

The 2018 Mayor's Cup Regatta Sponsorship Opportunities

The Sunrise Rotary Club of Plattsburgh and the City of Plattsburgh are joining together once again to host the Mayor's Cup Regatta and Festival, Plattsburgh's most time-honored and highly anticipated summer tradition on Lake Champlain. The four-day celebration includes the 41st annual **Mayor's Cup Regatta**, post-race barbeque and awards ceremony, and an action-packed calendar of events for everyone in the family to enjoy.

The **Mayor's Cup Regatta** returns July 7th as the signature event of this popular summer festival. Attracting sailboats from throughout the northeastern United States and Quebec since 1978, the Mayor's Cup Regatta is known for its spirited fun and, sometimes, high-seas adventure. "This is the largest sailing event on Lake Champlain including competitive races in three divisions - cruising, racing, and multihull. It is wonderful that we are able to bring this caliber of sailing to Plattsburgh," said Sunrise Rotarian, Kjell Dahlen, who has organized the regatta for the past 26 years.

Proceeds from **Mayor's Cup Regatta** sponsorships and the sales of Mayor's Cup t-shirts help Sunrise Rotary support community-based projects such as the Sunrise Rotary Pavilion at Wilcox Dock and the Sunrise Rotary Gazebo at the Samuel D. Champlain monument. In fact, Sunrise Rotary raised over \$25,000 for the universally accessible Max Moore Memorial Treehouse on the Saranac River Trail in Plattsburgh and recently supported the Outdoor Art projects as part of the revitalization of the City of Plattsburgh. Already in 2018, Sunrise Rotary has donated money to the Red Cross to help with disaster relief caused by the January flooding and supported the building of a universally accessible boardwalk on the site of the LaPier Lane Park, a spur on the planned Saranac River Trail Greenway in Morrisonville, that will be completed in July of this year.

Attached is a list of **Mayor's Cup Regatta** sponsorship opportunities for 2018. We hope that you will consider supporting Sunrise Rotary's efforts to enhance the quality of life for everyone in our community.

The 2018 Mayor's Cup Regatta Sponsorship Opportunities

The Champlain Sponsorship - \$2,500

- Sponsor logo on television ads in NY, VT and Quebec
- Sponsor logo and website link on Mayor's Cup website
- Sponsor logo on flyers and posters
- Sponsor banner placement onsite during the event
- Recognition on posts on Mayor's Cup Facebook page

The Fulton Sponsorship - \$1,000

- Sponsor logo and website link on Mayor's Cup website
- Sponsor logo on flyers and posters
- Sponsor banner placement onsite during the event
- Recognition on posts on Mayor's Cup Facebook page

The Hudson Sponsorship - \$500

- Sponsor logo and website link on Mayor's Cup website
- Recognition on posts on Mayor's Cup Facebook page

Company Name: _____

Contact Name: _____

Address: _____

Email Address: _____

Telephone Number: _____

Sponsorship Level: _____

*Please make check payable to Sunrise Rotary of Plattsburgh/Mayor's Cup
Send to: Sunrise Rotary of Plattsburgh, P.O. Box 1183, Plattsburgh, NY 12901.
If you have questions regarding sponsorships please contact Joanne Dahlen
at 917.282.8217.*

