



# Sponsorship Opportunities

## 57th **Governor's Cup**

**International Youth Match Racing Championship**

**July 22-27, 2024**

**Balboa Yacht Club**  **Newport Beach, California**  **U.S.A.**



# The 57th Governor's Cup



Photo Mary Longpre

The Governor's Cup is hosted by the Balboa Yacht Club in Newport Beach, California, and it is the oldest and arguably the most prestigious youth match racing event in the world. It is the first age-limited event to achieve Grade 1 status (a grade normally reserved for professional events) from World Sailing in 2018 and qualified again in 2019. In 2023, crews from a record eight countries were represented.

"GovCup" winners and crews have distinguished themselves in the America's Cup, the Olympics, World Match Racing Tour ("WMRT") and the Round the World Race. Three of the current top ten WMRT skippers are GovCup "alumni."

This year, the 2022 World Youth Match Racing Champion, Jeffrey Petersen of Balboa Yacht Club, will try to become the first Governor's Cup skipper to win three times in the 57 years of the Cup. Many of last year's competitors in both the Youth MR Worlds and Governor's Cup are also eligible this year so the competition should again be excellent.

As Kimball Livingston said, writing in a feature article in *Sailing World* magazine in 2016, "The Governor's Cup is the beating heart of the Balboa Yacht Club." It is also at the heart of world youth match racing!

## GovCup Week & Sponsor Events

Balboa Yacht Club members put on quite a show for GovCup competitors, sponsors and fans. At right is a schedule of just a few of the week's events of most interest to sponsors. Depending on the level of sponsorship (see back page), sponsors receive tickets good for free food and beverages as part of GovCup events!

### Monday, July 22

- Don't miss the Opening Dinner
- Sponsors sit with competitors during "Roast of Teams" by MC Andy Rose. This will be a sellout but sponsors get tickets as part of their perks!

### Tuesday, July 23

- 1st Race Day

### Wednesday, July 24

- 2nd Race Day
  - Crews invited to barbecue dinner
- Thursday, July 25**
- 3rd Race Day
  - Crews invited on big boat "BeerCan" race. Lead sponsors also invited!

### Friday, July 26

- 4th Race Day
  - Crews, members and sponsors Reception & Press Conference
- Saturday, July 27**
- Final Race Day
  - Sponsors invited to watch on VIP yacht
  - Press Conference & Trophy Reception

## Press and Publicity

Not surprisingly, the Governor's Cup commands the best print and web-based coverage of any such event locally, nationally and internationally. Sponsors gain visibility with the 900 Balboa Yacht Club members and a wide Newport Beach and Southern California audience from local press.

In addition to the GovCupTV exposure explained at right, the event is also covered by traditional press including Southern California newspapers, print and internet publications worldwide.



GovCupTV produces a press release for each race day generally within an hour of the boats arrival back at the dock. These releases are picked up by the internet yachting press worldwide and lead sponsors are mentioned in each release. Our Sponsor Concierge will work with each sponsor to assure satisfaction.

## Balboa Yacht Club & Newport Beach

Balboa Yacht Club celebrated its 100th Anniversary in 2022. It has produced many champion sailors including Olympic medalists, world champions, and America's Cup sailors. It has three members of the U.S. National Sailing Hall of Fame and two that have been named Rolex U.S. Yachtsman of the Year.

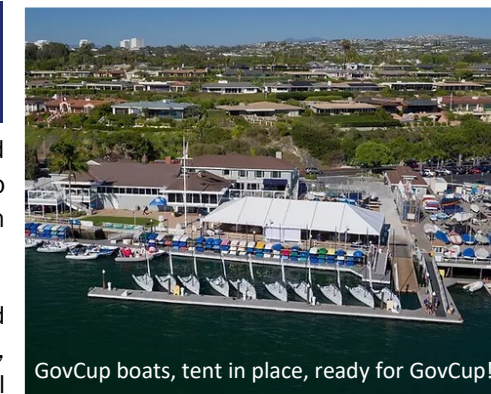
Youth sailing has always been a priority and new programs have been implemented for younger sailors in everything from match racing for the next generation of GovCup sailors, to the first Optimist pram program on the West Coast. (The "Opti" is the primary one-person small boat used worldwide.)

Last year, teams from a record eight countries competed in the Cup and a similar number are expected in 2024. BYC, its members, and staff look forward to carrying on a 57-year Governor's Cup tradition and welcoming the best young match

racers in the world to the Club and to Newport Beach in July of this year.

The Club is located in Newport Harbor, the largest small boat harbor in the United States with over 9,000 boats.

While racing will be held in the Pacific Ocean off the city, there is plenty of opportunity to watch the exciting racing from spectator boats including the VIP luxury yacht for major sponsors on the las day of racing. Or, as described below, join us on the various GovCupTV live broadcasts.



GovCup boats, tent in place, ready for GovCup!

## The "Key to the Kingdom" – Sponsor Perks

At right is the "key to the kingdom," the major sponsor badge, entitling our larger donors to complimentary food and beverages during the various GovCup social events. That adds to the fun of sponsorship but the value to both the Club and sponsors is twofold: Balboa Yacht Club's ability to put on this world-class regatta (the Club contributes less than 10% of the budget) is almost totally dependent upon sponsorship; and second, you have the opportunity to literally change the lives of these young sailors. (One of our former skippers just announced his engagement to a fantastic young woman whom he met at Governor's Cup—not the first "GovCup wedding" over the years).

We hope you will join in this effort by contributing and then join us for the fun!



GovCupTV's 30-strong volunteer team of Club members have raised the bar for live TV coverage of modern match racing. In 2023, including our ten live shows on Facebook and YouTube with almost 10,000 views. All told, the TV coverage alone delivered tens of thousands of impressions in Australia, Canada, New Zealand, Western Europe and, of course, the USA and Southern California. Coverage includes skipper interviews in the weeks before the Cup on Tom Ehman's *Sailing Illustrated* show which attracts a worldwide audience Tuesday & Fridays.

During "Gov Cup Week", live coverage includes: Monday Opening Dinner; Wed-Sat pre-race morning shows; all day racing coverage and press conferences on Friday and Saturday, and the Saturday prize giving.



At left, 2023 Friday evening press conference with Tom Ehman, Andy Rose and competitors Marius Westerlind (SWE) & Jeffrey Petersen (USA).



At left, 2023 GovCup TV with screen shot from one of two drones (in addition to roving boat and base boat cameras and commentators).







# Sponsor Levels/Benefits

**Presenting Sponsors (2) — \$30,000** Includes all of the Commodore Sponsor benefits; all Governor's Cup press and GovCup TV references include "Presented By"; plus additional benefits (and tickets) customized for each Presenting Sponsor.

**Commodore Sponsor — \$20,000** Secondary logo on racing boats; recognition on GovCup banner on Flag Deck and Race Board; 10 food and beverage passes for the regatta events and 10 seats at dedicated table for Monday dinner; 10 invitations to Friday reception and press conference; 10 invitations to Saturday VIP spectator yacht; 2 invitations to race in Thursday night "Beer Can" races on big boats. Recognition embedded in live broadcasts.

**Fleet Sponsor — \$10,000** Secondary logo on racing boats; recognition on GovCup banner on Flag Deck and Race Board; 6 food and beverage passes for the regatta events and 6 seats at dedicated table for Monday dinner; 6 invitations to Friday reception and press conference; 6 invitations to Saturday VIP spectator yacht; 2 invitations to race in Thursday night "BeerCan" races on big boats. Recognition embedded in live broadcasts.

**Admiral Sponsor — \$5,000** Logo displayed on racing buoys; recognition on GovCup banner on Flag Deck and Race Board; 4 food and beverage passes for sponsor events and 4 seats at dedicated table for Monday dinner; 4 invitations to Friday reception and press conference; 4 invitations to Saturday VIP spectator yacht.

**Team Sponsor — \$3,000** Choose "your" team for the event and get to know them starting at the Monday night dinner. Recognition on GovCup banner on Flag Deck and Race Board; 2 food and beverage passes for sponsor events and 2 seats with your team at dedicated table for Monday dinner; 2 invitations to Friday reception and press conference; 2 invitations to Saturday VIP spectator yacht.

**Commander Sponsor — \$1,000** Recognition on GovCup banner on Flag Deck; Invitation for 2 for Monday dinner and Friday reception.

*The Governor's Cup also receives support from a number of public benefit entities. The two most active are the Newport Balboa Sailing & Seamanship Association (which owns the GC22s that are chartered by BYC for use in the Cup) and the BYC Marine Sciences & Seamanship Foundation. Contributions made to those foundations can be tax deductible, although sponsors wishing to contribute in that manner should consult their tax advisors before making any such decision.*

**WE NEED THE EVENT SPONSORSHIPS ABOVE BUT, IN ADDITION, IF YOU FEEL ESPECIALLY GENEROUS, YOU CAN SUPPORT KEEPING THE GOVCUP 22s THE BEST IN THE WORLD**

*Thanks to the generosity of BYC members and a few friends of the Governor's Cup we were able to build 12 fantastic "GovCup 22s" designed by BYC Staff Commodore Alan Andrews. They are generally considered the best boats used in regattas like this worldwide. The Newport Balboa Sailing & Seamanship Association wants to ensure that the boats will remain the best in the world by funding a maintenance reserve to be sure they are always in great shape and available for our use.*

*So, if there are especially generous sponsors who would wish to help in this effort, special perks and long-term benefits will be available for contributions of \$10,000 or above. Job 1 is to fund this year's Cup, but this effort is important too. For more information contact Andy Rose, Sponsorship Chair, at [roselaw7@aol.com](mailto:roselaw7@aol.com) or 949-723-5806. Tax deductions are also available for these contributions.*

