

UK Firefighters Sailing Challenge 2010

Sponsorship Benefits and Marketing Opportunities

UKFSC Gold Sponsor - £3,500 (Gala Event Title)

Detail	Cost
<ul style="list-style-type: none"> The prize giving events on either the 27th or 28th April 2010 to be held at the The Haven, Cowes Yacht Haven, Cowes, Isle of Wight will carry the Gold Sponsors title ownership. The Sponsors banner will prominently displayed throughout. Artwork to be provided by the sponsor. 	Inclusive
<ul style="list-style-type: none"> The Gold Sponsors ownership of the Gala Event title will be reflected in the entire publicity strategy regarding the event both prior to, during and after the 2010 Challenge. 	Inclusive
<ul style="list-style-type: none"> The principle trophy presented at the respect Gala evenings (intermediate event leader) will reflect the Gold Sponsors title ownership. 	Inclusive
<ul style="list-style-type: none"> All prizes awarded at the Gala Evenings will include photographs where the Gold Sponsors banner will be in the Foreground with the Platinum Sponsors banner as the backdrop. 	Inclusive
<ul style="list-style-type: none"> The Gold Sponsors Logo will also appear as the Gala Event sponsor on the dedicated sponsor's page of the UKFSC Website. All occurrences of the logo will incorporate a hotlink to a specially written webpage that describes the company, its business, its connection with the event and a link to its own website (wording to be provided by sponsor) 	Inclusive
<ul style="list-style-type: none"> Platinum, Gold and Silver Sponsors may provide a skipper and crew to participate in the sailing challenge. Sponsors boats will be scored along with other competitors but will race for a separate 'Sponsors' trophy against other sponsor entrants. Subject to a maximum 5 sponsors yachts. 	Standard UKFSC rates (POA)
<ul style="list-style-type: none"> UKFSC will seek agreement for the Gold Sponsor's (and Platinum) invited guests to watch the yacht racing from a unique vantage point on the events 2nd and 3rd days. Where this option is taken the sponsors specific requirements will be negotiated and an itemised costing provided. The specific viewing location TBA on request. 	TBA
<ul style="list-style-type: none"> Gold Sponsors will be able to select, from UKFSC photographic imagery of the event, material for use in their own publicity. UKFSC retain copyright of all images. 	TBA

Targeted Media Coverage:

Emergency Services Trade Magazines: Fire Sport Magazine, Fire Magazine, Fire and Rescue Magazine, Fire Prevention & Fire Engineers Journal, Fire Times, Emergency Services Times, Industrial Fire Journal, The Fire Protection Association, In Attendance, The Burning Issue, Fire Safety Engineering, Means of Escape, Fire Safety Professional magazine, International Fire Fighter, International Fire Protection.

Yachting Magazines (UK): Yachting Journalists Association members, All At Sea, Practical Boat Owner, Sailing Today, Sail Power, Seahorse International, Yachting and Boating World, Yachts and Yachting, Yachting World, Yachting Monthly

International Boat Industry: Boats Yachts Marinas, Gillette World Sport, Watersports World, Sailing World, ESPN Sailing, CNN Sailing, Asia-Pacific Boating, Navegar Magazine (Portugal), More Magazine (Croatia), Bateaux Online (France), Zagle (Polish), Bienvenido a Bordo (Argentina), Seilas (Norway), HAJO magazin (Hungary), Yachts Motor & Sailing (Greece), Bådmagasinet (Danish), Club Racer (Belgium).