's Youth Sailors - Aqua Monkey Program

DCYC's youth sailing program began several years ago with just a few Sunfish and Optis. In the past 6 years, the Aqua Monkey program has grown to include over 20 youth sailors who compete both locally and on the Texas Sailing Association circuit. Many of our youth sailors that participate in DCYC's winter classroom program go on to compete across Texas, and some, across the United States.

Through DCYC's youth sailing programs, its coaches and instructors we are able to teach sailing to our youth who in turn learn valuable life lessons and skills such as:

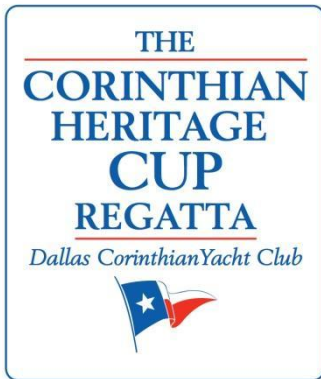
- Teamwork
- Communication
- Responsibility
- Critical thinking and decision-making

Thank you for the time to show you this great opportunity. We appreciate your consideration in sponsoring this worthy event, and we look forward to having an opportunity to discuss the details with you further.

Please contact me if you have any questions about sponsorship, competing in the event or simply coming out to watch great days of racing.

Kim Dickey
940-597-4988
Kim@frenchcanalboatcompany.com

** Booths are to be approved by event committee.*



Sponsorship Opportunities

DCYC's Annual Regatta, the **Heritage Cup Regatta** featuring the **J/24 Heritage Cup**, known as The **Corinthian Heritage Cup Regatta (CHCR)**, is one of the premier and longest-standing sailing events in the North Texas area. A modest crowd will be watching the event, which will be covered by local media, web media and social outlets such as Facebook, Twitter, and Scuttlebutt, and event articles may be included in printed materials such as Sailing World, Sail Magazine, Sailing Magazine, and local newspapers and magazines.

CHCR offers several levels of sponsorship, and we hope your company will find a good fit and partnership with us.

Platinum (Event Title) Sponsor \$2,000

- *Exclusive sponsorship – **Deadline May 1, 2018***

- Your company name and logo will be displayed on a vinyl sticker to be attached to the bow of each participating boat. This is advertising on each of the boats registered! Some of these boats returning home will crisscross hundreds of miles displaying your company name! Consider on average 30 boats (x) an average 8-hour drive home (x) 1,000 views per hour = 8,000 views during the trip HOME!
- Event naming rights
- Title sponsor banner prominently displayed at the event (banner to be provided by you).
- Title sponsor logo included on any t-shirts, posters, website and other media exposure.
- Title sponsor logo displayed on media, spectator and VIP boats.
- Reserved spots on a spectator boat for a party of 6 on Saturday.
- Dinner for a party of 6 on Saturday night
- Goody-bag promotional opportunity.
- An invitation to present the winning trophies at the awards ceremony on Sunday noon.
- Opportunity to set up a booth for the sale or solicitation of your company merchandise during the weekend.
- Embedded Links on DCYC website for the Regatta.

Gold (Commodore) Sponsor \$1,500

- ***Deadline May 1, 2018***

- Gold sponsor banner prominently displayed at the event. *
- Gold sponsor logo included on one or more of the t-shirts, posters, website and other media exposure.
- Gold sponsor logo displayed on media, spectator and VIP boats.
- Reserved spots on a spectator boat for a party of 4 on Saturday.
- Dinner for a party of 4 on Saturday night.
- Goody-bag promotional opportunity.
- Opportunity to set up a booth for the sale or solicitation of your company merchandise during the weekend.
- Embedded Links on DCYC website for the Regatta.

* *Booths are to be approved by event committee.*

Dinner Sponsor \$4,000 (or 4 individual spots \$1000)

- Banner with your name or company name . *
- Your name or company name on Regatta T-Shirt's.
- Reserved spots on a spectator boat for a party of 2 on Saturday.
- Dinner for a party of 2 Saturday dinner.
- Goody-bag promotional opportunity.
- Your name or company name on DCYC Website of sponsors

Band Sponsor \$650 – ACR Real Estate / James Hankins

- Banner with your name or company name. *
- Reserved spots on a spectator boat for a party of 2 on Saturday.
- Dinner for a party of 2 Saturday dinner.
- Goody-bag promotional opportunity.
- Your name or company name on DCYC Website of sponsors

Tent Sponsor \$1,500

(\$500 – Kraft Building & Remodeling, \$500 – SVTronics, \$500 - Open)

- Banner with your name or company name. *
- Dinner for a party of 2 Saturday dinner.
- Goody-bag promotional opportunity.
- Your name or company name on DCYC Website of sponsors.

Ice Box Sponsor \$500 – UPS Store – Cross Roads

- Banner with your name or company name on Ice Box container. *
- Dinner for a party of 2 Saturday dinner.
- Goody-bag promotional opportunity.
- Your name or company name on DCYC Website of sponsors.

Lunch Sponsor \$750 – Northwestern Mutual Life Ins.

- Dinner for a party of 2 Saturday dinner.
- Goody-bag promotional opportunity.
- Your name or company name on DCYC Website of sponsors

Water Sponsor \$200 - Charlie & Jannell Hoffman

- Your name or company name on DCYC Website of sponsors

In-Kind Sponsor \$ Value to be determined

Keg Sponsor - BJ's Restaurant & Brewhouse / Dave Laurent

In-kind sponsorship is the donation of goods and services that help us reduce our budget for the event or merchandise or services that can be used for prizes, raffles, goody bags, etc.

*** Banners to be provided by the sponsoring individual or company.**

DCYC Youth Sailor Program Thanks You!

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