



# Sponsorships

@ bexhill sailing club

De La Warr Parade,  
Bexhill-on-Sea,  
East Sussex  
TN40 1LA  
Phone: 01424 212906  
[www.bexhillsailing.club](http://www.bexhillsailing.club)  
2017/18 Sponsorship Package



# Welcome to Bexhill Sailing Club

Bexhill Sailing Club has been established since 1947 and is very much a modern, inclusive and forward looking sailing club, located on the East Sussex Coast between Eastbourne and Hastings.

Keith Musto, the British sailor, opened the original clubhouse in June 1965 after representing our country at the Tokyo Olympics.

The Sailing Club has an extensive calendar of sailing events taking place between March and November every year. It is a very active, friendly club and welcomes new members with all varieties of experience and ability.

The aims of the Club are:

- To promote and encourage good seamanship and knowledge of the sea
- To facilitate community participation in the sport of sailing
- To provide social and other facilities for Members as may be from time to time determined

Each year the club provides a programme of tuition for adults and young people who want to learn to sail and for those wishing to improve their sailing ability. The club has a number of experienced and knowledgeable instructors who teach sailing theory and practice to recognised RYA levels. RYA Level 1 is an introduction to the sport of sailing and covers all beginners need to know to get afloat under supervision. RYA Level 2 sets out the foundations of sailing for beginners and by the end of the course participants should be competent light wind sailors.

There is a well-established Cadet Section which meet on Thursday evenings and some weekends depending on the tides from early April until September. There is no minimum age however sailing from a shingle beach is physically challenging so our Cadets are usually at least 10 years old.

The emphasis for Cadets is learning to sail in a safe and fun environment. The sessions include many elements of the RYA Youth Training Scheme which enables all Cadets to progress through the programme.

Our club relies on volunteering and without them we wouldn't be able to offer as much as we do. Their work provides the Sailing Club with a free resource to help us achieve our goals and encourages civic responsibility. We also know members like to support the club – a community resource that they use themselves or that benefit people they care about.

Where we can we attend events throughout the year to promote the club to local residents and promote the health and physical benefits of sailing.

# Sponsorship

As a key component to the sustainability of Bexhill Sailing Club, several generous and rewarding sponsorship packages have been constructed and are outlined below. The annual packages offer a convenient means for businesses and individuals to align and be recognised for their contribution to the Club and support of our community driven mission.

We understand that a packaged approach doesn't suit everyone. We are also happy to explore customised 'a la carte' sponsorship packages which are tailored to specific business and marketing outcomes. In-kind arrangements are assessed and negotiated on a case-by-case arrangement.

## **Bronze Sponsorship - £100.00**

Recognition of your support, with a personal or company name listing in the following:

- Bronze listing on sponsorship honour wall located in the clubhouse
- Bronze listing on sponsorship page on the Club website
- Business/Organisation logo on rolling promotional area on the front page of our website
- Business/Organisation logo on our club email
- Complimentary invitations to Club special events (excluding Christmas Dinner and Annual Awards Evening)

## **Silver Sponsorship - £200.00**

Recognition of your support, with a personal or company name listing in the following:

- Silver listing on sponsorship honour wall located in the clubhouse
- Silver listing on sponsorship page on the Club website
- Business/Organisation logo on rolling promotional area on the front page of our website
- Business/Organisation logo on our club email
- Sponsorship of Bexhill Sailing Club annual regatta
- Business/Organisation promotional cards/fliers available in the clubhouse
- Complimentary invitations to Club special events (excluding Christmas Dinner and Annual Awards Evening)

## **Gold Sponsorship - £500.00**

Recognition of your support, with a personal or company name listing in the following:

- Gold listing on sponsorship honour wall located in the clubhouse
- Gold listing and logo with link on the Club website and social media recognition
- Framed logo and company name hung in the clubhouse
- Dinghy signage: Have your company name and logo on a club boat
- Complimentary invitation to all Club special
- Complimentary function clubhouse half day hire ( 4 hours - capacity 100 people)
- A dedicated promotional article in 1 E-newsletter during the sailing season

## Other Sponsorship Ideas (a la carte)

- Buoy signage £50.00
- Special event naming sponsorships and participation in prize giving £50.00
- Club Boat signage £50.00
- Webcam sponsorship £200.00 – (our webcam looks over the beach in front of the clubhouse)

## Other Details

The cost of production and installation of any signage as part of the sponsorship is the cost of the sponsor. Bexhill Sailing Club will coordinate the production of all recognition materials, or alternatively provide consultation to those providing/producing their own materials.

- 20% discount is available for multi-year sponsorship contracts.
- Sponsors are accepted continually throughout the year on a pro-rated basis (minimum contract length of 12 months).
- The Sponsor honour wall will be printed once per year in the club newsletter.
- Contra-sponsorships (goods/services provided in-kind in exchange for advertising/recognition) are welcomed and assessed on a case-by-case basis.

If you have any questions or wish to sign up for a sponsorship, please contact:

[commodore@bexhillsailing.club](mailto:commodore@bexhillsailing.club)



*Bexhill Sailing Club 'Seascape' collaboration with the De La Warr Pavilion – May 2017*