

UK Firefighters Sailing Challenge 2010 **Sponsorship Benefits and Marketing Opportunities**

UKFSC Platinum Sponsor - £10,000 (Event Title)

Detail	Cost
<ul style="list-style-type: none"> • Platinum Sponsor will become the Owner of the event title for 2010 season (e.g. Acme UK Firefighters Sailing Challenge) from the date of receipt of sponsorship funding. 	Inclusive
<ul style="list-style-type: none"> • The Platinum Sponsors ownership of the 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 UKFSC committee would seek to gain extensive and positive coverage of the Platinum Sponsors event within: <ul style="list-style-type: none"> ○ Emergency services trade press ○ National & European yachting press ○ News agencies ○ Local TV and radio (see below for listing) 	Inclusive
<ul style="list-style-type: none"> • The Platinum Sponsors logo will appear on all pages of the UKFSC website as part of the primary heading banner along with our own logo. It will also appear as the primary event sponsor on the dedicated sponsor's page. 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"> • The Platinum Sponsors logo will be included in a prominent position (left arm) on any crew wear purchased for competitors to wear ashore (subject to full sponsorship for event being achieved). Artwork to be provided by sponsor. 	Inclusive
<ul style="list-style-type: none"> • The Platinum Sponsors logo will be incorporated into a flag that will be flown on all yachts throughout event. Artwork to be provided by sponsor. <ul style="list-style-type: none"> ○ Upgrade from flag to set of spray dodgers (per yacht) ○ Upgrade to include flag and spray dodgers (per yacht) 	Inclusive £175 £275
<ul style="list-style-type: none"> • The closing prize giving event will carry the Platinum Sponsors title ownership. The Sponsors banner will prominently displayed throughout. Artwork to be provided by sponsor. 	Inclusive
<ul style="list-style-type: none"> • The event's principle trophy will reflect the Platinum Sponsors title ownership. 	Inclusive
<ul style="list-style-type: none"> • All prizes awarded at the event will include photographs where the sponsor's banner will act as the backdrop. 	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"> Platinum 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).