



**THE BLACK PEARL II
J/24 CAN 2019**

**2017 RACING SEASON
SPONSORSHIP OPPORTUNITIES**

BLACK PEARL

www.theblackpearl.ca

“We are a young, passionate, and diverse sailing team, racing the 2017 J/24 World Championships. Our commitment to the sport and values of sportsmanship and teamwork is demonstrated in our strong track record in Ontario and Canada.”

Our Proposal:

We are actively seeking sponsorships to support The Black Pearl II J/24 sailing racing team to prepare and represent an enthusiastic, Canadian-based team at the 2017 J/24 World Championships. We offer an opportunity to generate brand recognition in an exclusive high-value environment where traditional forms of advertising are not able to penetrate. Your sponsorship would have a tremendous impact for our team, by equipping us with the right tools to compete at the highest levels of performance.

Sponsorship Benefits

This year, there is a defining opportunity to expose your brand through our 2017 racing season at a local and international way.

Partner with The Black Pearl racing team and connect with hundreds of people in sailing community, many of whom are key decision makers in their companies, and beyond.

World Championships

The 2017 World Championship is the most prestigious and competitive race in the J/24 Class and draws both competitors and media alike from every continent. This international competition provides opportunities to expose and promote your business in an active, entertaining and informative way to both the national and international yachting community.

- ❖ Attended by over 50 national and international racing teams and support staff.
- ❖ Over 300 participants, guests and local club members are anticipated to attend and be exposed to boats racing at the 8-day event, including 5 days of racing.
- ❖ International press coverage for wide circulation across sailboat owners, yacht clubs, international sailing associations, and their respective social media platforms and communities

Ontario Regatta Series

With five major regattas planned across Western Lake Ontario area, your support will enhance your marketing efforts at five yacht clubs, and in their vicinity as the boat travels to and from events in the Greater Toronto-Hamilton Area (GTHA).

- ❖ Attendance of approximately 100 boats per event, with crews sizes of 5-10, plus volunteers and organizers.
- ❖ Broader exposure to the general public in the Toronto and GTHA waterfront.

Ashbridges Bay Yacht Club Racing Series

- ❖ ABYC is one of Toronto's oldest sailing clubs, situated in the Toronto Beaches.
- ❖ Exposure to ABYC, with over 500 yacht club members, guest, staff and the general public in the Beaches area during weeknight racing on Tuesdays and Thursdays, and while training in the immediate area.

Other Marketing Opportunities

- ❖ Additional exposure may be arranged by the presence of the boat during special events in the Toronto area.

The People You Will Connect With

Sailing is considered a classic sport with an upscale image and authentic values. It is a sport that is family-friendly. Sailing is a team sport that promotes competition and camaraderie. It is a growing sport that is encouraging younger generations to participate.

There are more than XX sailors, sailing in the Greater Lakes of Ontario.

The typical demographics of sailors and participants include:

- ❖ 25% Company owners
- ❖ 36% Professionals or in senior management
- ❖ 93% Homeowners, with 40% owning more than 2 homes
- ❖ 64% Own multiple boats
- ❖ 72% have two to four children per household
- ❖ Earn in excess of \$120,000 per year
- ❖ 83% college degree, with 40% post-graduate degree
- ❖ Median Age of 46, with 78% aged 25 to 54

Source: sailing sport industry data

Sponsorship Opportunities by Level

Platinum Sponsorship: \$15,000 CAN

We sail where no billboards can go! This tier of sponsorship provides exclusive access to our team in order to enhance your marketing goals. Your brand's presence will appear throughout the 2017 Ontario regatta season, the 2017 World Championship and beyond.

For your generous sponsorship you will receive:

- ❖ Exclusive presence Your company logo on full suite of racing sails to promote your company's brand on a billboard's worth of real-estate. This includes:
 - Main Sail
 - Jib/Genoa
 - Spinnaker

Contact us for specific details

- ❖ Your company logo and web link on The Black Pearl website (www.blackpearl.ca)
- ❖ Exclusive marketing of your company logo on The Black Pearl II team racing gear
- ❖ Opportunity to fly banners or flags on the boat during weekend events for additional exposure
- ❖ Mentions on social media and visibility in photographic imaging

Gold Sponsorship: \$5,000 - \$14,000 CAN

Harness the unique opportunity to market your company's brand on The Black Pearl's racing sails for our Ontario regatta season and the 2017 World Championship

For your generous sponsorship you will receive:

- ❖ Your company logo on up to 3 racing sails to promote your company's brand on a billboard's worth of real-estate. This includes:
 - Genoa Sail
 - Spinnaker Sail
 - Jib Sail
- ❖ Your company logo and web link on The Black Pearl website (www.blackpearl.ca)
- ❖ Shared marketing of your company logo on The Black Pearl II team racing gear
- ❖ Opportunity to fly banners or flags on the boat during weekend events for additional exposure
- ❖ Mentions on social media and visibility in photographic imaging

Silver \$1,000 - \$5,000 CAN

We sail where no billboards can go. Harness the unique opportunity to market your company's brand on 1 of The Black Pearl's suite of racing sails for our Ontario regatta season.

For your generous sponsorship you will receive:

- ❖ Your company logo on sails shared with other Silver sponsors
- ❖ Name and logo on The Black Pearl II boom
- ❖ Your company logo and web link on The Black Pearl website (www.blackpearl.ca)
- ❖ Shared marketing of company's logo on The Black Pearl II team racing gear
- ❖ Mentions on social media and visibility in photographic imaging

Bronze \$1,000 CAN

Market your company's products and services at local and regional regattas. Provide your company's banner/flag to fly on the boat's mast and decal on the boat's boom. When the Black Pearl II is not racing at Ontario regattas, it is docked in highly visible locations inside the yacht club. With a J/24 sailboat, we are able to sail close to the Toronto shore and in a prime position to be viewed by racers, yacht club members and the general public.

For your generous sponsorship you will receive:

- ❖ Your company logo on The Black Pearl II boom.
- ❖ Fly your company's banner on The Black Pearl II at weekend events
- ❖ Name and logo on website (www.blackpearl.ca)
- ❖ Mentions on social media and visibility in photographic imaging

Build Your Own Sponsorship Package

Looking for a customized sponsorship package? We can work with you to build the ideal package to achieve your marketing goals.

Choose from the following options:

- ❖ In-kind products and equipment, service donations, merchandise contributions
- ❖ Your company logo on The Black Pearl II racing gear
- ❖ Your company logo and web link on The Black Pearl website (www.blackpearl.ca)

For more information on becoming a sponsor, please contact Eriks Kalvins, owner of The Black Pearl II (sponsor@theblackpearl.ca).

2017 Racing Schedule

Ashbridges Bay Yacht Club Weekly Racing

- ❖ Four 8 race series (A, B, C, and D) every Tuesday and Thursday from May to August.
- ❖ One 6 race series (E) every Tuesday and Thursday in September
- ❖ 4 Offshore races adjacent to the Toronto Beaches area and Leslie Street Spit.

Ontario Regatta Series

- ❖ Ashbridges Bay Yacht Club Regatta – May 27 to 28, 2017
- ❖ Royal Hamilton Yacht Club – June 10 to 11, 2017
- ❖ Port Credit Yacht Club – July 8 to 9, 2017
- ❖ National Yacht Club – August 12, 2017
- ❖ Etobicoke Yacht Club – August 26 to 27, 2017

World Championships

- ❖ Port Credit Yacht Club – September 15 to 23, 2017

About The Black Pearl II

The Black Pearl II was purchased in 2012 and has been actively racing since 2007. Based at Ashbridges Bay Yacht Club in Toronto, the team has consistently finished in the top 3 and regularly active in the highly competitive J/24 Ontario fleet.

Owner/Skipper Eriks Kalvins has been active in the Ontario J/24 fleet for 12 years, having raced on multiple J/24s in a variety of events, including the Ontario series, North American and World Championships. He has also sailed in numerous editions of the Lake Ontario 300 Challenge, a 300 nautical mile offshore race spanning multiple days to complete a circumnavigation of Lake Ontario.

Black Pearl Racing has also worked with other J/24s to refurbish their boats and optimize hardware configurations to enhance boat and crew performance.

Team

The Black Pearl II consists of a team of seven enthusiastic sailors, forming one of the youngest teams in the Ontario.

Eriks Kalvins (Founder and Skipper)
Kintija Palma-Kalvins (Bow/Tactics)
John Dillon (Trimmer)
Ioana Pinzaru (Trimmer)
Alfred Fellner (Middle/Mast)
Carolyn Kim (Bow/Mast)
Grant Walkin (Middle/Mast)

Team Accomplishments

2016

ABYC Series B: 3rd
ABYC Series C: 1st
ABYC Series D: 1st
ABYC Series E: 1st
ABYC J/24 Division Overall Champion
Qualified for 2017 J/24 World Championship

2015

ABYC Series B: 3rd
ABYC Series D: 2nd
J/24 Division Overall Champion
Ontario Fleet World Qualifier Series: 6th

2014

ABYC Series B: 1st
ABYC Series D: 1st
ABYC Series E: 3rd
J/24 Division Overall Champion

2013

ABYC Series B: 2nd
ABYC Series D: 2nd
ABYC Series E: 2nd
J/24 Division Overall Champion