



PÄRNU JAHTKLUBI

AASTAST 1906



# Dragon European Championships 2024

EYU/EDA/PYC



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# SPONSORSHIP OFFER

The most important international ONE DESING event ever held in Estonia!



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# TITLE SPONSOR

## COMMUNICATION OF LOGO AND/OR NAME:

• The official event name:

**”SPONSOR Dragon Europeans 2024”**

- name or logo in event logo
- on all rounding marks/buoys
- logo sticker on bows of all boats competing
- backstay logo pennants on all competing boats and RC boats
- on the logo background of sponsors
- on flyers, banners, publications, in local/international press releases
- social media exposure
- surf-flags in the harbour
- on official T-shirts and on other merchandise
- on the website and race results
- place for merchandising in the harbour
- speech at opening and closing ceremonies
- other possibilities according to agreements

**Contribution: 30 000€ (+VAT)**

\*All advertising materials will be provided by the sponsor (banners, tents, flags etc)



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# EXAMPLES OF EXPLOSURE



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# GOLD SPONSOR

## COMMUNICATION OF LOGO AND/OR NAME:

- on all rounding marks/buoys
- logo sticker on bows of all boats competing
- on the logo background of sponsors
- on flyers, posters and other publications
- on website of the event and FB page
- in local/international press releases
- surf-flags in the harbour
- on official T-shirts
- place for merchandising in the harbour
- speech in opening and closing ceremonies
- other possibilities according to agreements

**Contribution: 15 000€ (+VAT)**

All advertising materials will be provided by the sponsor  
(banners, flags, tents etc)



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# ESTONIAN CHAMPIONSHIP

## SPONSOR PRE EVENT FOR THE EUROPEANS

### COMMUNICATION OF LOGO AND/OR NAME:

- leading position on the website
- on the logo background of the sponsors
- on flyers, posters and other publications
- in local/international press releases
- on the website of the event and FB page
- surf-flags in the harbour



**Contribution: 5 000€ (+VAT)**

\* All advertising materials will be provided by the sponsor (flags etc)

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# OTHER OPTIONS

## SPONSOR

logo on the background wall of the sponsors, publications, website

Contribution: TBA

## MERCHANDISE PLACE IN HARBOUR

Contribution: 500€ (+VAT) / per day

## MEDIAPARTNER

Contribution: TBA

## CATERING PARTNER

Contribution: TBA



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# THE FACTS ABOUT DRAGON EUROPEAN CHAMPIONSHIP 2024

- New and exciting location for the championship in Pärnu
- **75 boats, 300 sailors** competing
- Great opportunity for local viewers and the opportunity to experience it from a distance through media coverage on social media channels and on the event's website
- **6 days** intense racing, **9 days** event ambiance in Pärnu
- Spectator boats close to the racing courses
- **Entertainment** for all participants and spectators in regatta village

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# COMMUNICATION AND MEDIA COVERAGE

**TV & RADIO** - Working with Estonian National TV Sports news

**ONLINE** - Postimees Sport and Sailing subpage, Special theme site for Dragon Europeans web site [www.dragoneuro2024.com](http://www.dragoneuro2024.com), [www.estdragon.ee](http://www.estdragon.ee), Postimees

**WEBSITES** - [jahtklubi.ee](http://jahtklubi.ee), [kjk.ee](http://kjk.ee), [puri.ee](http://puri.ee)

**SOCIAL MEDIA** - Communicating and content sharing, also the sponsor oriented activities, through most popular Social Media platforms (Facebook, Instagram)

**PHOTOS & VIDEO** - Professional photographers and videographers covering the event, daily coverage and interviews

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# PROGRAM AND SCHEDULE

**Regatta will take place on August 03.–10.2024**

According to IDA Race management it will be:  
great racing on the water and social “program to remember”  
on shore.

1. day 03. August – Registration and measurement
2. day 04. August – Registration and measurement, Test Race
3. day 05. August – 1 & 2 race
5. day 06. August – 3 & 4 race
6. day 07. August – 5 & 6 race
7. day 08. August – 7 & 8 race
8. day 09. August – 9 & 10 race, Award ceremony
9. day 10. August – boats out of water





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# ENTERTAINMENT

- Nice atmosphere and entertainment program in regatta village
- Regatta Dinner for all participants
- Regatta village, shops, service providers, catering, fun activities
- Pärnu town and beach
- Opening and Closing Ceremonies



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# INTERNATIONAL

- Highly ranked top teams from all over Europe will be present
- Large number of competing boats and sailors – Estonian Dragon teams have been great ambassadors of Estonia
- Dragon sailing is popular in the area - EST, FIN, SWE, RUS, FRA, GER, GBR, SUI, ITA etc
- Important international sailing event in Pärnu/Estonia
- Great opportunity to promote Estonia as a maritime country





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# THE ORGANIZERS

Organizing Authority – Pärnu Yacht Club in co-operation with Estonian Yachting Union and Estonian Dragon Association.

## Key persons

- Organizing Chairman Alari Akermann
- Estonian Dragon Association Mihkel Kosk
- Regatta Director Raiko Lehtsalu
- Principal Race Officer EST Madis Ausman
- Race Officer INT Martin Payne
- Race Officer EST Jüri Sõber
- Jury Chairman Boguslaw Moczorodynski
- Race Office Manager Külli Martinson
- Chief Measurer Bence Toronyi
- Press Officer Triin Tallmeister

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# SAILING IS GREAT, I SUPPORT

