



NEWPORT BEACH  
WOODEN BOAT  
FESTIVAL  
BALBOA YACHT CLUB 

*The Finest Collection of Classic Wooden Boats on the Water*

# The 2017 Newport Beach Wooden Boat Festival

“In just four short years, the  
Newport Beach Wooden Boat  
Festival is already a Newport Beach  
must see event”

*A quote from former Newport Beach Mayor, Dianne Dixon*



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# The 2017 Newport Beach Wooden Boat Festival

- The Fourth Annual Newport Beach Wooden Boat Festival will be held from Friday, June 9 through Sunday June 11, 2017 at the Balboa Yacht Club. It is a Concours D'Elegance of yachting showcasing the most diverse and valuable collection of wooden boats in California.
- This renowned event has quickly become one of the premier Wooden Boat Festivals in the country and is an exceptional opportunity to engage with affluent and influential men and women and their families throughout Southern California, and the states of Nevada and Arizona.
- Wooden Boat Festivals are irresistible to people who love boating—especially the heritage related to wooden boats. Those who attend want a high quality family event, where memories are made. They enjoy being on the water, and in the case of the Newport Beach Wooden Boat Festival, appreciate the rich traditions of Newport Harbor.



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# The 2017 Newport Beach Wooden Boat Festival

- The excitement for the 2017 Newport Beach Wooden Boat Festival will begin to build on Friday morning, June 9, with the arrival and placement of the boats that have been invited to participate in the festival, at Balboa Yacht Club.
- As they step off of their boats, the owners will receive a swag bag containing all manner of gifts, many from the event sponsors as a way to activate their sponsorship.
- At 5:00 that afternoon, our major sponsors, donors and boat owners, will be piped aboard the classic 100' fantail M/V *Electra* for a 1 ½ hour sunset cocktail cruise around beautiful Newport Harbor. This is a must attend event for our sponsors and an opportunity to meet a very select group of people.



# The 2017 Newport Beach Wooden Boat Festival

- At 10:00 on Saturday, June 10, the Newport Beach Wooden Boat Festival formally gets underway for the general public. Shuttle service is provided from distinct locations close to Balboa Yacht Club and a unique Water Taxi service from select locations in Newport Harbor will also be available
- Throughout BYC's spacious facilities, guests will be able to view the show worthy wooden boats as they walk along the docks or view those exhibited on land.



# The 2017 Newport Beach Wooden Boat Festival



# The 2017 Newport Beach Wooden Boat Festival

- Through the day on Saturday, guests will also be able to:
  - Enjoy the welcoming hospitality that the Balboa Yacht Club is well known for, from a bounty of delicious food to libations prepared to quench a sailor's thirst
  - Build a Toy Boat along with children in the Toy Boat Family Pavilion
  - Vote for their favorite wooden boat by voting with a "People's Choice" ballot
  - Enjoy the music of a live band by the bay
  - Learn more about the history of the Rybovich and other wooden boats through various speaking events during the day
  - And of course—have fun!



# The 2017 Newport Beach Wooden Boat Festival

- The final events of the 2017 Newport Beach Wooden Boat Festival happen on Sunday morning, July 11 with:
  - The Annual Wooden Boat Parade of Entrants around Newport Harbor as the wooden boats leave Balboa Yacht Club
  - And a Heritage Sail-by by the wooden boat sailing fleet beginning at the Turning Basin off of Lido Village





# The 2017 Newport Beach Wooden Boat Festival Marque Wooden Boat—Rybovich



# The Rybovich Story



# The Rybovich Story

“In the world of boatbuilding, Rybovich is a name synonymous with excellence. Founded in West Palm Beach in 1919, Rybovich & Sons Boat Works splashed its first custom-built sportsfishing boat in 1947. To this day the yard retains its iconic status as one of the oldest and most sought after boat builders in America.

With simple hand-tools and a dream, the birth of this classic heritage American company is steeped in history: the creation of the modern sportfishing yacht. While Ernest Hemingway pioneered big game fishing in Bimini during the 1940’s, Rybovich was there to show how the sport could be played in style.

Combining performance with high-life extravagance, owning a “Rybo” became the ultimate status symbol. Each was custom designed and built by Tommy Rybovich as a masterpiece, blending technological innovation, speed and performance with his futuristic signature style.”

*From WoodyBoater—August 30, 2012*



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# Sponsorship Opportunities



*The Finest Collection of Classic Wooden Boats on the Water*

# Benefits of Sponsorship

- The Newport Beach Wooden Boat Festival is a Concours D'Elegance of the finest wooden boats in the nation.
- Wooden boats and their owners are invited to exhibit in the festival. It is a highly selective process to ensure that only the most distinctive wooden boats are on display
- As selective as the invitations to boat owners is, so is the process for sponsors and underwriters
- Sponsors have category exclusivity. One bank, one boat insurance, one auto, one real estate brokerage.
- There are just a few spots for each level of sponsorship and the presenting sponsor level is already reserved by F&M Bank for the second year in a row
- Sponsorship opportunities are limited in each sponsor category
- If you want to reach the most affluent in this market—the Newport Beach Wooden Boat Show is **the** event where you want to put your sponsorship dollars in 2017



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# More Benefits of Sponsorship

- Gain brand strength by affiliating your brand with yacht club members, boat owners, a high-end lifestyle, community leaders, and competitive young sailors
- Reinforce brand loyalty with current consumer relationships
- Entertain current clients and prospects
- Exclusivity by competitor differentiation, making your company stand out
- Enhance your positive community and social image
- Gain media exposure across print and digital platforms, news, sports, and lifestyle outlets



# DEMOGRAPHICS

- This free public event attracts affiliated yacht club members from San Diego to Santa Barbara, elected and appointed government officials, electronic and print media, boat owners from throughout California, and residents of Orange, Los Angeles, San Diego, Riverside, San Bernardino and Santa Barbara counties, and the states of Nevada and Arizona.
- In 2016, nearly **3,000** people attended the Saturday event alone and based on year over year growth, the expectation is for **4,000** attendees in 2017.



# DEMOGRAPHICS

The demographics for boat owners and those who enjoy Wooden Boat Festivals are impressive. In a recent study conducted by *Wooden Boat* magazine of its readership:

- The average household income is \$163,500
- Those with a 4-year degree—70% and those with Post Graduate Degrees—24%
- Those who own homes—83% and 26% own second homes
- 45% plan business or personal trips yearly
- Those with luxury automobiles—17%

The Newport Beach Wooden Boat Show is the **perfect venue** for sponsors desiring to reach this affluent market.



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# DEMOGRAPHICS

And in the latest information about Orange County and Newport Beach:

- Orange County is the nation's fifth most populated county, with a population over 3 million
- OC is the wealthiest county in Southern California, with a median household income of \$74,344 and a total personal income of \$158.9 billion
- 38% of Newport Beach residents have a Bachelors Degree; and 22% have achieved a Graduate Degree
- 40% of Newport Beach residents have an average of 2 vehicles per household, and 14% have three
- OC retailers ring up \$34.7 billion a year in sales

**Don't miss the opportunity to reach this distinctive market**



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# WHAT OUR SPONSORS HAVE SAID

- “We’re extremely excited for this year’s Wooden Boat Festival as it’s positioned to be the best one yet. Farmers and Merchants Bank would also like to give special thanks to Wooden Boat Festival Founder, Ralph Rodheim, as he continues to provide wonderful insights that result in producing a better event each year.”
- “The Newport Harbor Yacht Club just celebrated the 100th opening day, which lends itself to the deep rooted history and traditions of Newport Beach that are based around boating, sailing, and anything related to the ocean and the outdoor environment. By attending the Wooden Boat Festival, it’s nice way to appreciate, reflect and reconnect with these traditions and the history of Newport Beach.” - Gavin Herbert Jr. | President, Roger’s Gardens
- “Clarke Marine Insurance is and always has been very active in the Marine Insurance Community. We insure Yachts all over the world and also insure close to 250 Yacht Clubs in the Western USA and Hawaii. The principle reason we are part of this is Ralph Rodheim. Ralph has been a great friend and client for many years. He has contributed to the betterment of Newport Beach his whole life.” –Jim Reed | President
- “The Wooden Boat Festival is a great way for visitors and the local community to experience Southern California's largest recreational harbor and kick off summer in Newport Beach.”- Gary Sherwin, President & CEO, Newport Beach & Company.



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# AND FROM THE BOAT OWNERS

- "I want to thank, commend and appreciate the Committee that organized this event. It was all 9s-plus! There was a very large number of volunteers and I know that's a battle to engage, commit, manage and train – and they were awesome and fun! The quality and the number of boats were excellent! Great to see Chubasco and Wayne Ettel's participation. The BYC hospitality is "as good as it gets." It always has been. I'm sure there were a thousand or many more hours invested. It showed well. GREAT JOB! Thank you."—Alan Peterson| Zephyrus



# SPONSORSHIP LEVELS

- Presenting Sponsor \$10,000
- Official Sponsor \$5,000
- VIP/Boat Owners Reception \$5,000
- Cover Artwork Sponsor \$5,000
- Supporting Sponsor \$2,500

# Additional Opportunities

- \$5,000 Toy Boat Building Family Pavilion
- \$4,000 Trophies (\$1,000 for Sail, Power, Human-Powered, Perpetual)
- \$3,500 Auxiliary Docks
- \$3,500 Festival Lunch
- \$1,500 Entertainment
- \$1,500 Calendar
- \$1,500 Event Shirts
- \$1,500 Trophy Presentation
- \$1,500 Family Boat Building
- \$1,000 Shuttle
- \$1,000 Water Taxi
- \$1,000 Parade Sponsor
- \$1,000 Gate Entry Sponsor
- \$750 Boat Owners' Gifts
- \$750 Shirts
- \$500 Concierge Services
- \$500 Lanyards
- \$500 Volunteer Recognition
- \$500 Posters
- \$250 Name Tags

# Sponsor Benefits

## ***Presenting Sponsor—\$10,000***

- Sponsor name identification in event program and logo on all collateral material, sponsor board listing, photo backdrop setup and shuttle bus stop banner.
- Public addressing of sponsor name during event day announcements.
- Recognition at awards presentation along with Best of Show Trophy presentation
- Full color page event program ad. Sponsor listing in program. Main entrance signage as well as hanging (3) sponsor provided banners.
- Sponsor name in all press releases as well as social media postings on Facebook and Twitter. Media kit profile.
- Logo on event website, directing visitors to sponsor website. Logo on E-mail blasts, fliers, commemorative poster, rack cards, entrant invitation packet and event boards. Included in Balboa Yacht Club newsletter (*Talewind*) thank you.
- Access to Swag Bag inserts for participants. Premier 10'x10' booth space.
- Six tickets to festival luncheon and Friday night VIP welcome party on the 100' fantail M/V *Electra*.
- Logo on 2018 Wooden Boat Festival calendar.



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# Sponsor Benefits

## **Official—\$5,000**

- Sponsor name identification in event program and logo on all collateral material, sponsor board listing, and shuttle bus stop banner.
- Public addressing of sponsor name during event day announcements.
- Half color page event program ad.
- Sponsor listing in program. Hanging (2) sponsor provided banners. Logo on event website, directing visitors to sponsor website.
- Logo on E-mail blasts, fliers, commemorative poster, and rack cards. Included in Balboa Yacht Club newsletter (*Talewind*) thank you.
- Access to Swag Bag inserts for participants. Premier 10'x10' booth space.
- Four tickets to festival luncheon and Friday night VIP welcome party on the 100' fantail M/V *Electra*.
- Logo on 2018 Wooden Boat Festival calendar.



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# Sponsor Benefits

## ***Supporting—\$2,500***

- Sponsor name identification in event program and logo on all collateral material, and shuttle bus stop banner.
- Public addressing of sponsor name during event day announcements.
- Quarter color page event program ad. Sponsor listing in program. Hanging (1) sponsor provided banners.
- Logo on event website. Logo on E-mail blasts, fliers, posters and rack cards.
- Included in Balboa Yacht Club newsletter (*Talewind*) thank you.
- Two tickets to festival luncheon and Friday night VIP welcome party on the 100' fantail M/V *Electra*.
- Logo on 2018 Wooden Boat Festival calendar.



# ADDITIONAL OPPORTUNITIES

- **In-Kind Opportunities**

Many of our sponsors are able to provide us with great products and services in exchange for sponsorship recognition! If you are interested in adding in-kind value to your cash sponsorship or providing a full in-kind sponsorship, please contact Stacy Draper at [Stacy.Draper@aol.com](mailto:Stacy.Draper@aol.com).

- **Other Ideas**

Are you interested in providing support to the Newport Beach Wooden Boat Festival with something not mentioned in this package? Do you have a unique idea of how you can partner your business or organization with the Newport Beach Wooden Boat Festival? Sponsorship proposals can be customized to meet your business needs by contacting Jim Dale at [jdale100@msn.com](mailto:jdale100@msn.com) or 949-279-3572.



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# Previous Sponsors

Balboa Boat Rentals  
Black, Starr & Frost  
Bluewater Grill  
Boat Models by Duffy  
Boat US/Vessel Assist  
Charles Schwab  
Clarke Marine Garvey Insurance  
Services  
Davis Estates Winery  
Dinwiddie Events  
Driver SPG  
El Viento Foundation  
Elliott Pattison Sails  
Farmers & Merchants Bank  
Hausman Family Trust  
Hemphill Rugs & Carpets  
Hirsch Pipe & Supply Co., Inc.

HOM Sotheby's International Realty  
InterSeller  
Island Marine Fuel  
King Size Bows, Inc.  
Lido Yacht Anchorage  
Newport Beach & Company  
Nikki's Flag Shoppe  
One Ocean One World  
Pacific Yachting Club  
Pirates for Parties  
Roger's Gardens  
Simple Green  
Stella Artois Beer  
Theodore Robins Ford  
TKO International



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# Media Outreach

Los Angeles Times  
Daily Pilot  
Stu News Newport Beach  
Orange County Register  
Wooden Boat Magazine  
Newport Beach Indy  
The Talewind  
The Log  
The Coastal Breeze  
Scuttlebutt World  
Sailing World

Marine Source.com  
Boating bloggers  
Chambers of Commerce  
Visitors & Convention Bureaus  
West Coast Yacht Clubs  
Hotel Concierges  
Boat Shows  
USA Today  
Pacific Coast Sportfishing  
Western Outdoor News  
Los Angeles Broadcast Media



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# The 2017 Newport Beach Wooden Boat Festival Sponsor Timeline

DATE	ACTION ITEMS
April 1, 2017	Signed Form & Payment
April 15, 2017	High resolution logo
April 15, 2017	Program Ad
May 1, 2017	Website Link
May 1, 2017	Spokesperson Designation
May 1, 2017	Event Guest List
May 15, 2017	Booth Reservation
May 15, 2017	Quotes for Press Releases
June 1, 2017	Banner delivered to BYC
June 12, 2017	Removal of Display Items

# The 2017 Newport Beach Wooden Boat Festival Sponsor Contact Information

## Sponsorship and Underwriting

David La Montagne—Chair  
[david@lamontagne@cox.net](mailto:david@lamontagne@cox.net)  
949-433-9190

Jim Dale  
[jdale100@msn.com](mailto:jdale100@msn.com)  
949-279-3572

Stacy Draper  
[Sdraper@surterreproperties.com](mailto:Sdraper@surterreproperties.com)  
949-629-3311





For more information about the 2017  
NEWPORT BEACH WOODEN BOAT FESTIVAL  
Please visit our website at:  
<http://newportbeachwoodenboatfestival.com/>

The NEWPORT BEACH WOODEN BOAT FESTIVAL video may be viewed at:

<https://youtu.be/NOSKLaPRoAM>

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