

# Official Race Program Advertising Opportunities



## Get a cut of the \$4 million coming into Charleston this Spring!

Sperry Charleston Race Week, the largest regatta of its kind in North America, brings an astounding \$4 million into the Charleston area each April. We're talking 3,000 passionate participants descending on the Charleston area for upwards of a week who will eat, drink and spread merriment throughout the city. In fact, the regatta has been recognized as a **Top 10 Annual Sporting Event** by the CCVB!

Make sure your business gets a cut of that extra \$4 million by advertising in the Official Race Program, the one source of sailing instructions, race courses and event schedules for the participants throughout the event. With the Sperry Charleston Race Week Official Race Program, you are sure to reach this affluent niche group from across the country and around the world as they explore Charleston, the #1 destination city in the U.S.\* **Could your business be one of the treasures they discover?**

\*Chosen by readers of Travel + Leisure magazine.

### Who You'll Reach:

- 3000+ Affluent, high-powered yacht owners, their crew and families; media; and spectators
- Average Household Income: \$377,000
- Average Net Worth: \$2.3 million
- 96% college educated
- Average Age: 49
- Own average of 3.6 boats
- Male/female split: 66%/34%
- Enjoy adventure and life experiences
- Own average of 3.6 boats
- Influential in business and community

### Maximum Visibility and Repeat Exposure:

The program will contain vital information that all crew members will review consistently throughout the 4 day regatta: Sailing instructions; course information; schedule of events; and helpful information about Charleston in general.

### Distribution:

1,000 programs will be distributed directly to the skippers, sponsors and media crews in their race packets as well as being available at the entrance to the Regatta Village at Charleston Harbor Resort & Marina, as well as select hotels and restaurants, yacht clubs and marine facilities throughout Charleston.

A digital version of the program will be available for instant access via smartphone or laptop.

**This high-quality glossy, colorful program also serves as a keepsake from the event with useful information for future planning.**

### Advertising Rates and Sizes:

Inside Front Cover trim size (8.5"w x 11"h)	<del>SOLD \$1,500</del>
Back Cover trim size (8.5"w x 11"h)	<del>SOLD \$1,300</del>
Inside Back Cover trim size (8.5"w x 11"h)	\$1,100
<i>Add .125" to all sides for bleed. Allow .25" safety area from sides.</i>	
Full Page non-bleed (7.75"w x 10.25"h)	\$1,000
1/2 Page Horizontal (7.75"w x 5"h)	\$600
1/2 Page Vertical (3.75"w x 10.25"h)	\$600
1/4 Page (3.75"w x 5"h)	\$350
1/8 Page (3.75"w x 2.437"h)	\$200

### Dining Guide Rates and Sizes:

Full Page non-bleed (7.75"w x 9.438"h)	\$800
1/2 Page Horizontal (7.75"w x 4.625"h)	\$575
1/4 Page (3.813"w x 4.625"h)	\$325
1/8 Page (3.813"w x 2.25"h)	\$175

### Added Value:

- Advertisers are eligible to have a promotional item (brochure, etc.) placed in the 300+ skipper's bags distributed to boat owners, sponsors and media.
- Advertisers will be listed on our website, with a link to their website, upon ad agreement. A list, endorsing our advertisers and sponsors, will also be displayed at the entrance to the event and registration booths.
- A digital version of the program will be emailed to all participants 3 weeks in advance of the event to assist them with their planning.

### Digital Requirements:

- Ad files must be CMYK PDF, images set to 300dpi.
- Design services are available upon request.
- Email files to: [linda@charlestonraceweek.com](mailto:linda@charlestonraceweek.com)

**AD SPACE DEADLINE: March 12, 2018 MATERIAL DEADLINE: March 16, 2018**

**For more information on advertising in the SCRW Official Race Program, contact:  
Linda Rodarte at (803) 530-7030 or [linda@charlestonraceweek.com](mailto:linda@charlestonraceweek.com)**