

UK Firefighters Sailing Challenge 2010

Sponsorship Benefits and Marketing Opportunities

UKFSC Silver Sponsors - £1,000 (Yacht Sponsor)

Detail	Cost
<ul style="list-style-type: none"> Silver Sponsor's logo (2m x 0.55m) will be displayed on the bow of the yacht being sponsored. Artwork to be supplied by sponsor. 	Inclusive
<ul style="list-style-type: none"> All publicity material relating to trophy winners will include reference to Silver Sponsors where appropriate. 	Inclusive
<ul style="list-style-type: none"> The Silver Sponsors Logo will also appear 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"> Silver Sponsors may take an option to include their logo will in a prominent position (right arm) on any crew wear purchased for competitors to wear ashore (subject to full sponsorship for event being achieved). Production of Silver Sponsors logo will be limited to the crew members of the sponsored yacht. Artwork to be provided by sponsor. 	TBA
<ul style="list-style-type: none"> Platinum, Gold and Silver Sponsors may provide a skipper and crew to participate in the sailing challenge. Sponsor's boats will compete alongside other competitors but will race for a separate 'Sponsors' trophy against other sponsor entrants (subject to a maximum of 5 sponsors yachts). 	Standard UKFSC rates (POA)
<ul style="list-style-type: none"> Silver Sponsors will be able to select, from UKFSC photographic imagery of their yacht, 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).