



[www.topofthegulfregatta.com](http://www.topofthegulfregatta.com)



# ASIA'S LARGEST MULTI CLASS REGATTA

## TOP OF THE GULF REGATTA 27 APRIL - 1 MAY 2018

The regatta was named 'Asian Regatta of the Year' at the 2014 Asian Marine & Boating Awards, the only regatta in Thailand to ever win this award.

**Expected is a diverse range of yacht entries** from fully professional racing craft to cruising boats, ocean catamarans and 'one-design' classes. They will be joined by RC yachts, windsurfers, dinghy fleets including Olympic classes and the Optimist National Championship, featuring the latest generation of talented youth sailors.

Beyond the full-throttle environment on the race course are evening **social events** amidst the magnificent grounds at the Ocean Marina Yacht Club including cocktail parties and gala dinners.

The Top of the Gulf Regatta will continue being a significant contributor to the **growth of marine tourism and sport in Pattaya**, to the positioning of Pattaya as a world-class **sports tourism destination** and showcase EEC as an international sporting location.



Now in its 14th year, the Top of the Gulf Regatta is one of the largest multi-class regattas in the region, drawing yacht entries from across Asia Pacific to the **Ocean Marina Yacht Club in Na Jomtien, near Pattaya.**

The Top of the Gulf Regatta organising committee, in association with **Ocean Marina Yacht Club** and under the auspices of the **Yacht Racing Association of Thailand**, will host the annual regatta between 28 April and 1 May, 2018



## PARTICIPATING CLASSES



### KEELBOATS

 25  130

The premier class of the regatta; the racing and cruising keelboat fleet sees entries from the ultra-fast TP52 yachts to ocean cruising catamarans. The Top of the Gulf Regatta 2018 is the penultimate event in the AsianYachting Grand Prix Championship (AYGP) 2017 / 2018.



### PLATU ONE-DESIGN

 13  50

Ocean Marina Yacht Club is home to the largest Platu One-Design fleet in Asia and is host to Platu Coronation Cup, one of the most prestigious awards in sailing in Thailand. Expect close racing from the Thai and international teams.



### OPTIMIST NATIONALS

 130  130

The biggest class of the event with record 142 boats in 2015, the Thailand Optimist National Championship 2017, now in its 43rd year, will be as competitive as ever, with leading Thai youth sailors and international teams competing for the title.



### OLYMPIC CLASSES

 50  70

This multi-class fleet showcases boats that are represented at the Olympic Games such as Laser, 470, 49er and Nacra 17. Expect to see action from the top international sailors including Thai Olympians Keerati Bualong and Kamolwan Chanyim.



### WINDSURFERS

 30  30



### RC YACHTS

 20  20



## SPONSORSHIP



# WHY SPONSOR ASIA'S LARGEST MULTI CLASS REGATTA?

## BRANDING

The growing popularity of sailing in Asia makes it the ideal platform for companies to increase their brand awareness and equity in the sport. Few events offer a more attractive image – companies who associate themselves with Top of the Gulf Regatta 2018 align themselves with an event that epitomises **prestige and excellence**.

Sponsors can **promote brand** in almost all regatta areas, but especially during the evening parties where sailors are **fully accessible**.

## MEDIA COVERAGE

Top of the Gulf Regatta 2018 offers huge opportunities to create media coverage for sponsors through news PR activity. There will be coverage in **Thai local and national newspapers**, Asian regional and international newspapers, **TV, Radio and Magazines**. **Press releases and daily race reports** will also be issued through a variety of regional and international yachting websites.

Media coverage and awareness both in Thailand and overseas of the Regatta has grown year-on-year - both in volume and value. Press releases, email newsletters and editorial agreements with **Media Partners** achieve widespread editorial coverage in print and on the web.

Top of the Gulf Regatta makes intensive use of a variety of **social media** platforms including **Facebook, YouTube and Twitter**, which have created a huge increase in interest from sailors and sponsors alike.

## CSR ACTIVATION

Each year the Top of the Gulf Regatta supports **grassroots sailing** in Thailand by encouraging the participation of local young sailors. Using this regatta, sponsors can gain a platform to **launch new CSR initiatives** to foster development in the sport of sailing.

photo © Guy Nowell / Top of the Gulf Regatta 2016



## SPONSORSHIP



## SPONSORSHIP LEVELS

### TITLE SPONSOR

One Title Sponsor forms a strategic alignment with the event and enjoys headline representation, significant brand profiling, exclusive client entertainment, extensive media exposure in all parts of the regatta and CSR involvement achieving maximum outcomes.

**INCLUDING OPTIMIST NATIONALS AND CORONATION CUP TITLE SPONSORSHIP**



### CO-SPONSORS

A small number of Co-Sponsors who reinforce the brand values of the event and enjoy a focused level of association for a particular product category. The sponsorship enables extensive marketing opportunities with participants, visitors, and sailing fans across Thailand and South East Asia.



## SPONSORSHIP

# SPONSORSHIP ENTITLEMENT

CATEGORY EXCLUSIVITY & TITLE RIGHTS	Title Sponsor	Co-Sponsor
Rights to title "[Title Sponsor Name] Top of the Gulf Regatta 2018" for PR and advertising use	Yes	No
Rights to title [Co-sponsor Name] "Official Co-sponsor of [Title Sponsor Name] Top of the Gulf Regatta 2017" for PR and advertising use	No	Yes
Company name incorporated in event logo	Yes	No
BRANDING & INTELLECTUAL PROPERTY RIGHTS		
Logo on race boats bow/hull sticker	Yes	No
Logo on marks of the race course	Yes	Yes
Logo on beach flags (1m x 3m)	20	10
Joint advertising boards with title and presenting sponsors logo at Ocean Marina	X8	X4
Logo on main backdrop on presentation stage	Yes	Yes
Interview area backdrop branding	Yes	Yes
Short company/product profile & logo on Regatta website sponsors page	Yes	Yes
Full page programme advertisement	Yes	Yes
MEDIA & PR RIGHTS		
Right to use Top of the Gulf Regatta 2018 association (for example) in all promotional campaigns covering any PR and advertising	Yes	Yes
Brand inclusion in any print, radio, online or social media advertisements or PR activity to promote Top of the Gulf Regatta 2018 (for example) produced by the organisers	Yes	Yes
A press conference to launch the Sponsorship	Yes	Yes

PROMOTIONAL CAMPAIGN	Title Sponsor	Co-Sponsor
Brand name mention and logo in Top of the Gulf Regatta 2018 presented by Ocean Marina race reports, press information and advertisements	Yes	Yes
Inclusion in any TV/Radio advertisement produced	Yes	Yes
EXPERIENTIAL PROGRAMME		
Promotional/trade booth in Regatta Village on site and promotional staff	Yes	Yes
Promotional literature in skippers' kit bags	Yes	Yes
DIGITAL & SOCIAL PROGRAMME		
Branding on Top of the Gulf Regatta 2018 (for example) emails, website, and all site communications including e-newsletters	Yes Prominent	Yes
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts	Yes Prominent	Yes
HOSPITALITY & NETWORKING PROGRAMME		
VIP tickets for each of the parties	20 per party	5 per party
Pairs of VIP prizes for B2B or B2C use 5 nights at Host Venue Sponsor	1 x pair	1 x pair
VIP sponsor passes	5	5
MERCHANDISING PROGRAMME		
Opportunity to put Logo on Regatta merchandise with Regatta approval	Yes	Yes
CSR OPPORTUNITY		
Sponsor branded single day 'introduction to sailing' activity to a group of 30 children from a local charity or government children's home. Package includes sailing instruction expenses, free lunches for all, free t-shirts and joint sponsor / organisers press release - an amazing experience for all!	Yes	On request
TITLE SPONSOR INVESTMENT AMOUNT	CO-SPONSORS INVESTMENT AMOUNT	
THB 5,000,000	THB 2,000,000	



**SPONSORSHIP**

## SPONSORSHIP ENTITLEMENT



**BACKDROP BANNER**



**RACING BUOYS**



**LOGO ON BOAT**



**EVENT PRIZES**



**ACTIVATION AT PARTIES**



**EVENT BANNERS**



**CSR INITIATIVES**



**EVENT MEDIA**



## EVENT PROGRAMME

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DATE	TIME	ACTIVITY
March - April	TBC	Press conference introducing event sponsors
Friday 27th April	10:00 - 17:30	Registration classes 1-6
	14:00	Practice race classes 1-6
	17:00	Skippers briefing classes 1-6
	18:00	Opening ceremony and cocktails
Saturday 28th April	09:00	Registration classes 7-11
	10:55	Racing programme begins classes 1-6
	14:00	Early registration class 12
Sunday 29th April	17:00 - 19:00	Prize giving and drinks on the lawn
	09:30	Registration class 12 Optimist
	10:55	Racing programme begins
Monday 30th April	17:00 - 19:00	Prize giving and drinks on the lawn
	10:55	Racing programme begins
Tuesday 1st May	17:00 - 19:00	Prize giving and drinks on the lawn
	10:55	Racing programme begins
	18:00 - 22:00	Ocean Marina gala dinner and regatta prize giving

## BOAT CLASSES

Top of the Gulf Regatta 2018 will have the following classes, subject to entries received:

Class One	IRC 1	Class Five	Platu	Class Eleven	RS:One Windsurfs
Class Two	IRC 2	Class Six	Ocean Multihulls	Class Twelve	Optimist National Championships 2017
Class Three	IRC 3	Class Nine	Single Handed Dinghies	Special Class	Special Class: Radio Control (RC)
Class Four	IRC 4	Class Ten	Double Handed Dinghies		

In 2016, 282 boats entered across 11 classes featuring over 600 sailors.



Photo: © Guy Newell / Top of the Gulf Regatta 2016



HOST VENUE



## OCEAN MARINA YACHT CLUB

Situated on Riviera Jomtien beach - Pattaya, Ocean Marina Yacht Club is renowned as Thailand's first world-class marina and ranked as the biggest marina in South East Asia. It has been the official venue of many international sporting events such as Cata World Cup, 24th SEA Games, Top of the Gulf Regatta, the latter for 13 consecutive years, as well as big-scale music concerts.

The marina-front complex consists of 3 main parts:

- The marina including in-water slips & wave breaker, on-land storage, with fully-equipped facilities & services
- Ocean Marina Hotel & Yacht Club
- Luxury Condominiums - San Marino and Ocean Portofino

Ocean Marina Yacht Club is just a short drive from Bangkok, less than two-hours from Suvarnabhumi international airport, and only 15 minutes from U-Tapao airport.

Surrounded by mountains, beach, and splendid seascape of the eastern coasts, and close to many tourist attractions, golf courses, shopping and entertainment areas as well as rarely-seen islands, Ocean Marina offers a unique nautical resort, a charming hideaway for leisure.

The Sports Complex is remarkably diverse, spacious and comfortable, featuring:

- 25-metre Indoor Swimming Pool • Children's Pool
- Outdoor Free-form Pool
- Male/Female Saunas
- Tennis Courts
- Squash Courts
- Fitness & Aerobic Rooms • Games Rooms

[www.oceanmarinayachtclub.com](http://www.oceanmarinayachtclub.com)







CONTACT

## CONTACT US

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