



GYA
SIR THOMAS LIPTON
CHALLENGE
CENTENNIAL
Sponsorship
Opportunities



100 Years: Sailing Through the Decades

In early 1920 Sir Thomas J. Lipton, the celebrated tea magnate, donated an elaborately decorated silver trophy to Southern Yacht Club (SYC) to serve as “an incentive and encouragement to those engaged in the glorious sport of yacht racing.” In accordance with Sir Thomas’ wishes, SYC offered the trophy for interclub races among clubs along the Gulf Coast. The first challenge, between Pensacola Yacht Club and SYC, was held in October 1920. The Gulf Yachting Association (GYA) was formed the following month in November 1920, and from that point forward, member clubs of the GYA have competed for the Sir Thomas Lipton trophy on an annual basis.

The GYA will be celebrating the 100th year anniversary of the Sir Thomas Lipton Interclub Challenge Cup Regatta over Labor Day weekend in September 2021. The Regatta Events will be hosted by Southern Yacht Club in New Orleans, Louisiana. The Events surrounding the interclub racing will begin on Friday, September 3 and will extend through Monday, September 6, 2021.

The GYA is now seeking sponsors for the Centennial Regatta in order to defray the cost of Regatta events, all of which will be open to GYA club members and their guests. The benefits of each sponsorship level are described below. Among other things, sponsor names will be recognized in the Commemorative Program and will be prominently displayed during the Regatta and particularly in connection with named sponsor events.

The Regatta is certain to attract a large crowd, drawing from the 33 member clubs and 5 affiliate clubs, located in the Gulf Coast region from Galveston, Texas, to Sarasota, Florida. Sponsorship will be an excellent opportunity to support the GYA and/or to showcase your business in support of this significant milestone of sailing on the Gulf Coast.

If interested, go to www.GYALipton100.org or contact Bill Wright at billwright504@gmail.com or at (504) 453-2706.

GALA SPONSOR - \$5,000

The Regatta Gala, to be held at Southern Yacht Club on the evening of Sunday, September 5, 2021, will be the main social event of the weekend.

The Gala Sponsor will receive the following benefits:

- The Gala will bear the name of this sponsor
- Invitations and reserved tables for 12 to the Gala
- Reserved places for 8 on the spectator boat for the Lipton races and the Fish Class/Flying Scot Challenge
- A full page of ad space in the Commemorative Program
- Sponsor's name and logo displayed in promotional materials prior to the Regatta, including the GYA newsletter and the GYA website
- Sponsor's name and logo prominently displayed in banners throughout the Regatta venue, as well as in the Commemorative Program
- Sponsor's name and logo displayed in signage at the Gala
- Recognition through announcements at the Opening Ceremony, the Award Presentation and the Gala
- Booth space to display sponsor products or promotional material
- An opportunity to provide promotional material for participants in the Regatta



TEAM REUNION SPONSOR - \$3,500

A Team Reunion party will be held at Southern Yacht Club on the evening of Saturday, September 4, 2021.

The Team Reunion Sponsor will receive the following benefits:

- The Party will bear the name of the sponsor
- Invitations and reserved table for 8 to the Party
- Reserved places for 8 on the spectator boat for the Lipton races
- A half page of ad space in the Commemorative Program
- Sponsor's name and logo displayed in promotional materials prior to the Regatta, including the GYA newsletter and the GYA website
- Sponsor's name and logo prominently displayed in banners throughout the Regatta venue, as well as in the Commemorative Program
- Sponsor's name and logo displayed in signage at the Reception
- Recognition through announcements at the Opening Ceremony, the Award Presentation and the Party
- Booth space to display sponsor products or promotional material
- An opportunity to provide promotional material for participants in the Regatta



FISH CLASS / FLYING SCOT CHALLENGE SPONSOR - \$2,500

The Fish Class sloop was the official Lipton Regatta boat from 1920 to 1969; and the Flying Scot was the official Lipton Regatta boat from 1970 to 2017. As part of the Centennial Celebration, Fish Class and Flying Scot challenge races will be held on Lake Pontchartrain on Saturday, September 4, 2021.

The Fish Class/Flying Scot Challenge Sponsor will receive the following benefits:

- The Challenge will bear the name of this sponsor
- Reserved places for 8 on the spectator boat for the Challenge
- A quarter page of ad space in the Commemorative Program
- Sponsor's name and logo displayed in promotional materials prior to the Regatta, including the GYA newsletter and the GYA website
- Sponsor's name and logo prominently displayed in banners throughout the Regatta venue, as well as in the Commemorative Program
- Sponsor's name and logo displayed in signage at the breakfast
- Recognition through announcements at the Opening Ceremony, the Award Presentation and the Breakfast
- Booth space to display sponsor products or promotional material
- An opportunity to provide promotional material for participants in the Regatta



BREAKFAST SPONSOR - \$2,500

A breakfast buffet will be provided at Southern Yacht Club on the mornings of Sunday, September 5, 2021, and Monday, September 6, 2021.

The Breakfast Sponsor will receive the following benefits:

- The Breakfast will bear the name of this sponsor
- Invitations and reserved table for 8 to the Breakfast
- Reserved places for 8 on the spectator boat for the Lipton races
- A quarter page of ad space in the Commemorative Program
- Sponsor's name and logo displayed in promotional materials prior to the Regatta, including the GYA newsletter and the GYA website
- Sponsor's name and logo prominently displayed in banners throughout the Regatta venue, as well as in the Commemorative Program
- Sponsor's name and logo displayed in signage at the breakfast
- Recognition through announcements at the Opening Ceremony, the Award Presentation and the Breakfast
- Booth space to display sponsor products or promotional material
- An opportunity to provide promotional material for participants in the Regatta



GENERAL SPONSOR - \$1,000

A General Sponsor will be entitled to the following benefits:

- Sponsor's name and logo displayed in promotional materials prior to the Regatta, including the GYA newsletter and the GYA website
- Sponsor's name and logo displayed in banners throughout the Regatta venue, as well as in the Commemorative Program
- Booth space to display sponsor products or promotional material
- An opportunity to provide promotional material for participants in the Regatta

TABLE SPONSOR - \$300

A Table Sponsor will be entitled to a reserved table for 5 at the Gala (limited to 10), Team Reunion Reception or Breakfast (sponsor choice) and will be recognized in the Commemorative Program.

FRIEND SPONSOR - \$100

A Friend Sponsor will be recognized on a special page in the Commemorative Program



Sponsorship Order Form

You can sign up by going to www.GYALipton100.org and pay via credit card or you can send this form and a check payable to GYA Lipton Centennial, c/o Cathy Comartie, 506 Trace Crossing Daphne, AL 36526.

YES, I want to be part of the GYA Sir Thomas Lipton Centennial Team.

- _____ Gala Sponsor – \$5,000
- _____ Team Reunion Sponsor – \$3,500
- _____ Breakfast Sponsor – \$2,500
- _____ Fish Class/Flying Scot Challenge Sponsor – \$2,500
- _____ General Sponsor – \$1,000
- _____ Table Sponsor – \$300
- _____ Friend Sponsor – \$100

NAME: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP: _____

The Gulf Yachting Association was organized to promote the sport of yacht racing on the Gulf Coast and nearby areas. Founded in 1901 and reorganized in 1920, the GYA has grown from the original six clubs to over thirty member organizations.