

SPONSORSHIP PROPOSAL



ILCA
2024



Adelaide, AUS
WORLD CHAMPIONSHIP REGATTA

SPONSORSHIP PROPOSAL



THE EVENTS

**EVENT 1: ILCA AUSTRALIAN OPEN
AND YOUTH CHAMPIONSHIP +
OCEANIA CHAMPS**

1ST - 10TH JANUARY 2024

4.7, Radial and Standard rigs (ILCA 4, 6, 7)

250+ competitors

All ages: 14 - 80

Male and Female

Lead up event for World Championship



THE EVENTS

**EVENT 2:
ILCA 7 WORLD CHAMPIONSHIP
24TH-31ST JANUARY 2024**

Standard Rig ILCA 7 (Mens Olympic Fleet)

120 competitors

55 Countries

Final Qualifying event for Paris Olympics

International Olympic officials

Teams arriving from early December 2023



THE EVENTS

EVENT 3: ILCA WORLD MASTERS CHAMPIONSHIP

2ND - 9TH FEBRUARY 2024

4.7, Radial and Standard rigs (ILCA 4, 6, 7)

300 Competitors

50 Countries

Over 35 Years

Male and Female

HOST AND PARTNERS



ADELAIDE SAILING CLUB



City of West Torrens
Between the City and the Sea



West Beach Parks
holiday · sport · adventure



CITY OF
HOLDFAST BAY
Adelaide's Seaside Destination



ADELAIDE
SOUTH AUSTRALIA



Government
of South Australia

South Australian
Tourism Commission



International
Laser Class
Association™





THE OPPORTUNITY

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



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COMMODORE

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