



2024 Sponsorship Opportunities

Friend of the BMC,

The Bayfront Maritime Center is proud to announce the dates for our main fundraising events in the upcoming year:

- **11th Annual Ales for Sails** - Friday, February 9th, 2024 - 6-9PM
- **12th Annual Cardboard Boat Regatta** - Saturday, September 14th, 2024 - 9AM

Both of our events in 2024 support our mission - "To design and implement engaging, hands-on, maritime-themed educational, vocational and recreational opportunities for the community in a universally accessible waterfront facility." With the support of local businesses and organizations, community members, and dedicated volunteers, we are able to continue providing STEM - based programming to those of all ages and abilities on Lake Erie.

In the included packet, you will find information about each event and opportunities to support through sponsorship. All sponsorships include benefits for your organization, employees, and friends or family, including tickets to each event, positive public relations and advertising, and great company while supporting a local cause!

Your attendance and support of these events will help us continue our goal of bringing boat building, sailing, navigation, and maritime education to the local community and beyond. Thanks to our sponsors and donors, we are educating and connecting those of all ages to the beautiful waters of Presque Isle Bay. Please keep the Bayfront Maritime Center in mind for the upcoming year and reach out with any questions!

Thank you,

Andrea Baker
Flagship Niagara League
Events Coordinator
Email: andrea@sailfnl.org
Phone: (814) 480-0444

Bayfront Maritime Center 2024 Events

Ales for Sails - February 9th, 2024

We invite you to support our maritime education programs and water access through this fun community event! The **11th Annual Ales for Sails** is a friendly beer-tasting competition with guests receiving a souvenir glass to sample from each of **10 local breweries, placing 1 vote before the last hour for their favorite.** The 2023 winning brewery was *Erie Ale Works* - we are excited to see who will receive the trophy for 2024!



Sponsors for this event receive many benefits, including tickets to the event, which can be given to employees, friends and family, or local supporters. Tickets for this event are extremely limited, as it sells out every year, with 500 attendees in 2023. Ales for Sails is well-known and established, especially within the brewer and Lake Erie Ale Trail communities. The local breweries participating are: **Erie Ale Works, The Brewerie, Lavery Brewing, Nostrovia Brewing, Black Monk Brewery, Erie Brewing, Arundel Cellars & Brewing, Twisted Elk Brewery, Five & 20 Spirits & Brewing, and John Russell Brewing.** Guests also receive locally catered hors d'oeuvres, music by **Millennium Sound's DJ Mike**, a fun photobooth with keepsake reels, and opportunities to win a variety of prizes in our 50/50 and large basket raffles.

Cardboard Boat Regatta - September 14th, 2024

Returning in 2023 after a 3 year hiatus, the Cardboard Boat Regatta was such a success that we are already planning for 2024! This all-ages event includes a boat parade, where onlookers and judges can vote for their favorite creation, boat races in 4 divisions, food trucks and local vendors, raffle prizes, and fun for the whole family.



This free-to-attend event typically hosts anywhere from 250-500 guests, including participants and their families, onlookers in the cheer section, local organizations and news stations, and those simply wondering what is happening on the bayfront! In 2023, we invited 2 food trucks to attend - Bro Man's Sammiches & the Charter's School's "Food for Thought" truck - as well as local coffee shop - Purrista Cat Cafe - which we hope to continue this collaboration in 2024.

With the return of this event, we plan to continue growing the scope each year, including the number of participants in the races. In 2023, we had 35 participants in 17 boats, including 5 in kids crew, 3 in teen crew, 4 in adult crew, and 5 in the mixed ages division. **WABTEC's Engineering Department sponsored 2 of the kids crew boats from Edison Elementary and Marquette Savings Bank sponsored a boat in the kids and teen divisions.** During the **12th Annual Regatta in 2024**, we are hoping to increase our collaboration with local community schools with regatta entries being funded through sponsorships, opening up more opportunities for students to work on their own cardboard boat creations in our boat shop here at the Bayfront Maritime Center.

Other Events/Opportunities:

While we don't have everything planned and scheduled at the moment, we will have collaboration opportunities in 2024, including our Erie Adaptive Sailing Experience program, boat shop maintenance assistance, and volunteering for our other sailing programs. If you and/or your organization would like to partner with the Bayfront Maritime Center on a community program, sailing and boat-building, or simply support us through a donation, please contact Captain Chris Cusson, Waterfront Manager, via email at Captaincusson@SailFNL.org.



Bayfront Maritime Center - 2024 Events Sponsorship Contract

After reviewing the following pages, you may detach this contract to be emailed or mailed via the instructions below.

You/your company agrees to sponsor Ales for Sails, Cardboard Boat Regatta, OR both events in 2024. This entitles your company to the benefits listed in the enclosed sponsorship packet. **To support these events, please complete this form with either credit card information or a check made payable to the Bayfront Maritime Center, and sent out by the below dates:**

- **Ales for Sails ONLY:** January 18th, 2024
- **Cardboard Boat Regatta ONLY:** August 16th, 2024
- **Both Events:** Must receive contract/payment for **Ales for Sails by January 18th, 2024**
 - May send confirmation/payment for the Regatta **any time before August 16th, 2024.**

You may email the signed contract to Andrea Baker, Events Coordinator, at: Andrea@SailFNL.org. You may also send through mail or drop-off at the BMC building during operating hours - please arrange drop-off prior to delivering.

Sponsor name as you wish it to appear on signage & promotional materials:

**** Please email a .png or .jpg file of your company logo to Andrea Baker at andrea@sailfnl.org by January 18th, 2023 for Ales for Sails sponsorship.**

Below, you may choose to only sponsor one event, choose a level from both events, or choose one of the combo level opportunities. Please reach out with any questions on sponsorship!

Check the agreed level of Ales for Sails sponsorship:

- _____ \$5000 Presenting/Brewmaster Level/Prominent Logo Area Placement
- _____ \$1000 Keg Level/Prominent Logo Area Placement
- _____ \$500 Growler Level
- _____ \$350 Pint Level

Check the agreed level of Cardboard Boat Regatta sponsorship:

- _____ \$2,500 Presenting/Schooner Level/Student Collaboration Opportunity
- _____ \$1,000 Sloop Level/Student Collaboration Opportunity
- _____ \$500 Catamaran Level
- _____ \$250 Skiff Level

Check the agreed level of combination sponsorship opportunities:

- _____ \$6,000 Presenting Sponsor - Both Events
- _____ \$3,000 Collaboration Sponsor - Both Events
- _____ \$1,000 Friendship Sponsor - Both Events

Sponsorship Payment Options:

- **Payment via check:** You may deliver or mail your check and the completed/signed contract (below) to the Bayfront Maritime Center building. All checks should be made payable to the **Bayfront Maritime Center**.
 - **If mailing, send completed forms and checks to:**
Bayfront Maritime Center
ATTN: Andrea Baker
40 Holland Street
Erie, PA 16507
- Completed forms and checks may also be mailed or dropped-off at the BMC building during operating hours. Please contact Andrea Baker to arrange/confirm a drop-off time.
- **Payment via Credit Card:** If paying by credit card, please include that information below, along with your contact info on the next page, or call Andrea Baker to pay over the phone. We will be processing credit card payments via Square.

Can't sponsor at this time? Donations in support of the Bayfront Maritime Center are also being accepted. *We can accept donations via credit card information below or check.*

Donation Amount: _____

Your signature below gives the Bayfront Maritime Center authorization to use your company name/logo in all publicity and printing materials.

Contact Name/Title

Contact Phone Number

Address

City

State

Zip

Email Address

Signature

Date

Total Amount Enclosed via Check: _____

Charge this Credit Card:

Credit Card #

Expiration

CVC/Security Code

Name on Card

Signature

If your company requires an invoice, please check here: _____

Or contact Andrea Baker via email or phone -

Email: Andrea@SailFNL.org Phone: (814) 480-0444

2024 Event Sponsorship Opportunities - Single & Combined

Ales for Sails Sponsorship Opportunities - Single Event

\$5,000 - Presenting Sponsor(s) - Brewmaster Level:

- o Opportunity for company representative to present trophy to winning brewery
- o Recognition during welcome & closing speeches
- o Ability to provide corporate signage to be on display during the event
- o **Sponsor name and/or logo prominent placement of your choice:** ***Placement choices are first come, first serve. Please list your choice below on the contract.*
 - **Basket Raffle Sponsor**
 - **Brewer Dinner Sponsor**
 - **Merchandise & Apparel Sponsor** (We are in search of a sponsor to support group t-shirts for our volunteers, as well as merchandise sold pre/post event.)
 - **Brewery Sponsor** (May only sponsor 1 of the above or 1 brewery)
 - **Coffee Bar** (coffee bar provided by local coffee company)
- o Sponsor name and/or logo listed as "Presented by: XYZ Company" in all **media & promotional materials and signage at the event** listed in Pint Level, with addition of:
 - Inclusion in press releases
- o **10 Event Tickets** to share with your employees, customers, or family & friends, with early entry to privately tour the BMC building while sampling a specialty growler prior to the event
- o **6 free sheets** of tickets for the basket raffle auction.

• \$1,000 - Keg Level/Area Sponsor Opportunities:

- o **Sponsor name and/or logo prominent placement of your choice:** ***Placement choices are first come, first serve. Please list your choice below on the contract.*
 - **Basket Raffle Sponsor**
 - **Brewer Dinner Sponsor**
 - **Merchandise & Apparel Sponsor** (We are in search of a sponsor to support group t-shirts for our volunteers, as well as merchandise sold pre/post event.)
 - **Brewery Sponsor** (May only sponsor 1 of the above or 1 brewery)
 - **Coffee Bar** (coffee bar provided by local coffee company)
- o Sponsor name and/or logo listed in all media & promotional materials named in Pint Level, with addition of:
 - Company logo on Ales for Sails page on BMC Website
- o **6 Event Tickets** to share with your employees, customers, or family & friends
- o **4 free sheets** of tickets for the basket raffle auction.

• \$500- Growler Level:

- o Public announcement during the event
- o Sponsor name and/or logo included in all media & promotional materials name in Pint Level
- o **4 Event Tickets** to share with your employees, customers, or family & friends
- o **2 free sheets** of tickets for the basket raffle auction

• \$350- Pint Level:

- o Public announcement during the event
- o Sponsor name included in all media & promotional materials:
 - Company name featured on website Ales for Sails Page and recognition on social media
 - Company name on group signage at the event
 - Company name on program at the event
- o **2 Event Tickets** to share with your employees, customers, or family & friends - Please include an email to receive your tickets.
- o **1 free sheet** of tickets for the basket raffle auction

Cardboard Boat Regatta Sponsorship Opportunities - Single Event

\$2,500 - Schooner - Presenting Sponsor(s)/Schooner Level/Student Collaboration Opportunity

- **6 cardboard boat entries in the regatta (any division) OR 1 vendor space**
 - If racing, **12 shirts for your employees/crew OR shirts given to sponsored students (2/boat)**
 - **Opportunity to give your regatta entries away as a sponsorship for students at a local school.**
 - Your organization may reach out and coordinate this OR we can coordinate for you.
 - If you would like to help the students build their boats, we can arrange “**cardboard construction**” times at the BMC, as well as provide all materials.
 - **If this option is chosen**, the regatta shirts will be given to the students, but you can purchase additional shirts for your employees prior to or at the event.
- Sponsor logo listed in media & promotional materials named in **Skiff & Sloop Levels**, with addition of:
 - Speaking opportunity at event - Welcome Speech & Awards
 - Opportunity to hand out/display collateral at event
- **4 tickets to Annual Ales for Sails Fundraiser event in February 2025**
 - Additional sponsorship opportunities and tickets for Ales for Sails in 2025 are available.
- **10 Large Prize Raffle Tickets** to be entered into any of the large prize options

\$1000 - Sloop Level/Student Collaboration Opportunity

- **4 cardboard boat entries in the regatta (any division) OR 1 vendor space**
 - **8 shirts for your employees/crew OR shirts given to sponsored students (2/boat)**
 - **Opportunity to give your regatta entries away as a sponsorship for students at a local school.**
 - Your organization may reach out and coordinate this OR we can coordinate for you.
 - If you would like to help the students build their boats, we can arrange “**cardboard construction**” times at the BMC, as well as provide all materials.
 - **If this option is chosen**, the regatta shirts will be given to the students, but you can purchase additional shirts for your employees prior to or at the event.
- Sponsor name and/or logo listed in media & promotional materials named in **Skiff Level**, with addition of:
 - Prominent logo placement on sponsor signage & event program
 - Spotlight recognition on social media
 - Including **recognizing your collaboration with local students if you choose to sponsor a youth/teen regatta entry boat**
 - Inclusion in press releases and media coverage
 - Opportunity to hand out/display collateral at event
- **2 tickets to Annual Ales for Sails Fundraiser event in February 2025**
 - Additional sponsorship opportunities and tickets for Ales for Sails in 2025 are available.
- **8 Large Prize Raffle Tickets** to be entered into any of the large prize options

\$500 - Catamaran Level

- **2 cardboard boat entries in the regatta (any division)**
 - **4 shirts for your team/crew** - Additional shirts available for purchase.
- Sponsor name and/or logo listed in media & promotional materials named in **Skiff Level**, with addition of:
 - Company logo on BMC website & social media recognition
 - Company logo on sponsor signage & event program
- **6 Large Prize Raffle Tickets** to be entered into any of the large prize options

\$250 - Skiff Level

- **2 cardboard boat entry in the regatta (any division)**
 - **4 shirts for your team/crew** - Additional shirts available for purchase.
- **Recognition and Advertising Acknowledgement:**
 - *Recognition in support of the BMC's programming, including youth sailing, boat building, and opportunities on the water for community members of all ages*
 - Company/individual name on BMC website & social media recognition
 - Company/individual name on sponsor signage & event program
- **4 Large Prize Raffle Tickets** to be entered into any of the large prize options

Combined Sponsorship Opportunities for Both Events in 2024

If your organization is interested in sponsoring both events in 2024, we have combined opportunities for you! Choosing to support both of our major fundraisers in the upcoming year will not only provide the Bayfront Maritime Center with the ability to continue our maritime programs, but includes great benefits for your company, employees, and brand!

You may choose a level from one or both events OR we do have options below for specialty combination sponsorship opportunities. We are flexible and will work with you/your organization if there are any other ideas for collaboration. Please reach out with any questions!

Presenting Sponsor - Both Events - \$6,000

This opportunity would showcase your organization and brand as a presenting sponsor at both Ales for Sails and the Cardboard Boat Regatta and would come with all of the above mentioned benefits at that level - plus some!

Along with the above & below benefits, you/your company will have the opportunity to work closely with the BMC and Chris Cusson, Waterfront Manager, through additional sailing and event opportunities.

Ales for Sails Additional Benefits - (\$3,000):

- You and your guests (10) will be able to **skip the line with 1 hour early entry to tour the BMC**. You will also receive the opportunity to **taste a specialty growler from 1 of the local breweries** attending the event.
- **Including the above presenting sponsor benefits**, your organization will be included in press releases for both events, have additional spotlight mentions on our social media channels, and recognized in email blasts to our member list of over 2,000 supporters.
- **Merch Benefits:** Choosing to support both of our events will get you some great merch! For Ales for Sails, you may choose 2 AFS shirts OR 2 BMC Paddler hats OR a combination of both a shirt and hat.

Cardboard Boat Regatta Additional Benefits - (\$3,000):

- In addition to the above benefits of the presenting level, you **will receive extra time for your team(s) or students to work on their cardboard boat at the BMC building, which includes all materials needed.**
- **Including the above media benefits, your organization will receive:**
 - Inclusion in the press releases for both events
 - Additional spotlight mentions on social media and recognition in email blasts to our list of over 2,000 supporters in the local community
- **Merch Benefits:** On top of the 12 shirts your team OR the sponsored students will receive for their participation in the races, your organization will receive **4 additional Regatta shirts for your employees.**
 - You will also receive a coupon for 15% off in the Flagship Niagara League's gift shop, located in front of the Erie Maritime Museum.

Collaboration Sponsor Level - Both Events - \$3,000

Ales for Sails Additional Benefits - (\$1,500):

- **8 Event tickets** to share with your employees, customers, or friends and family.
- **Including the above media benefits listed in the Keg Level**, your organization will be included in press releases for both events, have additional spotlight mentions on our social media channels, and recognized in email blasts to our member list of over 2,000 supporters.
- **Merch Benefits:** Choosing to support both of our events will get you some great merch! For Ales for Sails, you may choose 2 AFS shirts OR 2 BMC Paddler hats OR a combination of both a shirt and hat.

Cardboard Boat Regatta Additional Benefits - (\$1,500):

- **In addition to the above benefits of the Sloop Level**, you will receive extra time for your team(s) or students to work on their cardboard boat at the BMC building, which includes all materials needed.
- Including the above media benefits, your organization will receive:
 - Inclusion in the press releases for both events
 - additional spotlight mentions on our social media channels
 - Recognized in email blasts to our member list of over 2,000 supporters
- **Merch Benefits:** On top of the 8 shirts your team OR the sponsored students will receive for their participation in the races, **your organization will receive 2 additional Regatta shirts for your employees.**
 - You will also receive a coupon for 15% off in the Flagship Niagara League's gift shop, located in front of the Erie Maritime Museum.

Friendship Level Sponsorship - Both Events - \$1,000

Ales for Sails Additional Benefits - (\$500):

- **4 Event tickets** to share with your employees, customers, or friends and family.
- **Including the above media benefits listed in the Growler Level**, your organization will be included in press releases for both events, have additional spotlight mentions on our social media channels, and recognized in email blasts to our member list of over 2,000 supporters.
- **Merch Benefits:** Choosing to support both of our events will get you some great merch! For Ales for Sails, you may choose **2 AFS shirts OR 2 BMC Paddler hats OR a combination of both a shirt and hat.**

Cardboard Boat Regatta Additional Benefits - (\$500):

- **In addition to the above benefits of the Skiff Level**, you will receive extra time for your team(s) or students to work on their cardboard boat at the BMC building, which includes all materials needed.
- Including the above media benefits, your organization will receive:
 - Inclusion in the press releases for both events
 - additional spotlight mentions on our social media channels
 - Recognized in email blasts to our member list of over 2,000 supporters
- **Merch Benefits:** On top of the 4 shirts your team OR the sponsored students will receive for their participation in the races, **your organization will receive 2 additional Regatta shirts for your employees.**
 - You will also receive a coupon for 15% off in the Flagship Niagara League's gift shop, located in front of the Erie Maritime Museum.