

## Host Hotel

**Ramada Geneva Lakefront**  
**41 Lakefront Dr.**  
**Geneva, NY 14456**  
**Telephone: 315-789-0400**  
**Fax: 315-789-4351**



The site of this the 2007 Championships will be held at the northern end of Seneca Lake.

We encourage you to participate as a sponsor in the Championships. The target audience will be some of the best active Hobie Cat sailors in all ages from across the United States and the North American Continent.

The event will include racing for youths up to 19; Women's teams, and men & women teams. The first event will consist 3 days (July 20-22) of the Hobie 14's, Hobie 16 Youth's, and Hobie 16 Women's. The second event consists of 5 days (July 23-27) with Hobie 17's and Hobie 18's.

The week 8 day event will include social activities in the Geneva, NY area. Hundreds of both sailors and spectators will be in attendance to view your company name, products and logo in our advertising sponsors packages. This will be a world class event in your backyard that you should be part of!

Hobie Cat Division 16 will be the host of this year's North American Championships. Division 16 is one of 16 U.S. divisions consisting of the Hobie Cat Association of North American. Division 16's territory includes all of New York State, Western Pennsylvania, and the Province of Ontario, Canada. Six active fleets make up division 16:

Fleet 119 – Buffalo, NY  
Fleet 183 – Toronto, Ontario  
Fleet 204 – Syracuse, NY  
Fleet 238 – Albany, NY  
Fleet 295 – Rochester, NY  
Fleet 298 – Ottawa, Ontario

Visit our Division Web Site at:  
[www.nahca-div16.org](http://www.nahca-div16.org)

To participate as a sponsor of this event, or if you would like more information about all of our sponsorship opportunities, we encourage you to contact:

**Bruce Krupke, Sponsor Co-Chair**  
Telephone: 315-427-1719 (cell)  
Email: [bk@celebrationband.com](mailto:bk@celebrationband.com)

**Mark Amico, Event Chairman**  
Telephone: 585-746-2942 (cell)  
Email: [mark.amico@xerox.com](mailto:mark.amico@xerox.com)



## 2007 North American Hobie Cat Championships

# Hobie 14

# Hobie 16 Youth

# Hobie 16 Women

# Hobie 17

# Hobie 18



## Sponsorship Invitation

### Advertising

## Information Form

**July 20<sup>th</sup> – 27<sup>th</sup>**  
**Geneva, NY**

## 2007 North American Hobie Cat Championships



### Overview

July 20<sup>th</sup> through 27<sup>th</sup>, 2007 will bring world class catamaran racing to beautiful Seneca Lake, the Gateway to the Finger Lakes Region. Over 150 top sailors from all over North America will take advantage of the strong summer winds as they compete for the North American Hobie Cat Women's, Youth's, H-14, H-17, and H-18 crowns.

The Hobie Cat multihull design sailboat was created by Hobie Alter in 1972 is ideally suited for conditions on Seneca Lake. Over 125,000 Hobie Cats have been produced since 1972. The Hobie Class is the largest one-design sailing class in the world.

Hobie Continental Championships are a great way to market your company or product to racers, enthusiasts, volunteers, and spectators. We welcome sponsorships and can provide many different opportunities for you and your business to gain consumer attention to your products. We have outlined our program in this packet for your review. Our sponsorship committee will be happy to discuss alternatives such as in-kind donations, which meet your promotional needs and budget.

### On-Water Signage

The Presenting sponsor will have many opportunities to have their corporate logo displayed on the water and readily visible in race photos. Event banners will be created with your logo/company name and displayed on race course rounding marks and committee boat.

### On-Site Signage

Presenting, logo and Elite sponsors can provide and have prominently displayed their corporate logo on banners in the public beach area of the race. Your logo will also appear on a Sponsor banner created and displayed at all major race events and functions such as awards banquet.

### Website

As one of our top 3 sponsors, your company name/logo will appear on our official web site located at [www.hobienac.com/2007](http://www.hobienac.com/2007). Thousands of sailing enthusiasts will visit this site during the spring and summer. Your company will benefit from increased brand recognition. A link will be added to your website as well.

### Sponsorship Levels

#### Presenting Sponsor - \$5,000

- o Business name incorporated into event name
- o All Logo Sponsor Options included
- o Racing buoy logos for on water viewing

#### Logo Sponsor - \$2,500

- o All Elite options included
- o Exclusivity in product category
- o Business logo posted in Notice of Race
- o Name included in all event advertising
- o Full page ad in Hotline magazine
- o Company logo displayed on committee boat

#### Elite Sponsor - \$1,500

- o All Gold options included
- o Website link
- o Signage at club house
- o Full page in Race Event Program
- o Sponsor Day Invitation

#### Gold Sponsor - \$500

- o Half page in Race Event Program
- o Name listed on Sponsor signs
- o Racer goodie bag inserts option

#### Business Card Sponsor - \$100

- o Business card in Race Event Program