





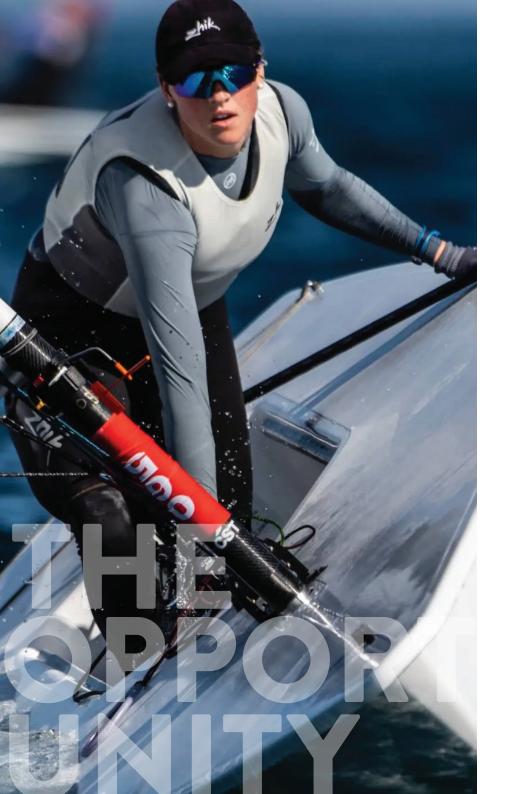
South Australian **Tourism Commission** 











PERKS	Platinum Sponsor \$30,000	Gold Sponsor \$20,000	Silver Sponsor \$10,000	Bronze Sponsor \$5,000
Naming rights	<b>✓</b>			
On and off water race viewing	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>
Corporate hospitality opportunities on & off water	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>~</b>
Opening and closing ceremonies	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>~</b>
Brand Placement (est 18k attendees over six weeks:				
All race boats	<b>✓</b>	<b>✓</b>		
All race markers (on water)	<b>✓</b>			
Race boat equipment	<b>✓</b>	<b>~</b>	<b>✓</b>	
On water safety & race management craft	✓	<b>✓</b>		
Precinct roadways	<b>✓</b>			
Big screens	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>*</b>
Corflutes	<b>✓</b>			
Flagpoles	<b>✓</b>	<b>✓</b>		
Fencing	<b>✓</b>	<b>✓</b>	<b>✓</b>	
Buildings	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>~</b>
Digital presence (a.6M viewers)	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>~</b>
Event clothing and merchandise (>2500 units)	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>~</b>
	100k value ROI 3.5	50k value ROI > 2.5	22k value ROI > 2.0	9k value ROI > 1.8

