



VOLVO

DÚN LAOGHAIRE REGATTA

IN PARTNERSHIP WITH SPIRIT MOTOR GROUP



## Sponsorship Opportunity

- Largest sailing regatta in Ireland
- Strong national, regional & local media coverage
- Extensive social media coverage
- Exclusive corporate entertainment opportunity for key customers
- Access to iconic waterfront yacht clubs
- 2,500 competing sailors

6th - 9th July 2017



# Sponsorship Opportunity



The 2017 Volvo Regatta offers a unique opportunity to promote your brand and services amongst the sailing community and to provide an exclusive corporate entertainment offering to your key customers, in an enjoyable and fun atmosphere.

The key elements of the sponsorship opportunity include:

- Strong branding and media coverage opportunities
- Exclusive client dinner in one of the waterfront yacht clubs
- Networking opportunities for your staff
- Exclusive branding and product placement opportunity
- A number of places on a viewing boat on the Saturday of the Regatta
- Name branding on one of the key Regatta prizes with photo and media opportunity
- Invitations to official Regatta functions
- Option to renew for the 2019 and 2021 Volvo Dun Laoghaire Regattas



DMYC



NYC



RIYC



RStGYC



## Event Management Experience

The Waterfront clubs have successfully hosted many other high profile championships in recent years including the Special Olympics, Laser and Dragon World Championships, Laser and Optimist European Championships and the ISAF Youth World Championships.

The Regatta has a professional event management team backed up by hundreds of volunteers and is therefore capable of devoting a considerable amount of time and effort, both before and during the event, to the requirements of its sponsors.



Credits for Imagery – David Branigan/Oceansport, Fotosail, Peter Barrow. Design - TwistedInc Design

# Background to Regatta

With over 2,500 competitors and over 400 boats, the Volvo Dun Laoghaire Regatta, held on Dublin Bay is now the largest sailing regatta in Ireland and the second largest in Britain and Ireland after Cowes Week.

Since the construction of Dun Laoghaire Harbour in 1820, the waterfront has changed immensely and in recent years, the town, the Dun Laoghaire Motor Yacht Club, National Yacht Club, Royal Irish Yacht Club and Royal St. George Yacht Club have all undertaken major developments resulting in Dun Laoghaire being acknowledged as a premier European sailing venue. This is supported by the development of quality hotels and the modern 800 berth marina that has provided new opportunities for the clubs and the town to enhance its reputation.

In 2005, the four waterfront yacht clubs agreed to come together and run a combined regatta with the object of attracting overseas yachts and visitors to Dublin Bay for a week of racing and Irish hospitality. All the clubs, local bodies and commercial interests combined very well to host the inaugural Dun Laoghaire Regatta in July 2005.

In 2007, Volvo came on board as Title Sponsor and has been subsequently joined by Spirit Motor Group in 2011. They continue to support the event and have generously agreed to remain as the Title Sponsor for 2017.

In addition to our Title Sponsors, the Volvo Dun Laoghaire Regatta is very fortunate to enjoy the invaluable and continued support of the Dun Laoghaire Harbour Company, Dun Laoghaire Rathdown County Council and a number of other premium sponsors and local businesses.

Website: [www.dlregatta.org](http://www.dlregatta.org)

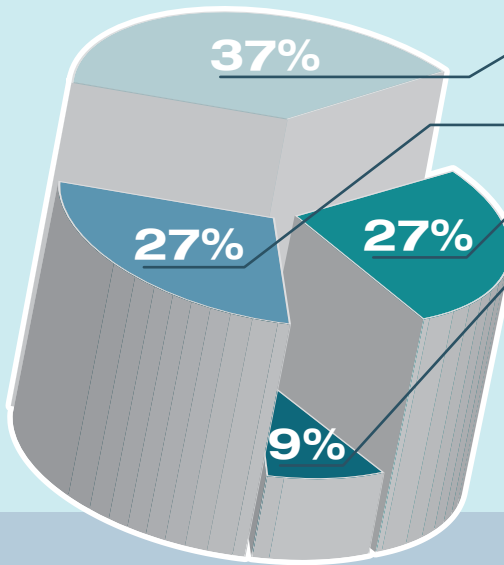
Enquiries: [sec@dlregatta.org](mailto:sec@dlregatta.org)



Search for us online: [dlregatta](http://dlregatta.org)  
Social Media and Promotional Videos

# VDLR 2015 IN THE MEDIA

## Mainstream Media



- On-line – 36 pieces
- National print media – 26 pieces
- National broadcast media – 9 pieces
- Regional print media – 26 pieces
- 96 pieces of mainstream coverage overall including Irish Times front page
- Estimated reach – 6.7 million people
- Value of mainstream media coverage – €745,000

## Social Media

Increase of 654 Followers (50.1% Growth)



2015: 1,963 followers

2013: 1,307 followers

Increase of 140 Followers (14% Growth)



2015: 997 followers

2013: 857 followers

5,900 video views on YouTube



## Website Performance

[www.dlregatta.org](http://www.dlregatta.org)  
(July 1 - July 31, 2015)



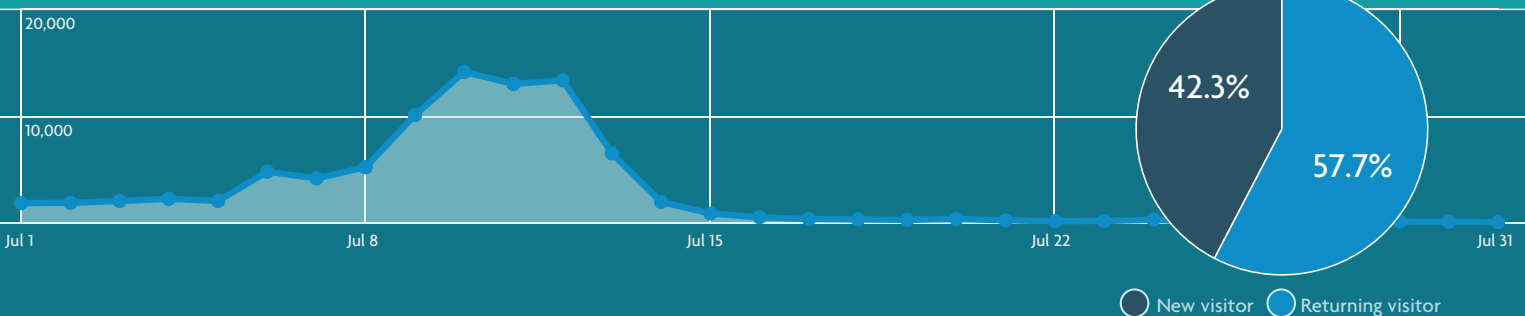
Total Page Views: 88,805



Unique Visits: 26,112



Avg. Session: 3.5 Min.



“The Volvo brand is synonymous with sailing around the world from the Volvo Ocean Race to various local sailing regattas. The Volvo Dun Laoghaire Regatta is the largest sailing regatta in Ireland and has proved to be a very positive experience for Volvo in Ireland since it’s involvement in 2007. Together with Spirit Motor Group we work to support what we see as important events in the community where our customers live, work and engage in sporting activities as an important part of life.”

**Adrian Yeates, Managing Director, Volvo Car Ireland Ltd.**

## Testimonials

“One of the things we really like as visiting sailors from the UK is that the Irish know how enjoy themselves in the evening , but they also know how to race hard and the racing is serious, there is no doubt about that, but we are all here to enjoy ourselves.”

**Gael Pawson - International yachting journalist**