

Sponsorship Opportunities



Presented By



Governor's Cup

International Youth Match

Racing Championship

July 25-30, 2022

Balboa Yacht Club

“GovCup” 2022 and BYC Need Your Help!

Balboa Yacht Club’s Governor’s Cup is the oldest and most prestigious youth match racing event in the world! It was founded by the late Chet and Glee Purcell, the parents of BYC Staff Commodore—and multi-winning Governor’s Cup crew—Tom Purcell, with a trophy donated by then-Governor Ronald Reagan. Its “alumni” include many of the greatest sailors in the world. “GovCup” alums have won the America’s Cup, Congressional Cup, Olympic medals, and are regulars on the World Match Racing Tour—including two Championships—and are consistently ranked at or near the top of the World Match Racing Open Rankings.

The 55th
Annual

Governor’s Cup

BYC’s Petersen & Wood rematch not to be missed!

For the first time a while, two BYC sailors will be among the favorites to win the 2022 Cup and they and the event can use your support. Jeffrey Petersen is the defending champion who will seek to join the twelve sailors in GovCup history that have won twice. Actually, Jeffrey would like to win three, which no one has ever done! David Wood can be simply described as “World Champion”, having won that title last year in the Youth Match Racing World Championship hosted by BYC and World Sailing after the GovCup last year. Jeffrey finished second, in an unprecedented BYC and American sweep, of the top two positions in a World Championship. Jeffrey also won the U.S. Youth Match Racing Championship for the Rose Cup last year, an event dear to BYC members who founded it. ***If nothing else, the competition between those two returning skippers this year will be spectacular for BYC members and a worldwide audience through “GovCup TV” broadcasts!***

GovCup is the “beating heart of the Balboa Yacht Club”

Sailing World Magazine



Special Word to BYC Sponsors

All Governor’s Cups are special but this year, the 55th Anniversary Cup will be held during Balboa Yacht Club’s Centennial year at a time when the Club has a record number of members to help celebrate! Historically, the majority of the sponsors of the GovCup are club members and/or their companies.

We’d like you to consider the possibility of joining them in helping sponsor the GovCup. Even if your interest in BYC is purely social, you are a dedicated member of the Cruise Fleet, or just like to play liar’s dice at the bar, any help you can give helps your Club’s visibility. The Cup, with its worldwide live broadcasts reaching local, national and international press audiences help feature the club’s many assets and directly or indirectly, that attracts new members.

“GovCup Week” Sponsor Features

While sponsorship help is crucial to Balboa Yacht Club’s ability to put on this world-class regatta—the Club only contributes about 10% of the budget—the “Sponsor Experience” includes some great “perks”. From the designated “Sponsor Concierge” to the complementary food and beverages (based on sponsor level) at the various social events, BYC strives to achieve the maximum enjoyment possible for its sponsors.

Sponsors get the recognition resulting from their support of a major international sporting event with all the direct and indirect benefits resulting from such events. But, it is also just plain fun! The GovCup Monday dinner for some 325 people is not to be missed as the skippers and crews are invited to the stage and “roasted” by the MC—and broadcast worldwide. A press conference with the semi-finalists is held during the Friday cocktail reception. Saturday, major sponsors are invited to watch the racing on the water from a luxury powerboat with lunch and refreshments provided. Saturday, crews, sponsors and members join the teams at a gala trophy presentation at another outdoor reception.

Non-Sailor, No Worries!

Watching the “match racing” format of the GovCup can provide some pretty exciting spectating for sailors and non-sailors alike. The close maneuvering before the start is unique to match racing and unlike races with lots of boats, it is easy to see who is in first and who is last, given that there are only two boats racing in each match. Live broadcasts of the racing on Friday and Saturday include expert commentary which will help non-sailors understand what’s going on while perhaps sitting on the VIP spectator boat with a glass of Chardonnay in hand!

Press & 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, a wide Newport Beach and southern California audience from local press as well as the worldwide boating and sailing market.

The Cup’s media “reach” has grown each year with 10-13 live broadcasts streamed to a worldwide audience during “GovCup Week”. The broadcasts include the Monday night dinner and “roast” of the crews; morning pre-race shows on each race day; live on the water coverage of the racing Friday and Saturday with expert commentators; and the press conferences and prize giving.

A series of “Road to the GovCup” pre-regatta interviews with invited international skippers, begun in 2021, will continue to be broadcast on Tom Ehman’s *Sailing Illustrated* shows in the weeks before the event. The event is also covered by traditional press including Southern California newspapers, print and internet publications worldwide.





Sponsor Levels/Benefits

Presenting Sponsor — Already Committed

Fleet Sponsor — \$15,000 Secondary logo on at least six racing boats; signage on GovCup banners 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; 6 GovCup polo shirts; 2 invitations to race in Thursday night “Beer Can” races on big boats. Recognition embedded in live broadcasts.

Admiral Sponsor — \$10,000 Logo displayed on racing buoys & GovCup banners on Flag Deck & Race Board; 4 food and beverage passes for sponsor events and 4 seats at dedicated table for GovCup dinner; 4 invitations to Friday cocktail reception and press conference; 4 invitations to Saturday VIP spectator yacht; 4 GovCup polos.

Team Sponsor — \$3,000 Choose “your” team for the event and get to know them starting at the Monday night dinner. Signage on GovCup banners on Flag Deck & 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; 2 GovCup polo shirts.

Commander Sponsor — \$1,000 Recognition on GovCup banner on Flag Deck; Invitation for 2 at Monday dinner, Friday cocktail reception and Saturday VIP Spectator Yacht.

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.

NEW THIS YEAR

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 (including, among others, the then-Commodore of the New York Yacht Club and the Cruising Yacht Club of Australia), 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. After a very windy and exciting 2021 Cup, 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 or 949-723-5806. Tax deductions are also available for these contributions.

Note that all levels are for cash sponsorship. “In kind” contributions are welcome but will be valued and recognized on a negotiated basis.

For More Information, please contact Andy Rose:

