



# Engineering Challenge Cup 2010

## Sponsorship

December 2009

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***Become a sponsor of 17<sup>th</sup> ECC in 2010!***

### INTRODUCTION

This document is to introduce you to the Engineering Challenge Cup ("ECC") and to present the marketing opportunities available to companies wishing to become involved with sponsorship.

### BACKGROUND

The ECC is an annual 7-day sailing regatta where Engineering Companies race against each other in a competitive but friendly way. The event has been run successfully now for 16 years in various locations throughout the Mediterranean Sea. Participants are recruited out of all business disciplines. You will find e.g. technicians, secretaries, engineers, managers, directors as well as CEO's of the involved companies.

In 1994 a group of friends working for engineering contractors chartered four yachts and decided to race between their overnight destinations. They called this event the ECC. The winner organised a similar holiday the next year and that is how the Engineering Challenge Cup (ECC) starts to establish.

From this humble and informal beginning, it has grown rapidly to the point when it is now the Mediterranean's largest privately organised international roving regatta. Indeed, it has become so popular that, for practical reasons, the number has been capped.

In 2010 the fleet will assemble 60 crews in Biograd, Croatia, for the 17th ECC week on May 08<sup>th</sup> with around 400 participants.

Each yacht represents a company associated with the engineering industry. Despite its size, the event remains an informal amateur event although the organisation has had to become more professional.

### BENEFITS

Positive exposure in front of this community, which includes many senior decision-makers, can greatly enhance your company's profile and prospects within the engineering and related industries. The event has started to attract media interest from the yachting press, engineering publications and tourist organisations in the host country. As such it presents an important marketing opportunity and many important and long-term business and personal relationships are built up over the week. The lists of companies represented over the years and in 2010 are shown on the ECC homepage ( <http://www.ecc-sailing.com> ). In previous years the event has attracted some excellent sponsors who have supported the special events, provided useful sailing clothing, services and other goods which have been very much appreciated by the participants. The sponsors have had their logo displayed on the crews' clothing, links included in the official ECC website, advertisements in the ECC logbook, flags on the committee boat and stickers on the yachts. This has given excellent exposure to the sponsoring companies and many have increased their sponsorship in subsequent years. Sponsors providing accessories or clothing will see their company benefit from the marketing exposure for many years to come, as the best quality items come back every year.



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### SPONSORSHIP OPTIONS

For 2010, there will be three standard packages of sponsorship, “Gold”, “Silver” and “Bronze” as outlined below and a custom package.

#### “Bronze” Package

Display a half A4 page full colour advertisement in the official skippers’ logbook, have a hyperlink from your company logo on the official ECC Website and display your company logo on the back of the official ECC polo shirt.

Costs: € 2.000

#### “Silver” Package

As “Bronze” package, plus logbook Advertisement on a whole A4 page and allowance for your company flag to be flown at the ECC Welcome Party and final Prize Giving Party. Costs: € 3.000

#### “Gold” Package

As “Silver” package, plus your large company flag flown on the Committee boat and your company logo displayed on a sticker on every yacht (on backside max. size 20 x 20) in the fleet. This exclusive top sponsorship package will be limited to just one sponsor.

Costs: € 4.500

#### “Custom” Package

Your company could offer to fund or share the funding of accessory sponsorship opportunities. Company representatives get the opportunity to give special attention for the company. If your contribution is over € 5.000,- you will also get included the Bronze or Silver package benefits respectively. We could also discuss other options like having your name on the windward racing mark, providing coffee for the daily skippers’ briefings, a welcome pack for each yacht (e.g. wine, toast, coffee, etc), a buffet one evening, a live band, etc.

**For the ECC 2010 we have envisaged to have a “mingling” party at the end of the day as often as possible and are looking especially for a sponsorship for these events - we think that would be a great chance to represent your company individually as a “named” party. The costs for these events would be approximately 6.000 EUR for the Meals and 3.000 EUR for the Drinks – you can choose separately or as a package.**

If you are interested in sponsoring this increasingly prestigious event, please contact Wolfgang, our sponsoring coordinator, or me and we will be pleased to discuss it with you.

Best Regards,

Klaus Hütten  
Commodore 2010

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