



**J22 SAIL
SPONSORSHIP
DECK**



Partnership Proposal



Community Sailing

Park City Sailing Association (PCSA) is a non-profit organization dedicated to promoting the joy of sailing through a range of inclusive programs and initiatives. Our offerings include sailing courses for all skill levels, racing programs for adults and kids, membership access, engaging summer camps for children, outreach programs for veterans, and specialized therapeutic programs designed for people of all ability types and educational needs. By participating in sail advertising, you'll be supporting these valuable community-focused activities while gaining exposure to a diverse and engaged audience.



Community Sailing

PCSA, located on the picturesque Jordanelle Reservoir, was established in 2008 and quickly became a haven for sailing enthusiasts in the region. In 2015, Park City Sailing expanded its offerings by introducing a Charter Sailing Program and an Adult Sailing Program, following the acquisition of the club's first J22 keelboat. Due to the popularity of both programs, a second J22 keelboat was added the following year. Now, almost 10 years later, the J22 fleet has reached 6 boats, and Park City Sailing has become a premier sailing destination in Utah.



Community Sailing

PCSA's Junior Race Program is dedicated to fostering a passion for sailing among young athletes while developing essential life skills such as teamwork, sportsmanship, and resilience. The program offers specialized training for kids aged 5-17, allowing them to hone their sailing abilities and compete in local, regional, and national regattas. As the program continues to grow, it remains committed to promoting the sport of sailing and providing a supportive environment where young sailors can thrive and achieve their full potential.





Sail with Us

By placing your logo on our community sailing organization's sails, you'll gain prominent exposure to a diverse audience of sailing enthusiasts, recreators, local families, and individuals passionate about supporting community-driven initiatives. The Jordanelle State park hosts hundreds of people per day in the summer, the majority of which see our sails regularly.



Sail with Us

- **Exposure:** Sails are highly visible and eye-catching, providing an opportunity for advertisers to reach a large and diverse audience in a unique way.
- **Novelty:** The idea of placing ads on sails is not as common as traditional advertising methods, making it a fresh and exciting approach for companies looking to stand out.



Sail with Us

- **Association:** Advertising on sails associates the brand with the sport of sailing, which often carries connotations of adventure, luxury, and outdoor recreation. This can be a powerful way for companies to align their brand with these desirable qualities.
- **Environmentally Friendly:** Unlike some other forms of advertising that can create waste or pollution, advertising on sails is an eco-friendly option, as the sails are already being used for their primary purpose.



Sailing Demographics

- Average Annual Household Income:
 - Over \$125,000 70%
 - Over \$225,000 19.5%
- 59% of all Sailing participants are male
- 61% of frequent (15+/year) Sailing participants are male
- 64% of all Sailing participants are 35 years old and over
- 74% of frequent (15+/year) Sailing participants are 35 and over
- 52% of all Sailing participants have a college degree or higher
- Sailors rank 1st in the following categories:
 - Owning a \$50,000+ vehicle
 - Spending \$5,000 on jewelry
 - Traveling 1st class
 - Having assets of \$2.0+ million



SPONSORSHIP OPPORTUNITY

Included in all sponsorship packages:

- Branding on boat's mainsail, port side (approximate size 3' tall x 5' wide) for the life of the sail (3 years)
- Branding provided and installed by Park City Sailing
- Digital assets (photos and video clips taken by our team) of your logo on the boat out sailing
- Logo and link on website
- Focused newsletter inclusion, highlighting and promoting your company and brand
- Tax write off for donation (501c)



Opportunities

Fleet Level

All 6 -J/22's

owned by

Park City Sailing

3 Years

\$11000.00 Total

- **Corporate experience included**
- **Monthly newsletter inclusion
June - October**

Opportunities

3 Years

\$2250.00 /Boat

Single Boat

**- Focused newsletter
highlight spot**



THANK YOU



**Please reach out to discuss
further!**

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