



SPONSORSHIP OPPORTUNITIES AT THE ROYAL SOLENT YACHT CLUB



BACKGROUND

The Solent Yacht Club was founded following a meeting in the George Hotel, Yarmouth, Isle of Wight in 1878. This hotel remained the Club's headquarters until 1898 when it moved to its current location. In 1927 the West Wight Sailing Club was formed, primarily to support Scow and other dinghy sailing. The two clubs merged in 1947, retaining the title of the Solent Yacht Club. The following year the Royal prefix was granted by King George VI.

LOCATION

The historic town of Yarmouth, founded over one thousand years ago when it was called Eremue, is set on a peninsula surrounded by water and saltings, meaning that further urban expansion is not possible. The Harbour has a character of its own nestling next to the town and mainland ferry terminal at the head of the idyllic river Yar. The Royal Solent Yacht Club, undoubtedly the most prestigious members' club in the West Wight, occupies a prime seafront position next to the town square; benefiting from the unique features of the town and harbour as well as from unsurpassed views over the Solent - sunsets on summer evenings being particularly breathtaking.



MEMBERSHIP

The membership currently stands at over one thousand and, unlike many other yacht clubs, is increasing. Half the members live on the Island while the majority of our mainland-based members live in London with second homes in the West Wight. Members fall within the ABC1 demographic with the majority in the A category.

FACILITIES

On-shore Facilities. Current on-shore facilities include the following:

- Upstairs bar with open air balconies, which include magnificent Solent views – the main bar area is due to be refurbished in early 2019
- Downstairs wet bar opening out onto a lawn and colonnade
- Three dining rooms, which can be reconfigured for conferences or meetings
- Fine dining for banquets or special occasions
- Home cooking for less formal occasions
- Fixed screen projector with PC and TV connections
- Audio-sound system
- DVD player
- Air-conditioning
- Television
- Free Wi-Fi
- Lift
- Disabled access and facilities



Racing Facilities. The sailing conditions in the more protected waters of the Western Solent and Christchurch Bay are suitable for sailors of varying abilities. Yarmouth offers quick and easy access to these race courses while the Club has invested in race management craft, including mark-laying boats, which can operate in all weathers appropriate for sailboat racing. In addition, the Club has many members with extensive experience of open race management, who act as race officers and ensure that the standard we set is difficult to match. For very large events, international race officers, judges and umpires may join us.

The Club runs a number of prestigious sailing events during the summer of varying sizes, for which we are able to offer sponsorship opportunities:

- Taittinger RSYC Regatta
- Dinghy Week
- Sunset Series
- Queen’s Jubilee Race
- Prince Consort Race
- Centenary Chase
- Turkey Cup
- Needles Relief

TAITTINGER RSYC REGATTA (July)

The Taittinger RSYC Regatta is the biggest regatta in the Western Solent and the second largest in the South! Boats entering range in size from twenty to eighty feet in twelve classes. Largely through sponsorship, this regatta has grown over the last seven years from a twenty-five boat affair to a major event which attracted over two hundred entries from far and wide last year. A Champagne reception on Friday evening is attended by in excess of one thousand visitors, whilst on Saturday night a charity party with a firework finale at a neighbouring venue attracts over twelve hundred attendees and greatly enhances the overall regatta atmosphere. The Club provides suppers on Friday and Saturday evenings and breakfasts on Saturday and Sunday for competitors as well as laying on special receptions for the sponsors. The title sponsor for this event is *Taittinger Champagne* – part of the *Hatch Mansfield Company*.



DINGHY WEEK (August)

Dinghy Week is run in mid-August and attracts upwards of sixty entries. As the majority of entries are youngsters sailing Lasers and Picos, there is strong support from parents, friends and siblings, the majority of whom are on their summer holidays and “down from London”. The event is currently sponsored by the town chandler, *Harwoods*.

SUNSET SERIES (July –August)

This racing series for Royal Solent members comprises four consecutive days of racing to make the most of the longer summer evenings at the end of July and beginning of August. Folkboats, XODs, YODs and Lasers take part in two races each evening and this year were also joined by Oppies and Picos.

QUEEN’S JUBILEE RACE (June)

Started in 2002 to commemorate the Queen’s Golden Jubilee, the Queen’s Jubilee Race has been run on an annual basis ever since for Cruiser, Folkboat, XOD, YOD, Gaffer and Dinghy Classes. This race also forms part of the Gaffers Annual Solent Regatta, which welcomes over 40 gaff rigged boats to Yarmouth.

PRINCE CONSORT RACE (June)

A charity event consisting of a Long Race East to the Prince Consort Buoy for NHC, IRC, Folkboat, XOD and YOD Classes, followed by a fund-raising dinner in aid of two charities. The event is currently sponsored by wine wholesaler, *Eurovines* and the town chandler, *Harwoods*.

CENTENARY CHASE (September)

A fun pursuit race for all classes of sailing boat from gaff rigged to XOD; boats follow the same course on staggered starts according to their speed. Followed by a supper at the clubhouse in the evening.

TURKEY CUP (October)

The Turkey Cup is a popular fun race with everyone wanting to come second to win a turkey - first prize being a turkey embellished plate! Followed by roast turkey with all the trimmings served in the clubhouse for lunch. The event is currently sponsored by the town chandler, *Harwoods*.

NEEDLES RELIEF (December)

This is a fundraising event for the RNLI and consists of a fun race starting in Lymington, off the Royal Lymington Yacht Club and finishing off the Royal Solent. This traditional race marks the trip out to the Needles lighthouse with Christmas provisions in years gone by. Lunch at the Royal Solent and a demonstration by the RNLI's Yarmouth Lifeboat and UK Coastguard Search & Rescue Helicopter follow the end of the race. The RNLI crews are also welcomed back for a complimentary lunch at the Club.

BENEFITS TO SPONSORS



Sports/Community Responsibility. Sponsorship of sailing events, particularly those involving younger sailors, helps the Club to lay on better events thus benefitting the sailing community and the younger generation of up and coming sailors, which is key.

Brand Awareness with High-worth Clients. Given the membership demographics, there are plenty of opportunities to increase product growth.

Charity Support. The Club supports a number of charities, including Help for Heroes, Combat Stress, RNLI and the Ellen MacArthur Cancer Trust - worthy causes with connections to the sea and water-based activities and which therefore relate well to sponsorship of offshore events.

Corporate Opportunities for Team Building. Potential sponsors will have the opportunity to participate in the events sponsored or to use the Club for separate team-building activities.

Title Sponsor Availability. Available for the majority of events to be sponsored.

Advertising & Merchandising Opportunities.

- Club's website
- Online booking website
- Club's Facebook page
- Club's email campaigns
- Club's magazine
- Racing marks
- Prizes
- Goody bags at registration
- Banners (clubhouse & jetty)
- Flags, burgees, stickers (boats)
- Marketing brochures
- Photographs
- Miscellaneous (parasols, champagne flutes, staff clothing, baseball caps)

Racing Marks. The Club has a number of well-maintained racing marks in varying sizes and positions of prominence in the Western Solent, which can be branded all year round or for a specific event.



Online Opportunities. The RSYC has an active website (www.royalsolent.org) which receives its highest number of visits during the weekend of the Taittinger RSYC Regatta when competitors visit the site to view race results via the widely used system "Sailwave".

There is scope for advertising on the Club's website, Facebook page and email campaigns.

Our website also features an integrated online booking system for Club events, which is used by entrants to enter and/or book social tickets and offers additional advertising opportunities.

CONTACTS

In the first instance, please contact the Club Secretary, Claire Hallett, on **01983 760256** or at secretary@royalsolent.org

Website: www.royalsolent.org