

SPONSORSHIP OPPORTUNITIES



— 14TH ANNUAL —

2023 *St. Petersburg
Classic Regatta*
The Regatta for
Good Old Boats

OCTOBER 21, 2023

BENEFITING

 **Neighborly**
SENIOR CARE NETWORK

MEALS on WHEELS[®]
PINELLAS COUNTY

In the Know

WHEN... WHERE... WHO...



WHEN: October 20-22, 2023

WHY: To raise awareness and funds to support **Neighborly/Meals on Wheels Pinellas** program.

This event has made a HUGE impact in supporting our Meals on Wheels program for the past 13 years! Boaters from across the region have fun in the sun while racing in their one-of-a-kind classic boats. **Each year this event attracts a diverse and fast-growing fan base.**

All across Pinellas County, Neighborly's dedicated volunteers and staff delivered 629,121 nutritious meals and encouragement to at-risk seniors last year. Our services allow clients to maintain their independence and avoid premature institutionalization. There are presently 1300 vulnerable seniors on our waiting list. Sponsorship dollars help us to offer them services.

WHO:

Here's What Florida Seniors Say About This Service*

81% | Meals on Wheels improves my health

92% | Enables me to remain living at home

90% | Makes me feel more secure

Join us in this fun and action-packed race with other compassionate advocates and community stakeholders who know how to party with a purpose! Come and mingle with skippers and their crews.

Friday, October 20 | 4:00 - 7:00 PM
Welcome to Skippers - "Check-in Social" at SPYC






















































Saturday, October 21
11:30 AM Parade of Boats
12:00 PM Sponsor boat boarding
12:30 PM (**Sharp**) Anchor Up for Sponsor boat
1:00 PM First Warning
5:30 PM Social Hour and Auction
6:00 PM Awards Banquet Begins



Scan QR
for more
information

*Source: Meals on Wheels of America

Sponsorship LEVELS

							SPECIALTY	
	\$10,000 Presenting	\$5000 Yacht	\$3,500 Fleet	\$3,500 Classic	\$2,000 Sailing	\$500 Get Your Feet Wet	\$3000 T- Shirt Deadline 9-27-23	\$2,500 Sunscreen Deadline 9-27-23
Welcome remarks at Social and Banquet								
Booth & banner display opportunity at Award Banquet								
VIP invitation to the sponsor boat party on Tampa Bay during the race	 4 Tickets	 2 Tickets	 2 Tickets	 2 Tickets			 2 Tickets	 2 Tickets
Ad space in commemorative program circulated to Tampa Bay area sailors and four additional yacht clubs	 Center Spread or Full Page*	 Full Page*	 Half Page	 Half Page	 Quarter Page	 Listing	 Quarter Page	 Quarter Page
Social Media Acknowledgments	 Dedicated	 Dedicated	 Dedicated	 Dedicated			 Dedicated	 Dedicated
Logo on event collateral (Based on date of commitment)	 Prominent					 Listing		
Tickets to dinner	 10	 8	 4	 4	 2	 2	 2	 2
Event shirts with logo	 10	 8	 4	 4	 2	 1	 2	 2
Class trophy presentation at awards banquet								

*Full page ads requesting inside front or back of program reserved in order of commitment

FLEET SPONSORSHIPS: Available to the Marine Industry ONLY.

To purchase a sponsorship
or for more information contact
Susan McIntyre, Director of Development
smcintyre@neighborly.org
727-573-9444 x3160

INTERESTED IN A DIFFERENT LEVEL
OF INVESTMENT? LET US KNOW

ADS SIZES

Width x Height (+ Bleed)
Please include 1/8th" Bleed

1/4 page | \$300
4" x 5.5"

1/2 page | \$600
8.5" x 5.5"

Full PAGE | \$1,000
8.5" x 11"

Please build your ad with .7"
margins to accommodate the
bleed and flexible placement.

If ads aren't sized properly,
we reserve the right to
proportionately shrink
the ad to fit the space.

Ad Opportunities

COLLECTABLE, FULL-COLOR, COMMEMORATIVE BROCHURE

All attendees will receive a beautiful full-color commemorative program. Additional copies are distributed to sponsors and Florida yacht clubs. Ad space available for stand-alone purchase.

Ads are full-color and include digital runs on social channels.

Formats Accepted:

High Resolution JPG, PNG, PDF @300 dpi

Naming Convention of file: Include your business name + the ad size.

EG: My Company Name_quarter page.pdf

Logos: (Due at time commitment)

Vector file, or high resolution (300dpi) transparent background PNG. Please provide horizontal, stacked and reverse (white) versions if available.

Please **submit files** to: communications@neighborly.org



Scan QR for more
information

DEADLINE FOR ALL ARTWORK - OCTOBER 4, 2023

"Caring..."
is at the Center
of All We Do"

 **Neighborly**
SENIOR CARE NETWORK

MEALS ON WHEELS®
PINELLAS COUNTY

Thank you!
FOR YOUR COMMITMENT TO



All across Pinellas County, Neighborly's dedicated volunteers and staff deliver nutritious meals and encouragement to at-risk seniors. Our services allow clients to maintain their independence and avoid premature institutionalization. We thank you for your support of Meals on Wheels.

All to benefit...



- ☐ \$10,000 Presenting
- ☐ \$5,000 Yacht
- ☐ \$3,500 Fleet
- ☐ \$3,500 Classic
- ☐ \$3,000 T-shirt
- ☐ \$2,500 Sunscreen
- ☐ \$2,000 Sailing
- ☐ \$500 Get Your Feet Wet
- ☐ \$100(pp) x ____ qnty Regatta Weekend*
- ☐ \$70(pp) x ____ qnty Awards Banquet Only
- ☐ Custom Gift \$ _____

AD Space *if not already included*

- ☐ 1/4 page \$300
- ☐ 1/2 page \$600
- ☐ Full page \$1,000

DEADLINE
FOR AD
ARTWORK
SEPTEMBER
19TH

GRAND TOTAL

\$ _____

* Regatta Weekend includes - Invitation to Friday Social, Awards Banquet, and Full access to Yacht Club Amenities October 20-22

PAYMENT INFORMATION

Organization: _____

Contact Name: _____

Billing Address: _____

Phone Number: _____ Email: _____

Please make checks payable to:

Neighborly Senior Care Network, Inc.

Mail to:

**13945 Evergreen Avenue, 4th Floor
Clearwater, FL 33762**

For Office Use ONLY:

Comm Rec _____

Invoice Date _____

Payment Rec _____

FOR QUESTIONS or if you prefer EFT please forward appropriate documents to:

Susan McIntyre, Development Director

smcintyre@neighborly.org | (727) 573-9444 X3160

A COPY OF THE OFFICIAL REGISTRATION (CH553) AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE 1-800-HELP-FLA (1-800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. Registration under Pinellas County ordinance. For information, call the County Department of Consumer Affairs, 727-464-6200.



IT'S ALSO ABOUT

The Good Old Boat Regatta, aka the St Petersburg Classic Regatta, debuted in January 2010. Based on a novel idea of restricting entries to boats 20+ years old. A brainstorm of the St. Petersburg Sailing Association proved to be a good idea - 70 boats showed up for the inaugural event.

In 2012 the Regatta became a dedicated fundraiser for Neighborly's Meals on Wheels program. A theme was hatched, and "Good Old Boats Support Good Old Folks" raised \$2000.

Jumping to 2018, the regatta moved to September increasing boats to just over 30 and another \$30,000 raised. 2020 had us organizing around the perils of Covid-19. With winds a steady 25 and gusts way over 30, racing was canceled but support was truly amazing raising over \$27,000.

Covid mutated in 2021 and participation was down to 19, but great weather fueled a great day to race. Best of all sponsors, sailors, and donors came through raising a record \$55,000.

When the Classic was sailed in September of 2022, Covid was a fresh memory and most sailors were back on their boats. A full slate of activities were held and our sailing community and sponsors stayed with us. Participation began to recover, with 26 boats entering. Donations to Meals on Wheels stayed high, \$58,000.

the Boats

“
The total contribution raised
over the years by the
Classic Regatta
for Meals on Wheels
is now over \$260,000!
”

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 The Regatta for
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So why has this event worked so well?

That's easy, it's the boats. What could be more enticing than spending a day in your old boat while admiring other fine vessels, partying afterward with the finest of all people (boaters), and the warm feeling in your heart after raising a boatload of money for a very worthy cause.