

ATLANTIC CUP PRESENTED BY 11TH HOUR RACING'S *LIVING ON THE EDGE: THE OCEAN ECONOMY*



A celebratory event with a timely panel on how the health of our oceans have a direct effect on the global economy.

Living on the Edge will:

- **Celebrate** the toughest and most environmentally responsible sailing race in America, while providing targeted networking opportunities with industry leaders in insurance, property development and environmental conservation.
- **Examine the global economic impact** of the oceans and how an unhealthy ocean can affect the economy.
- **Inform** the audience about The Atlantic Cup and the marine community's commitment to environmental stewardship and action.

About The Atlantic Cup:

The Atlantic Cup presented by 11th Hour Racing is the longest and toughest offshore race in the Western Atlantic.

Teams of two race up the eastern seaboard of the United States in 40-foot race boats. Starting Charleston and finishing in Portland, Maine with a stop in NYC, Atlantic Cup teams will race 1000+ nautical miles over three weeks.

Since its inception, the Atlantic Cup has aimed to be the most environmentally responsible sailing race in the United States

June 2nd – 6p-9p

6:00 – 6:45 – Cocktails & Hors d'oeuvres

6:45 – 7:00 – Welcome

7:00 – 7:45 – Panel Discussion

7:45 – 9:00 – Cocktails & Hors d'oeuvres



SPONSOR PACKAGES //

➤ **Title Sponsor - \$7,500**

- Evening will be named Living on the Edge: presented with support from...
- Branded signage & video promotional spots will be displayed throughout the event space.
- Table space and data capture in cocktail and networking area
- Press Release announcing sponsorship and company info included in all subsequent releases
- Branding on Events Page where users will purchase tickets for the evening
- Introduce a speaker and provide brief comments on environmental commitment.
- 10 complimentary tickets
- 4 spots in VIP Pro-AM
- 12 tickets to the Pro-AM Cocktail Party
- Promotion in each of the following email newsletters to promote the evening:
 - WindCheck Magazine – 30,000 Northeast Sailors
 - Sailors for the Sea – 3,000 subscribers
 - 600 member organizations of the NY/NJ Metropolitan Waterfront Alliance (8,000 circ.)
 - E3Think & Inventropolis email distribution (7,000 circ.)

➤ **Official Sponsor - \$4,000**

- Name listed in all promotional material online.
- Branded signage & video promotional spots will be displayed throughout the event space.
- Table space and data capture in cocktail and networking area
- Company description included in all press releases
- Branding on Events Page where users will purchase tickets for the evening
- 6 complimentary tickets
- 2 spots in VIP Pro-AM
- 8 tickets to the Pro-AM Cocktail Party

➤ **Supporting Sponsor - \$1,000**

- Name listed in all promotional material online.
- Branded signage & video promotional spots will be displayed throughout the event space.
- Branding on Events Page where users will purchase tickets for the evening
- 4 complimentary tickets
- 4 tickets to the Pro-AM Cocktail Party

If interested please contact:

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