



SAILING **LEADERSHIP** FORUM 2020

February 6-8, 2020
Hilton San Diego Resort • San Diego, CA
Exhibitor & Sponsorship Opportunities

Connect. Discover. Grow

SAILING LEADERSHIP FORUM 2020

US SAILING

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The Sailing Leadership Forum is the premier event for anyone involved with sailing, from educators to officials, to industry professionals and organizational management. If you are involved in sailing in any way, then Sailing Leadership Forum is where you need to be.

Sailing Leadership Forum 2020 offers a unique experience for all types of sailors to connect on important and relevant issues on all aspects of our sport. Leaders from sail training and education, yacht club and sailing organization management, race officials, and industry professionals will meet and learn from one-another in the surroundings of this spectacular San Diego venue.

The Forum will offer keynote speaker presentations and focused group sessions on a wide range of topics such as *Youth Sailing, Diversity & Inclusion, Sustainability, Marketing & Communications, Safety, Collaboration, Membership Growth...* and tons of Networking Opportunities.

The Sailing Leadership Forum will feature lively and fun social events, hands-on activities, exhibitor displays and demonstrations, pre- and post- Forum clinics and seminars, and much more.

If you missed out on the Sailing Leadership Forum in 2014, 2016 or 2018, or you are inspired to keep the momentum going strong and advance these critical conversations, meet us in San Diego!

Why You Should Sponsor the Sailing Leadership Forum?

The Sailing Leadership Forum will bring together over 600 influential decision makers in our sport. This is a special opportunity for your business to interact with these individuals and increase your exposure with your target market.

The Forum's venue at the Hilton San Diego Resort & Spa will feature a large Exhibitor Pavilion for sponsors to display, demonstrate and promote their products and services, while interacting directly with attendees. This year we reintroduce "The Courtyard" (parking lot outside the Exhibitor Pavilion) for oversize display extensions and boat displays. We will again be featuring the popular "Coffee With..." presentations every morning as well as lunch pick-ups, social networking and Friday Night Happy Hour, all happening in the Exhibitor Pavilion & Courtyard.

The Forum will consist of three fun and captivating days of keynote speakers, presentations, seminars, panel discussions, break-out sessions and an on-water Demo Day, all of which will provide attendees with a fresh perspective and new ideas on how to strengthen and grow our sport for the 21st Century sailor.

Who will be there?

- Instructors
- Coaches
- Race officers
- Program directors
- Class/fleet leaders
- Yacht club management
- Organization leaders
- Industry leaders
- Educators
- Volunteers



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Anticipated Event Schedule (subject to change)

Wednesday, February 5th

12 noon Registration Opens
5:00 – 8:00pm Welcome Cocktail Reception

Thursday, February 1st

7:30 – 8:30am Networking "Coffee With..." (in Exhibitor Pavilion & Courtyard)
8:30 – 9:00am Welcome
9:00 – 10:00am Keynote
10:00 – 10:30am Dedicated Exhibitor Time
10:30 – 11:45am Keynote
11:45 – 1:00pm Lunch – Community Sailing Awards Celebration
1:00 – 2:00pm Breakout Sessions
2:30 – 3:30pm Breakout Sessions
4:00 – 5:00pm Breakout Sessions
7:00pm US Sailing Awards and Rolex Yachtsman & Yachtswoman of the Year Celebration

Friday, February 2nd

7:30 – 8:30am Networking "Coffee With..." (in Exhibitor Pavilion & Courtyard)
8:30 – 10:00am Keynote
10:00 – 10:30am Dedicated Exhibitor Time
10:30 – 11:45am Breakout Sessions
11:45 – 1:00pm Lunch
1:00 – 2:00pm Dedicated On-Water Sponsor Demos
2:30 – 3:30pm Breakout Sessions & On-Water Demos
4:00 – 5:00pm Breakout Sessions & On-Water Demos
5:00 – 6:00pm Happy Hour (in Exhibitor Pavilion & Courtyard)
6:30pm Pub Crawl – Gas Lamp District, San Diego

Saturday, February 3rd

7:30 – 8:30am Networking "Coffee With..." (in Exhibitor Pavilion & Courtyard)
8:30 – 10:00am Keynote
10:00 – 10:30am Dedicated Exhibitor Time
10:30 – 11:30am Breakout Sessions
11:30 – 12:30pm Lunch
12:30 – 1:30pm Breakout Sessions
2:00 – 3:00pm Breakout Sessions
3:00 – 5:00pm Sunsail Wrap-Up Cocktail Party



Sponsorship Levels at a Glance

See subsequent pages for further details

	Platinum \$10,000	Gold \$6,500	Silver \$4,000	Bronze \$3,000	Supporting \$1,500	Demo-Day \$1,000 <small>-add on</small> \$2,000 <small>-stand alone</small>
Logo/link on event homepage	•					
Video Spotlight of Company distributed through event coverage	•					
Logo on US Sailing emails blasts to attendees prior to event (2 emails)	•					
Logo on National print advertisements (time sensitive)	•					
Logo on Screen in General Session	•					
Banner displayed in General Session (banner supplied by sponsor)	•	•				
Social media post announcing Company's sponsorship of the event	•	•				
Recognized as Sponsor of Friday Happy Hour	•	•				
VIP tickets to US Sailing Awards and Rolex Yachtsman & Yachtswoman of the Year Awards Celebration	2	1				
Display Spots in "Courtyard"	2	1				
Access to attendee list 2 weeks prior to event	•	•	•			
Access to attendee contact list at conclusion of event	•	•	•			
Display table in Exhibitor Pavilion	Primary selection of table location	Secondary selection of table location	Tertiary selection of table location	Quaternary selection of table location		
Access to "Additional Sponsorship Opportunities"	ALL	ALL	SELECT	SELECT		®
Logo displayed on signage listing sponsors	•	•	•	•	•	
Logo/info in Sponsors section of Event App	•	•	•	•	•	•
Logo and link displayed in the Sponsors section of the event website	•	•	•	•	•	•
Company promotional materials placed in registration bag	•	•	•	•	•	•
Complimentary event registrations (\$400 value each)	4	3	2	1	1	1

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Additional Sponsorship Opportunities at a Glance

See subsequent pages for further details

	Price	available for Platinum	available for Gold	available for Silver	available for Bronze
Lanyard Sponsor	\$1,500 + cost of Lanyard	•	•		
Morning Keynote Sponsor (3 available)	\$1,000 each	•	•		
Friday Happy Hour reusable Cup Sponsor	\$500	•	•		
Additional Display Table Space	\$2,500	•	•	•	•
"Clean Lunch" Sponsor	\$1,000	•	•	•	•
Social Break Sponsor (2 available)	\$1,000 each	•	•	•	•
Networking Lounge Sponsor	\$1,000	•	•	•	•
Friday Night Pub Crawl Stop Sponsor (4 available)	\$300 each (first 3 stops) \$600 (last stop)	•	•	•	•
Hotel Display Spots (8 available)	\$500 each	•	•	•	•
Display Spot in "Courtyard"	\$250 each	•	•	•	•



For more information please contact

Josh Toso - josh_toso@ussailing.org

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Sponsorship Levels & Opportunities

Platinum - \$10,000

- Company logo and link displayed on event website home page
- Video Spotlight of Company distributed through event coverage
- Company logo on US Sailing emails blasts to attendees prior to event (2 emails)
- Company logo on National print advertisements (time sensitive)
- Company logo displayed on projector in General Session before and after presentations
- Company banner displayed in General Session (banner supplied by sponsor)
- Social media post announcing Company's sponsorship of the event
- Recognized as Sponsor of Friday Happy Hour (in Exhibitor Pavilion & Courtyard)
- (2) VIP tickets to US Sailing Awards and Rolex Yachtsman & Yachtswoman of the Year Awards Celebration
- (2) Display Spots in "Courtyard" (car parking spot outside of Exhibitor Pavilion)
- Access to attendee list 2 weeks prior to event (Name; Club/Org; Title)
- Access to attendee contact list at conclusion of event (1-time usage for "Thank You" email)
- Display table in Exhibitor Pavilion (6 ft. table, w/ 2 ft. on either side)
 - Primary selection of table location
- Access to ALL "Additional Sponsorship Opportunities"
- Company logo displayed and designated as "Platinum Sponsor" on signage listing sponsors
- Company logo/info designated as "Platinum Sponsor" in Sponsors section of Event App
- Company logo and link displayed and designated as "Platinum Sponsor" in the Sponsors section of the event website
- Company promotional materials placed in registration bag (supplied by sponsor)
 - Limit 1 literature and 1 promotional give-away item
- (4) complimentary event registrations (\$400 value each)

Gold - \$6,500

- Company banner displayed in General Session (banner supplied by sponsor)
- Social media post announcing Company's sponsorship of the event
- Recognized as Sponsor of Friday Happy Hour (in Exhibitor Pavilion & Courtyard)
- (1) VIP tickets to US Sailing Awards and Rolex Yachtsman & Yachtswoman of the Year Awards Celebration
- (1) Display Spot in "Courtyard" (car parking spot outside of Exhibitor Pavilion)
- Access to attendee list 2 weeks prior to event (Name; Club/Org; Title)
- Access to attendee contact list at conclusion of event (1-time usage for "Thank You" email)
- Display table in Exhibitor Pavilion (6 ft. table, w/ 2 ft. on either side)
 - Secondary selection of table location
- Access to ALL "Additional Sponsorship Opportunities"
- Company logo displayed and designated as "Gold Sponsor" on signage listing sponsors
- Company logo/info designated as "Gold Sponsor" in Sponsors section of Event App
- Company logo and link displayed and designated as "Gold Sponsor" in the Sponsors section of the event website
- Company promotional materials placed in registration bag (supplied by sponsor)
 - Limit 1 literature and 1 promotional give-away item
- (3) complimentary event registrations (\$400 value each)



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Sponsorship Levels & Opportunities

Silver - \$4,000

- Access to attendee list 2 weeks prior to event
(Name; Club/Org; Title)
- Access to attendee contact list at conclusion of event
(1-time usage for "Thank You" email)
- Display table in Exhibitor Pavilion (6 ft. table, w/ 2 ft. on either side)
 - Tertiary selection of table location
- Access to SELECT "Additional Sponsorship Opportunities"
- Company logo displayed and designated as "Silver Sponsor" on signage listing sponsors
- Company logo/info designated as "Silver Sponsor" in Sponsors section of Event App
- Company logo and link displayed and designated as "Silver Sponsor" in the Sponsors section of the event website
- Company promotional materials placed in registration bag (supplied by sponsor)
 - Limit 1 literature and 1 promotional give-away item
- (2) complimentary event registrations (\$400 value each)

Bronze - \$3,000

- Display table in Exhibitor Pavilion (6 ft. table, w/ 2 ft. on either side)
- Access to SELECT "Additional Sponsorship Opportunities"
- Company logo displayed and designated as "Bronze Sponsor" on signage listing sponsors
- Company logo/info designated as "Bronze Sponsor" in Sponsors section of Event App
- Company logo and link displayed and designated as "Bronze Sponsor" in the Sponsors section of the event website
- Company promotional materials placed in registration bag (supplied by sponsor)
 - Limit 1 literature and 1 promotional give-away item
- (1) complimentary event registration (\$400 value)

Supporting - \$1,500

- Company logo displayed and designated as "Supporting Sponsor" on signage listing sponsors
- Company logo/info designated as "Supporting Sponsor" in Sponsors section of Event App
- Company logo and link displayed and designated as "Supporting Sponsor" in the Sponsors section of the event website
- Company promotional materials placed in registration bag (supplied by sponsor)
 - Limit 1 literature and 1 promotional give-away item
- (1) complimentary event registration (\$400 value)



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Demo-Day Sponsor - \$2,000/\$1,000

- Demo-Day to take place on Friday off beach in front of hotel
- Company can combine Demo-Day with Platinum, Gold, Silver or Bronze sponsorship for \$1,000
- 1 complimentary event registration (*in addition or stand-alone - \$400 value*)
- Company can provide product and representative to participate in Demo-Day
- Company may set up beach flags, banner, or pop-up tent (10x10 max) on beach during Demo-Day
- Company name/logo and link displayed and designated as "On-Water Demo" in Sponsors section of the event website
- Company can be a Demo-Day Sponsor **ONLY for \$2,000**
 - Company promotional materials placed in registration bag (*supplied by sponsor*)
 - Limit 1 literature and 1 promotional give-away item
 - Company logo/information listed in Sponsors section of Event App



- **Think Outside The Box** – Have an idea for sponsorship, but don't see it listed? Let's hear it! Pitch us your idea and we can play "Let's Make A Deal"



Additional Sponsorship Opportunities (Only available for Bronze Level and above)

- **Lanyard Sponsor - \$1,500 + cost of lanyards (Platinum & Gold Sponsors ONLY)**
 - Company logo & Sailing Leadership Forum logo on name tag lanyards together
- **Morning Keynote Sponsor - \$1,000 each (3 available – Platinum & Gold Sponsors ONLY)**
 - Sponsor give-away on chairs when attendees arrive in the morning
 - 3-minute speaking opportunity before Keynote Address
- **Friday Happy Hour Reusable Cup Sponsor - \$500 (Platinum & Gold Sponsors ONLY)**
 - Company logo included on reusable cups for Friday Happy Hour (in Exhibitor Pavilion & Courtyard)
- **Additional Display Table Space in Exhibitor Pavilion - \$2,500**
- **"Clean Lunch" Sponsor - \$1,000**
 - Company logo & Sailing Leadership Forum logo on reusable lunch bags
- **Social Break Sponsor - \$1,000 each**
 - 2 available (1 Thursday afternoon and 1 Saturday morning)
 - Snacks and refreshments in Exhibitor Pavilion during breaks between sessions
 - 1- minute speaking opportunity
 - Right to raffle off door prizes (*must be present to win*)
- **Networking Lounge Sponsor - \$1,000**
 - Clusters of tables and chairs located in Exhibitor Pavilion
 - Title Sponsorship - "(Company Name) Networking Lounge"
 - Banner with Company logo hung above Networking Lounge area
- **Friday Night Pub Crawl Stop Sponsor - \$300 each (first 3 stops) or \$600 (last stop)**
 - Right to put out koozies, coaster, stickers or other approved marketing collateral at stop
 - Sponsor named drink at stop (*specially priced*)
- **Hotel Display Spots - \$500 each (8 spots available)**
 - First Come...First Serve - Limit 3 per sponsor
- **Display Spots in "Courtyard" - \$250 each**
 - Outside of Exhibitor Pavilion
 - Car parking spot – approx. 8.5 feet wide
 - Buy 4 spots, get the 5th for FREE!

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Sponsors already on board



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