The Finest Collection of Classic Wooden Boats on the Water
The 2019
Newport Beach Wooden Boat Festival

“In just six short years, the Newport Beach Wooden Boat Festival at Balboa Yacht Club is already a Newport Beach must see event”

A quote from The Honorable Dianne Dixon, Mayor of the City of Newport Beach
The Sixth Annual Newport Beach Wooden Boat Festival will be hosted by Balboa Yacht Club (BYC) from Friday, June 7 through Sunday June 9, 2019 at Balboa Yacht Club. 

The festival is a Concours D’Elegance of yachting showcasing up to 50 of 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. 

It 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. 

Attendees enjoy being on the water, and in the case of the Newport Beach Wooden Boat Festival, appreciate the rich traditions of Newport Harbor.
The excitement for the 2019 Newport Beach Wooden Boat Festival will begin to build on Friday morning, June 9, at Balboa Yacht Club, with the arrival and placement of the boats that have been invited to participate in the festival.

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.
The 2019 Newport Beach Wooden Boat Festival

- As is a tradition since the beginning of the Newport Beach Wooden Boat Festival and leaving from Balboa Yacht Club, owners and major sponsors will be invited to a hosted VIP harbor cruise on board one of Newport Harbors unique charter yachts.

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The 2019 Newport Beach Wooden Boat Festival

• At 10:00 on Saturday morning, June 9, 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.
• 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 2019 Newport Beach Wooden Boat Festival

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The 2019 Newport Beach Wooden Boat Festival

• Through the day on Saturday, guests will also be able to:
  ➢ Enjoy the welcoming hospitality that 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
  ➢ Enjoy the music of a live band by the bay
  ➢ Learn more about the history of the wooden boats on display
  ➢ And of course—have fun!
The final event of the 2019 Newport Beach Wooden Boat Festival happens on Sunday morning, June 9 with:

- The Annual Wooden Boat Parade of entrants around Newport Harbor as the wooden boats leave Balboa Yacht Club at 11:00 a.m.
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 can 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 fourth 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 2019.
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 at Balboa Yacht Club 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 2018, nearly **4,000** people attended the Saturday event alone and based on year over year growth, the expectation is for the same attendees in 2019.
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 Festival is the **perfect venue** for sponsors desiring to reach this affluent market.
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
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
"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 Art Sponsor $5,000
Supporting Sponsor $3,000
Additional Opportunities

- $4,000  Trophies
- $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 Toy Boat Building
- $1,000  Parking 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.
- 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 board the VIP harbor cruise.
- Logo on 2019 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 board the VIP Harbor Cruise.
• Logo on 2019 Wooden Boat Festival calendar.
Sponsor Benefits

**Supporting—$3,000**

- 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.
- Four tickets to Festival luncheon and Friday night VIP welcome party on board the VIP harbor cruise.
- Logo on 2019 Wooden Boat Festival calendar.
As a personal sponsor, your name will be linked to the prestige associated with the Newport Beach Wooden Boat Festival and the Festival’s commitment of honoring classic watercraft and provide an event for the whole community to enjoy.

**Admiral’s Club $5,000**
- Four tickets to Festival luncheon and Friday night VIP welcome party on board the VIP harbor cruise

**Commodore’s Club $2,500**
- Two tickets to Festival luncheon and Friday night VIP welcome party on board the VIP harbor cruise

**Captain’s Club $1,000**
- Two tickets to Festival luncheon or two tickets to the Friday night VIP welcome party on board the VIP harbor cruise.
**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 Jim Dale at jdale100@msn.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 or 949-279-3572.
Previous Corporate Sponsors

Audi
Balboa Boat Rentals
Black, Starr & Frost
Bluewater Grill
Boat Models by Duffy
Boatswain’s Locker
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
Newport Center Urgent Care
Nikki’s Flag Shoppe
One Ocean One World
Pacific Yachting Club
Pirates for Parties
Roger’s Gardens
Simple Green
Stella Artois Beer
Ten-X
Theodore Robins Ford
TKO International

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<table>
<thead>
<tr>
<th>Media Outreach</th>
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<tbody>
<tr>
<td>Los Angeles Times</td>
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<tr>
<td>Daily Pilot</td>
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<tr>
<td>Stu News Newport Beach</td>
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<tr>
<td>Orange County Register</td>
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<td>Wooden Boat Magazine</td>
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<td>Newport Beach Indy</td>
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<td>The Talewind</td>
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<td>The Coastal Breeze</td>
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<td>Scuttlebutt World</td>
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## The 2019 Newport Beach Wooden Boat Festival Sponsor Timeline

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<tr>
<th>DATE</th>
<th>ACTION ITEMS</th>
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<tr>
<td>May 17, 2019</td>
<td>Signed Form and Payment</td>
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<td>May 17, 2019</td>
<td>High resolution logo</td>
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<td>Program Ad</td>
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<td>Website Link</td>
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<td>Booth Reservation</td>
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<td>June 1, 2019</td>
<td>Event Guest List</td>
</tr>
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<td>June 1, 2019</td>
<td>Banner delivered to BYC</td>
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<td>June 11, 2019</td>
<td>Removal of Display Items</td>
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The 2019 Newport Beach Wooden Boat Festival
Sponsor Contact Information

Sponsorship and Underwriting

David LaMontagne
david@lamontagne@cox.net
949-433-9190

Jim Dale
dale100@msn.com
949-279-3572

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For more information about the 2019 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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