

2024 DRYA Sponsorship Program

Qualified Sponsorship is defined as financial support provided by an individual or corporation for the general fund to be used as desired by DRYA. Qualified Sponsors will be recognized and acknowledged through a variety of methods, with sponsor recognition matched to the level of financial commitment that is made. <u>Here are the ways you can become a sponsor!</u>

DRYA Admiral Sponsor

\$7,500 or above

- Acknowledgements:
 - Website Sponsor's Banner (artwork Sponsor supplied)
 - Sponsor Logo on all award flags
 - Quarterly Email acknowledgement to DRYA membership
 - Sponsor Logo on all communications annually
 - Sponsor banner/flag flown on Dock or RC boat , as practical (banner or flag sponsor supplied)
 - Sponsor's table at AGM and Awards Dinner
 - Awards Dinner Banquet for up to eight guests (Drinks excluded)

DRYA Winter and Fall Series *OR* Summer Regatta Sponsorship: Benefactor \$1,500 or above

- Acknowledgements:
 - Listed as a Winter Seminar Sponsor and Hot Stove Meeting Sponsor
 - Listed as an AGM & Awards Dinner Sponsor 2 Events (Winter/Fall)
 - Sponsor Table at AGM and Awards Dinner (Winter/Fall) or
 - Listed as a Regatta Sponsor at 11 Regattas (Summer Regatta)
 - Sponsor Logo on all Winter and Fall or Summer Communications
 - Website Sponsor's Logo on Sponsorship Page

\$750 or above

Acknowledgements:

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- Website Sponsor's Logo on "Sponsorship" Page
- Sponsor Logo on all Winter and Fall Communications

Contributor

Supporter

\$100 or above

- Acknowledgement:
 - Website Individual/Company name on "Contributor" Page

DRYA "Full Annual" Sponsorship - Winter, Summer, Fall

Annual Benefactor \$2,500 or above

- Acknowledgements:
 - Listed as a Winter Seminar Sponsor
 - Listed as a Hot Stove Meeting Sponsor
 - Listed as Regatta Sponsor 11 Regattas
 - Sponsor Logo on all Communications
 - Website Sponsor's Logo on Sponsorship Page
 - Sponsor's table at AGM and Awards Dinner
 - Sponsor Pinney (supplied by sponsor) on MarkSetBot
 - Sponsor Banner (supplied by sponsor) displayed at each DRYA owned event

Annual Supporter

\$1,000 or above

Acknowledgements:

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- Website Sponsor's Logo on "Sponsorship" Page
 - Sponsor Logo on all Communications Jan thru December

Annual Contributor

\$200 or above

- Acknowledgement:
- Website Individual/Company name on "Contributor" Page



Detroit Regional Yacht-racing Association

DRYA Sponsorship Program Why Donate to DRYA?

DRYA Overview

The Detroit Regional Yacht-Racing Association was established in 1912 as the Detroit River Yachting Association by the Commodores of the Detroit Boat Club and the Detroit Yacht Club. Today, DRYA is the coordinating council for 25 area clubs and associations that manage most of the sailing activities in and around Detroit. From 70' racing yachts to junior sailing programs, virtually every way to go sailing in competition comes under the guiding hand of DRYA. The organization has focus on providing education, safety training, competition, academic recognition for student sailors, junior sailing programs, sponsorship of athletes for national competition with US Sailing, and support for a variety of events to promote sailing. DRYA is a non-profit corporation that has qualified as a charitable organization under Section 501(c)(3) of the Internal Revenue Code.

Market Size and Breadth

Geographic Impact:	USA: Detroit and suburbs, Port Huron, Monroe, Ann Arbo		
	Canada: Sarnia, Windsor, Amhe	Canada: Sarnia, Windsor, Amherstberg	
Membership Size:	Clubs and Associations:	25	
	Boat Owner Membership:	130	
	Total Individual Membership:	180	
	Crew (non-members):	1,000	
	Club Membership Reach:	2,500	
Demographics: Age: 10-75			
	Gender: 65% male, 35% female		
	Income: High, upper-middle, lower middle		
	Occupation: White collar, blue collar		
	Detroit Metro Area Population:	4.3 Million	
	Detroit Metro Area Workforce:	2.1 Million	
	Gross Metro Product:	\$200 Million	

Why Donate to DRYA?

- Access to unique market of active, outdoors-oriented, boaters and athletes
- Access to professionals from medical, finance, automotive, insurance, and legal
- Exposure to all yachting and sailing club membership in Detroit Metro area
- Exposure to youth, student, and young professional market segments
- Support for "green" recreational activity of sailing and reduction of pollutants to environment
- Philanthropic support for healthy, community-focused recreational activity with outreach to underprivileged groups in metropolitan area
- Support for development of future athletes for US Olympic sailing and US Sailing
- Support for our DEI initiatives: women in sailing, under-served residents, handicapped
- Support for City of Detroit initiatives involving sailing in the surrounding waters
- Support for National Sailing Events held locally
- Support to maintain the growth and health of the sport of sailing as a recreational pastime

Your Generous Donation Serves the City of Detroit and Michigan by promoting the use our unique natural assets – "Fresh Water Oceans"



Detroit Regional Yacht-racing Association

DRYA Qualified Sponsorships Commitment Agreement

The undersigned agrees to support DRYA through its Qualified Sponsorship Program. This agreement is in place from January 1st through December 31st of the calendar year dated below. The acceptance of a Qualified Sponsor is subject to approval by the treasurer of DRYA and must meet the requirements of Treasury Regulation 1.513-4(c)(1). Qualified Sponsors approved by DRYA will be recognized as described in the Sponsorship Program Summary and Detail document, which may be obtained from the DRYA treasurer. DRYA does not accept agreements for paid advertising, nor does DRYA promote the use of Qualified Sponsor products or services.

Qualified Sponsorship Program	Min. Donation Level	Actual Donation Made
DRYA "Admiral" Sponsor	\$7,500	
Winter/Fall Programs Champion Benefactor Champion Supporter Champion Contributor	\$1,500 \$ 750 \$ 100	
Summer Racing Programs Regatta Benefactor Regatta Supporter Regatta Contributor	\$1,500 \$ 750 \$ 100	
Full Annual Programs Annual Benefactor Annual Supporter Annual Contributor	\$2,500 \$1,000 \$200	
Representative/Donor Name: Street Address: City/State/Zip Phone: Email Address:		
Authorized Signature	Date:	

Please make checks payable to "DRYA" and mail to: 23915 Jefferson, Ste. 1, St. Clair Shores, MI 48080