

Now in its 6<sup>th</sup> year, the Bowditch Race has earned an outstanding reputation in the Massachusetts Bay yacht racing community. Race crews look forward to a proficiently run race, great swag and unique trophies, and our swinging deck and dance party afterwards with the Swamptones!



# Palmer's Cove Yacht Club 6<sup>th</sup> Annual Bowditch Race

**2 Full Days of Advertising!**

**Race Sponsor Information**



©2010 - Cynthia Mikula Smizek, PCYC & Bowditch Race



Sponsors of the Bowditch Race have confirmed new business as a direct result of their sponsorship and advertising. Bowditch provides free photos of race day/night to captains & crew (with additional recognition of race sponsors, and an opportunity for participants to see your logo again after the race). We offer free graphic services for the creation of discount coupons or postcards for our sponsors to be placed in the swag bags.



**Palmer's Cove Yacht Club**  
74 Leavitt Street  
Salem, MA 01970  
[www.PCYC-Salem.com](http://www.PCYC-Salem.com)  
[www.Bowditch-Race.com](http://www.Bowditch-Race.com)

**August 7, 2010**

**Salem Harbor, Massachusetts**

Presenting a unique advertising opportunity for local businesses to participate in Salem's rich maritime heritage and gain local exposure with the yacht racing and boating community.

### 2009 Bowditch Sponsors

- Bernard's Jewelers
- E-Paint
- Keurig Coffee
- Keystone Construction
- Salem Waterfront Hotel
- The Rhumb Line, Gloucester
- Annapolis Performance Sailing

The Bowditch Race has been sanctioned as a Qualifier Race for

- Salem Bay Grand Slam
- PHRF Marblehead
- MBSA Championship

Share in the camaraderie of the northeast sailing community and join us on race day for the festivities including our wild after-race dance party. **New for 2010 post-race Sunday brunch!**

The Bowditch Race earned Palmer's Cove Yacht Club designation as the **2008 Yacht Club of the Year** by the Massachusetts Bay Sailing Association

# 3 Levels of Race Sponsorship are Available

## Spinnaker Sponsor \$1000

*Premium package perks!  
You and a guest are invited on the Bowditch Race Committee Boat to watch the race; plus, schedule a private excursion with the captain of a competing race boat.*



- Your corporate logo, advertisement and website link prominently placed on the Bowditch Race website
- Your corporate logo printed on race t-shirts
- Inclusion of your promotional materials in the captains' swag bags
- Your banner displayed at Bowditch Race and Party
- Special mention of your organization's sponsorship at the event
- Sponsor table at the after-race party to market your products and services
- An excursion for four aboard one of the competing yachts
- **EXCLUSIVE** invitation for you and a guest to join the Race Committee Crew for the day on the Committee Boat to witness how an ocean race is run

## Mainsail Sponsor \$600

*Complimentary private excursion with the captain of a competing race boat*



- Your corporate logo, advertisement and website link prominently placed on the Bowditch Race website
- Your corporate logo on race t-shirts
- Inclusion of your promotional materials in the captains' swag bags
- Your banner displayed at Bowditch Race and Party
- Special mention of your organization's sponsorship at the event
- Sponsor table at the after-race party to market your products and services
- An excursion for four aboard one of the competing yachts

## Jib Sponsor \$200

- Your corporate logo and website link on the Bowditch Race website
- Your corporate logo on race t-shirts
- Inclusion of your promotional materials in the captains' swag bags
- Your banner displayed at Bowditch Race and Party
- Special mention of your organization's sponsorship at the event

