



# WEST HIGHLAND YACHTING WEEK SPONSORSHIP PACK

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Celebratory 75th Year

A unique opportunity for you to support one of Scotland's most popular sailing regattas

29th July – 4th August 2023

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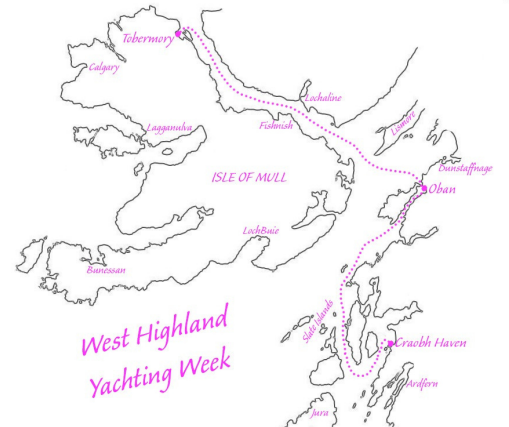


# A Unique Event

West Highland Yachting Week is one of Scotland's largest and most established regattas. Every summer, for 75 years, hundreds of sailors have participated in this exceptional regatta, visiting Craobh Haven, Oban, the Isle of Kerrera and Tobermory, passing through many miles of our beautiful coastline.

Its combination of passage and round the buoys races for both spinnaker and restricted sail classes attracts not only competitive racing crews but also families with the youngest of crew members.

Many of our fleet travel from all over the country to enter this very special event.



## Event Highlights

75th Celebratory Year

Around 100 boats expected  
= 400-500 competitors

Stunning West Coast of  
Scotland scenery

Professionally run races  
combined with active, fun  
and varied social events

Inclusive & welcoming  
atmosphere with  
something for everyone on  
and off the water



# Sponsorship Benefits



An event like this is a visual spectacle. Recognised all over the West Coast, the fleet is warmly welcomed in every port. The regatta encourages tourism and commerce on a scale unlike any other event in the area.

It presents an incredible opportunity for sponsors to promote their organisation and develop their brand through a dynamic, active event with a broad following.

The week is filled with social events providing multiple opportunities for sponsors to engage with the competitors.

We will work with you to develop the best package that you feel will benefit your company or organisation.



# Sponsorship Options

We have many different options for sponsorship at the event. We are happy to discuss what options are best for you and what level of sponsorship you would like to provide.

Below are some of the different aspects of the event that can be sponsored:



## Gold Sponsor

**£10,000**

with option to be unique and named sponsor for :

- A fleet (named after your company)
- Various races
- Main Committee Vessel

### BENEFITS INCLUDE:

- Brand exposure through WHYW website, social media channels, media coverage & all printed materials
- Brand exposure at event (incl. banners on Main Committee Vessel & at Social Events)
- Promotion and engagement opportunities throughout the week
- Hospitality options



## Silver Sponsor

**£5000**

with option to be unique sponsor for :

- Social Programme
- A day's racing
- Committee Support Vessels
- Fireworks Display
- Band / Marquee Hire

### BENEFITS INCLUDE:

- Brand exposure through WHYW website, social media channels, media coverage & printed materials
- Brand exposure at event
- Promotion and engagement opportunities at Social Events



## Bronze Sponsor

**£1000**

with the option to be unique sponsor for:

- The Beach Party
- The Ceilidh
- Family / Social Prizes
- Family Packs
- Family social events
- Other options available

### BENEFITS INCLUDE:

- Brand exposure through WHYW website, social media channels & printed materials
- Opportunities for brand exposure and promotion at sponsored event



# Partner Sponsorship & Other Support



## 'FRIENDS of WEST HIGHLAND YACHTING WEEK' PARTNER SPONSORS



A general sponsorship or donation of any amount to help to the overall costs of running the event.

### BENEFITS:

- Brand exposure on WHYW website and social media channels
- Brand exposure in Sailing Instructions
- Option to distribute promotional 'goodies' at event



## EVENT SUPPORT

As well as financial sponsorship there are other ways to support the event, this can include:



- provision of services
- transport
- prizes
- items for the welcome packs
- items for the family packs
- entertainment or a venue for social events

There are so many ways your organisation can be part of this incredible event.  
Please get in touch, we'd love to talk to you.



# Meet the Committee



Royal Highland  
Yacht Club



Oban  
Sailing Club

The event is organised by the Joint Regatta Committee which comprises up to five members appointed by each of the organising clubs (Royal Highland Yacht Club & Oban Sailing Club).

The regatta is run by a hard-working Race Team who give their time freely and willingly to provide the best possible racing and results service, sometimes under very difficult circumstances, and they are assisted by the fleet of Official Boats.



**Gavin Marshall**  
Chairman



**Laura Caldwell**  
Administrator



**John Readman**  
Principal Race Officer



**Colin Crawford**  
Prizes



**David Lanceley**  
Treasurer



**Paul Deponio**  
Committee member



**Martin Clarke**  
Committee member



**Carrie Reid**  
Social / Promotion /  
Sponsorship



**Nick Ironside**  
Merchandise /  
Sponsorship



**Thank you for reading  
and we look forward  
to hearing from you.**



## Contact

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