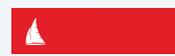




**STUDIOMILANO**

# SAILING WEEK 2018



**MIAMI SAILING WEEK**

**MIAMI**  
MARCH 4-10



**NEWPORT SAILING WEEK**

**NEWPORT**  
JUNE 18-25

**2018 SALES BROCHURE**

PHOTOS BY: *Cory Silken*





## WELCOME to SM Sailing Week



Welcome to the 2018 SM Sailing Week International regattas. Competitors from as far as Australia and as close as our own backyard will be among the numerous sailors that will compete in our annual events: Miami Sailing Week and Newport Sailing Week.

MSW regatta is scheduled for March 4-10, 2018 with seven participating one design classes: the Viper 640, J/70, VX One, Melges 24, A-CAT, M32 and Flying Tigers. They will be racing in three different courses on the beautiful waters of Biscayne Bay in Coconut Grove, Miami. From award ceremonies, cocktail parties and cultural exhibits, the event will feature a week of activities gathering both the sailors and the local community. A number of local sailing organizations will put forth a collaborative effort to support the regatta. For 2018, the organizing committee is forecasting an increase in participation from local and international sailing enthusiasts.

Riding on the success of the Miami regatta, organizers could not have asked for a better place to host the 8<sup>th</sup> Newport Sailing Week event in Newport, Rhode Island. Newport is, in fact, considered by many as “the sailing capital of the world”. This world-renowned venue provides an incredible backdrop to the fierce on water competition that SM Sailing Week is proud to support. The event will take place from June 18-25, 2018. Featuring the same world-class performance boats seen in Miami, competitors will find a balance between on-the-water racing and social activities. This is definitely a regatta sailors do not want to miss!

Both events are open to corporate sponsorship opportunities and are an excellent opportunity for a select group of sponsors to reach the highly attractive sailing market. STUDIOMILANO is pleased to offer corporate sponsorship options, official supplier, and media partner opportunities.

[MIAMISAILINGWEEK.COM](http://MIAMISAILINGWEEK.COM)

[NEWPORTSAILINGWEEK.COM](http://NEWPORTSAILINGWEEK.COM)



Becoming a partner with us at any sponsorship level will provide you with a powerful business tool that can be optimized to improve the functionality, communications and recognition of your company's brand and objectives. Listed below are some benefits and connections to achieve your goals:

- You can build a long-term relationship with a proven world-class sport for a reasonable budget
- Visible branding presence on all the marketing materials ashore and yachts afloat and other visual media including web and television
- Fantastic networking opportunities with advertising and promotional access to sailors and other sponsoring partners
- Special product placement with opportunities to show your product next to your target & a classic on or off water backdrop
- Extensive event news coverage with our media partners:

- Icarus Sailing Media is a leading sports management, marketing and media company, focusing on top international sailing events. The company's expertise lies in managing the sports market value chain end-to-end
- Nautical Channel is the only international 24/7 nautical sports and lifestyle channel in the world available to over 20 million subscribers in 37 Countries
- Yachting Times is the only bilingual boating and yachting lifestyle magazine in the US and the Americas



SAILORS DEMOGRAPHICS OVERVIEW

|                       |     |                        |     |
|-----------------------|-----|------------------------|-----|
| Years of Age (median) | 46  | Net Worth \$1+ Million | 52% |
| Age 25-54             | 78% | Net Worth \$2+ Million | 31% |
| College Degree        | 83% | Owns Home              | 93% |
| Post Grad Degree      | 40% | Owns 2+ Cars           | 86% |
| \$100,000+ Income     | 77% |                        |     |

Sources: KWRW Research and US SAILING Survey



# MEET YOUR CUSTOMER

## SPONSORSHIP OPPORTUNITIES

At STUDIOMILANO our sponsors are our partners. They are very important to us and are integrated into our regatta far beyond applying logos onto sailboats. We help our partners to cross-sell, up-sell and just mostly... sell! We will work with you to develop programs and campaigns. We will execute your business and marketing objectives through our events. This is achieved by working directly with all stakeholders representing our partners in a collaborative format to codevelop highly targeted Activation Programs with predetermined benchmarks and matrix for measuring results.



## HOSPITALITY

The hospitality areas are designed with only one thing in mind: to provide our sailors and guests with a fun and entertaining ambience to relax after an exciting day on the water. Plenty of drinks, food, and music will create the perfect scenario to what will be an exhilarating event. Participants are also invited to join the event's social activities and take full advantage of the local flair.

## EXHIBITOR & VENDOR AREAS

The village will also have a dedicated area for sponsor and vendor activities in a classy and convenient environment. Let us develop the right package for your needs.



## SOCIAL EVENTS

Sailing is of course the main component of our events and remains our main priority, however, SM Sailing Week is also about hospitality and camaraderie among sailors. What could be better than joining our social events to get a taste of what the Miami and Newport lifestyle are all about?

As many participants travel considerable distances, our events aim to offer lasting memories. With the combination of high-class sailing talent, spectacular scenarios, and renowned hospitality, the Miami Sailing Week and the Newport Sailing Week are certainly par with international sailing events.



## CULTURAL EVENTS

One of the aspects that differentiates SM Sailing Week from other National and International regattas is the cultural tie-in. Our aim is to reach out to sailors and the local community alike and offer a different prospective on sailing and what it represents through the eyes of world's best photographers.

2010 - Cory Silken, known for his unmistakable dynamic sepia-tone panoramas, held a breathtaking exhibit at the Village called "Color of the Wind". Brilliantly saturated, the images exhibited were some of the most stunning ports of call, including Grenada, Newport, Palma de Mallorca, Porto Cervo, and St. Barths.

2011 - Franco Pace presented "The Sails of Franco Pace" exhibit. The exhibition summarized the fantastic body of work from the photographer during the last 30 years in the field of yachting. Franco's large spectacular images brilliantly portray the magic of sailing on different seas around the world.

2012 - Onne van der Wal accepted our invitation to display his "Best of the Best" collection. Onne van der Wal's award-winning nautical photography is recognized by its unique composition, brilliant colors, tack-sharp details, and his attention to the technicalities of digital photography.

2013 - We hosted and presented an "America's Cup" photography exhibit by nautical photographer Cory Silken. A memorabilia of the most important milestones of one of the oldest regattas in the world.

2014 - Cushy Gigs, a Wynwood based creative team, engaging ten local street artists to create ten custom-tailored white canvasses shaped as jibs showcasing sailing through their imagination. The sails were displayed at the iconic premier open-air shopping, dining, and entertainment destination in Coconut Grove Ana in Newport.

2015 - Vicki de Silva produced some beautiful light photography about the sailing scene in which were then exhibited in downtown Coconut Grove.

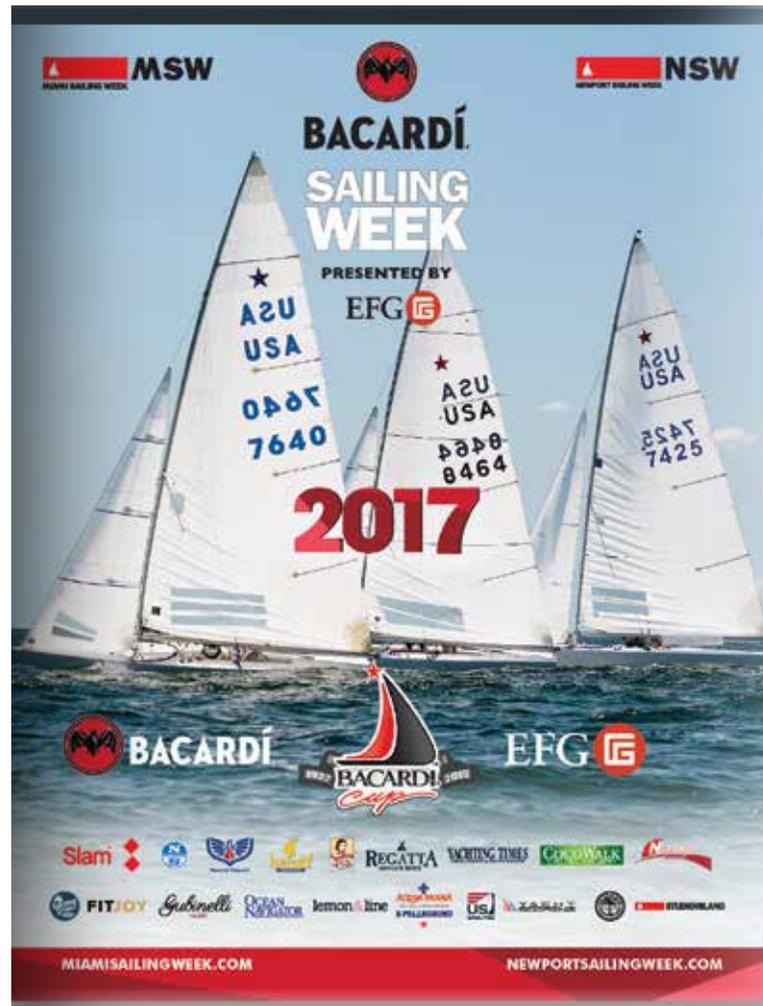
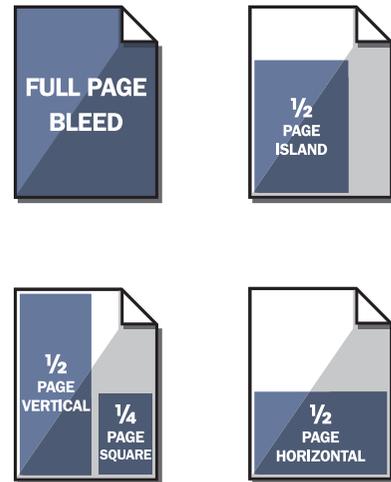
2016 - In collaboration with Wooden Boat Magazine we created a New England style boatbuilding workshop and constructed, in a week time, an 11' LOA wooden boat Shellback sailboat. In addition Italian artist Roberto Fiorentino displayed in a pop-up gallery sailing inspired paintings while in the courtyard Mall goers admired photographs of the competing sailboats.

2017- For the first time, music was the cultural component of both the Miami and Newport Sailing Weeks. In both cities, local bands were invited to showcase their best tunes and get sailors and the community to dance under the stars.



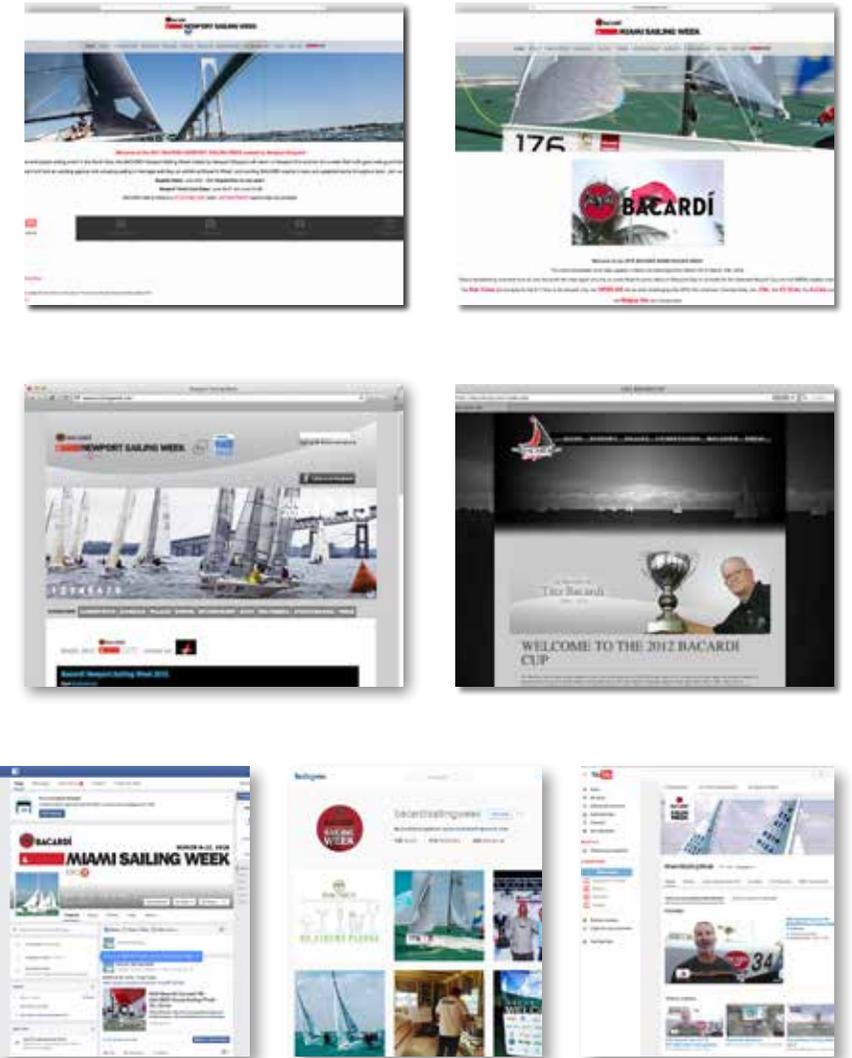
## EVENT PROGRAM

Our 36 page, four color program captures detailed information for both the race participants and the spectators. Featuring excitement from the two events, this tool is a prestigious and cost-efficient way to place your message in front of a target audience at the event and at home.



## WEBSITES AND NEWSLETTER

Our websites are designed to be an ongoing source for both participants and media outlets. Rich on information, news, galleries and videos, the websites are a perfect tool for our sponsors and their messages. Our newsletters to the participants and Industry leaders have been well received because they always have an informative content that meets the needs and expectations of the readers. In brief our media tools have an appealing appearance with a well-defined purpose making them user focus & useful; a perfect platform for our sponsors.



# LET US PREPARE A PROPOSAL THAT FITS YOUR NEEDS



## DELIVERABLES

### PROMOTIONAL RIGHTS

- Exclusivity in the category
- Title Sponsor rights for a sail boat class
- MSW and NSW Official Sponsor
- License to use marks & logo in advertising, promotion and packaging
- Promotional time frame: Year-round

### ADVERTISING & PROMOTION

- Race program benefits
- Recognition in collateral materials & website
- Right to create/host pre-approved event/activities

### DISPLAY & SAMPLING

- Display area within the hospitality village
- Promotional items to be inserted in the Skipper Bag

### SIGNAGE/SPONSOR RECOGNITION/BRANDING

- Branded dedicated trophy class
- Hull stickers (both sides) on each sailboat
- On-the-water branding on race mark
- Signage at hospitality village
- Sponsor logo at different events within the week
- Sponsor logo at Media Center

### VIP PROGRAM

- Honorary starter
- Trophy presentation
- VIP yacht

### HOSPITALITY

- Admission and hospitality passes
- Tickets & access passes to social events

### OTHER RIGHTS

- Access to volunteers
- Access to film footage, photo library for creating themed ads or promotions
- Press release announcing sponsorship
- Report on sponsorship activities

## 2017 Partners



**BACARDÍ**



YACHTING TIMES  
AMERICA'S BILINGUAL BOATING MAGAZINE



**FITJOY**



YACHT SCORING



OCEAN NAVIGATOR  
MARINE EQUIPMENT SUPPLY SPECIALISTS

lemon & line

Gubinelli  
MALBEC



## STUDIOMILANO

STUDIOMILANO is a boutique business, project, event management & marketing company that offer a wide spectrum of services with meticulous focus, creativity and passion in every task. With strongholds in the sports and luxury industries, STUDIOMILANO believes in the power of tailored and unique solutions that will result in a competitive advantage for our clients. STUDIOMILANO currently manages the North American Panerai Classic Yacht Challenge for Officine Panerai, a company part of the Richemont Group, the BACARDI Cup regatta and is the promoter of BACARDI Miami and Newport Sailing Week.

## CONTACT

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

Check our 2017 Promotional Video

