



LAKE DENEYS YACHT CLUB

‘Round The Island Race’
Sponsorship Proposal
For 2010

History of the Round the Island Race

- British Imperial Airways, later BOAC, used the Vaal Dam as a landing strip for flying boats en route to India and back
- 2 Dinghies shipped from London for the crews' recreational sailing on the dam – the original shipping manifest is in the BOAC museum archives
- These individuals began the Round the Island Race (RTIR) tradition of racing each other around the island and back on New Year's Day, hangovers very much intact!

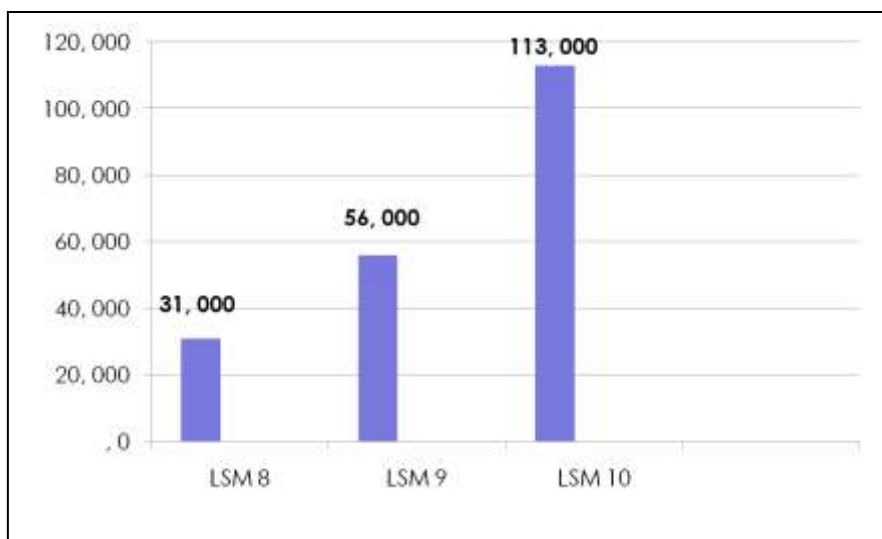
Lake Deney's Yacht Club

- The Vaal Dam boasts 10 Sailing clubs and 6 Marinas
- More sailing craft than all SA's coastal areas added together
- Lake Deney's Yacht Club (LDYC) was founded in 1958 and began the Round The Island Race challenge later that year.

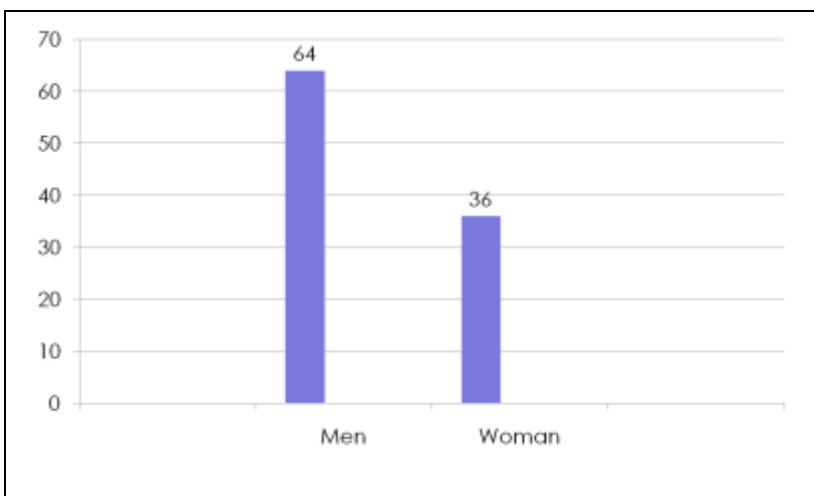
Who are Sailors?

- AMPS run done against over 16 years
- AMPS doesn't have a specific category for sailing but figures were pulled comparing the following categories :
 - Golf, Horse riding, Hunting & Shooting, Adventure Sports and Water Sports past 12 months.
- Total Audience/population 16 years plus = 31,109,000.
- Of this 311,000 participated in Water Sports which is 1%.
- 23% Of all sailors live in Gauteng

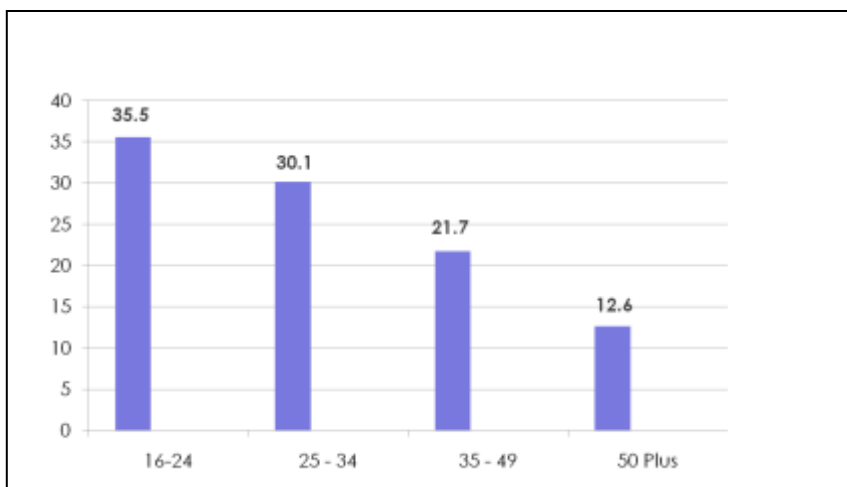
Sailors – LSM 8, 9,10



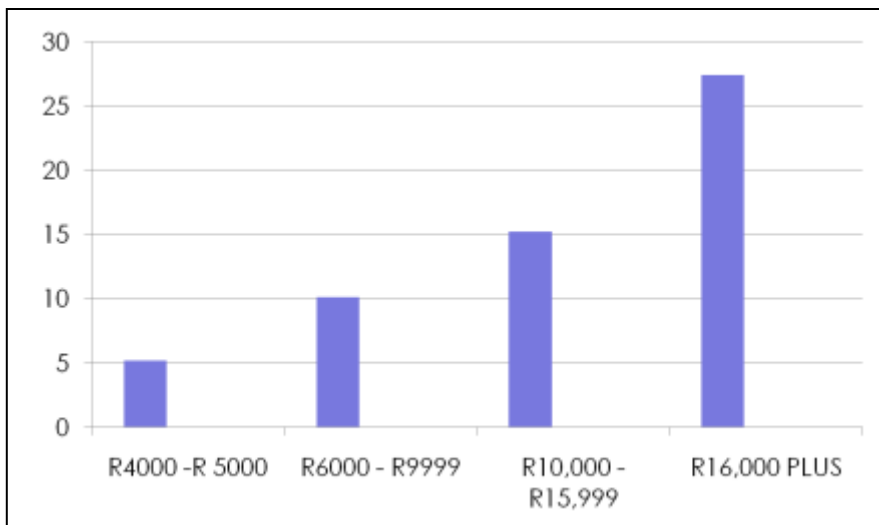
Sailors – The Gender Split %



Sailors – Age Breakdown in %



Household Income by %



The Round the Island Race

- LDYC first participated in the RTIR in 1958 and the race celebrated its 50th anniversary in 2008.
- The race has become a highlight in the national sailing calendar and is an institution amongst the inland sailing fraternity. Every year, several sailors make the great trek from the coast, to join in the races and festivities. Sailors also come along from Swaziland, Zimbabwe, Botswana and Namibia. Team Shosholozza crew members have also participated regularly over the last 5 years
- The event has a unique profile in the national sailing calendar – all the other races are very serious affairs sailed by highly competent, competitive sportsmen and women.
- For example, the Lipton Cup, which celebrated its 100th anniversary in August 2008, is hosted by Royal Cape Yacht Club. It averages about 25 entrants who battle it out for nearly a week on the high seas. The yachts are state of the art and competition, fierce!
- Round the Island has a far broader appeal – it is not uncommon for participants to dust off their boat in the backyard once a year and bring family and friends along for a weekend of camping, sailing and partying to the live entertainment laid on by the club on Friday and Saturday evenings.
- Over the past decade, entries have averaged around 470. The most known to date was 712 in 1986 – the site of all the sails on the start line is awesome!

Not Only For Sailors!

- We estimate that we have had around 4,500 people – visitors and sailors – enjoying the weekend over the past few years.
- We provide a full entertainment programme throughout the weekend from full bar and a variety of catering to a Giant water slide, jumping castle, flea market and live entertainment both Friday and Saturday evenings.
- A stalwart for the last 15 years has been Brian Eminess and his Capital Sounds crew which not only broadcasts a lively mix of music and commentary throughout but Brian is key in organising spectacular air shows on both days.





2007 Proved to be quite a benchmark in more ways than one!

- The race record for the 24 nautical miles was held for 9 years by Eric Cook & daughter Julie – 1 hour, 1 minute & 27 seconds
- In 2007, Danie Colyn in the trimaran 'Seacart' broke the 1 hour barrier in a time of 55 minutes and 37 seconds which also netted him the R10,000 prize put up every year
- LDYC was awarded the Guinness World Record™ for the 2007 race as listed on the website:
- *'The most yachts to finish an inland yacht race was 389 at the Sanlam Round the Island Race at Lake Deneys Yacht Club, Deneysville, Free State, South Africa on 4 February 2007. '*
- The club will request permission from the international body to officially challenge this record in the 2010 race.
- The 2010 weekend regatta will be from Friday 5th to Sunday 7th February. The event culminates in the RTIR on Sunday morning. Various races are held on Friday and Saturday.

Sanlam Round The Island Race

It's Officially a Record Breaker!

A new sailing world record has been officially granted by the Guinness World Record. The Sanlam Round The Island Race 2007 made international sailing history in the category of 'Most yachts in an inland race'. The annual event was held at Lake Deney's Yacht Club (LDYC), Deneyville, Vaal Dam in the Free State on 4 February 2007.

The record was measured by the 379 boats finishing the race and not on the 440 craft on the start line.

Sanlam's Sponsorship Manager Emile Terblanche elaborated, '2007 was the third year Sanlam sponsored the race and we are delighted with the award. It was a bit disappointing that it took so long for the authorization to come through – we waited 11 months for the verdict! It remains to be seen whether any other international races will pick up on the record and mount a challenge.'

LDYC's Commodore Johnny Smit noted, 'It was a record breaking race all round.'

The 1998 time record set for the 24 nautical mile course by Eric Cook and his daughter Julie of 1 hour, 1 minute and 27 seconds, was finally bettered by Danie Colyn on a carbon fibre trimaran 'Seacart', which crossed the finish line in 55 minutes and 37 seconds, thereby claiming the R10,000 cash prize on offer for breaking the record.

Entries for 2009's Sanlam Round The Island Race are available on the website www.ldyc.co.za and competitors are urged to register early. The club can be contacted on 016 371 1393 or ldyc@telkomsa.net via email. ⚓



Johnny Smit, LDYC's Commodore, Vanessa Remington (Sponsorship Liaison for LDYC) and Sanlam's Sponsorship Manager Emile Terblanche proudly show off the Guinness World Record Certificate.

Sponsorship History of Round the Island Race

- Over the years, LDYC's Round the Island Race (RTIR), has been sponsored to a small degree in terms of cash value by Wilbur Ellis, Nashua North, Ballantyne's, Rand Water Board and Bathroom Bizarre. Marketing was minimal as no budget was available. The cash injected went towards the club's infrastructure expenses for hosting the event.
- In 2005 Sanlam – "Thinking Ahead" came on board.
- 2009 was the fifth (and final) year of sponsorship

Round The Island Race Sponsorship Package

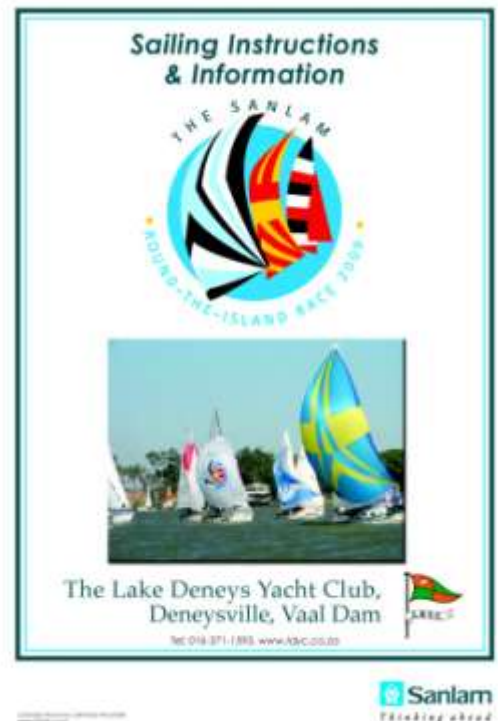
- Naming rights
- Logo and corporate identity
- Branding on all related items – this includes all signage, advertising and PR, goodie bags given out to all skippers, access wristbands which must be worn by everyone on site including workers and officials over the weekend and all items where possible.
- Branding on site

Herewith follows a few examples of how Sanlam branding has been integrated:
The name and logo extensions from dated to generic to special 50th anniversary of the race in 2008



Signage near yacht club entrance

A5 , 32 page Sailing Instructions booklet 1,000 print run



Until 2005, marketing had been directed solely at the sailing fraternity with the exception of a few radio interviews along the way.

The substantially bigger budget allowed the development of a corporate identity and a strategised and structured multimedia marketing campaign.

The marketing is split into two target market components with different messages, media and timings:

1) Sailors

Message: Come and compete for the title and win R10, 000 if you break the time record.

- Call to action to register for the race runs from November to end January in the Sailing SA magazine with editorial, full page full colour ads and inserted entry forms.
- Entry forms are also available on the website and from the fax on demand line.
- An SMS campaign to the 600 strong data base
- A mail shot with entry forms/poster is sent out to all SA yacht clubs and sailing / water sport retail outlets end November

2) General Consumer

Message - come along, camp for the weekend and have a whole lot of fun at a nominal cost per person over 16 years. (R50 in 2009)

- This campaign is concentrated in the 3 weeks before the event.
- The most effective media in terms of cost and impact has been proven to be regional commercial radio
- Because the budgets have nevertheless been tight, PR is absolutely crucial to creating awareness of and ultimately a successful event
- We have a tried and tested print media list which is utilised for a press release campaign. The theme for 2009 is about the record breaking attempt
- Relationships built over 5 years with the press has always delivered great coverage at no cost
-

Prize Giving Event

- This takes place the Friday evening after the weekend – in 2010 it will be the 12th February.
- The venue over the past 3 years has been Randpark Golf Club - well appointed, well run and not very expensive. This can of course be moved to a venue of the sponsor's choice.
- There are 55 major category trophies plus several others.

Media – Television

SuperSport produced a 24 minute programme covering the programme in 2008 and again in 2009. At a production cost of only R2, 200 per minute, this has proved a great media opportunity. In 2008, at production cost of R57, 000 the value of the media coverage was estimated at 1, 2 million. The package included a 3 minute programme promo and the programme was aired 16 times on SuperSport. It was also syndicated for broadcast in the UK, Ireland, Scotland and Wales. The producers offered it to CNN in the U.S.A. but we have no way of knowing if it was aired.

SuperSport's coverage in 2009 was similar – a 12 minute insert into Aquatic Fanatic (22 broadcasts) and a 26 minute programme which aired 9 times. This production cost was R 1.553 per minute.

It was again syndicated internationally

We see no reason why this association cannot be an annually covered event.

SuperSport Broadcast Value

Aquatic Fanatic 12 Minute Insert Schedule

	Rate Card Value	20% Natural Exposure
22 Broadcasts	1,872,000	374,400

SuperSport 26 Minute Sanlam Round The Island Race Programme Broadcast

	Rate Card Value	20% Natural Exposure
9 Broadcasts	2,002,000	400,400
TOTAL RATE CARD VALUE FOR BOTH INSERT AND 26 MINUTE PROGRAMME	3,874,000	774,800
PRODUCTION COST	59,000	
PRODUCTION COST PER MINUTE (26 + 12 = 38 mins)	1,553	

Media Schedules and Tracked PR Coverage

MEDIA	DURATION (APPROX)	SPEND	ADDED VALUE	PERCENTAGE
	-			
RADIO				
702 Radio Campaign	30 Secs	20 036.84	4 564.18	23%
HIGHVELD 94.7 Radio Campaign	30 Secs	54 458.99	5 641.50	10%
	-			
PRINT				
SA SAILING NOVEMBER - GUINNESS WORLD RECORD ANNOUNCEMENT			3 880.00	
SA SAILING FULL PAGE FULL COLOUR AD DECEMBER		7 760.00	776.00	10%
SA SAILING FULL PAGE FULL COLOUR AD JANUARY	-	NO CHARGE	7 760.00	100%
SA SAILING ENTRY FORM PRINTING & INSERT OF 7,000		13 749.56		
SAILING INSTRUCTIONS FULL PAGE FULL COLOUR OUTSIDE BACK COVER		1 200.00	1 200.00	
SA SAILING DOUBLE PAGE MARCH 2009			15 520.00	100%
TOTALS		97 205.39	39 341.68	

RADIO EDITORIAL COVERAGE	Approx Duration
INTERVIEW JENNY CRYWS-WILLIAMS 14H30, 30 JANUARY 2009	5 MINS
INTERVIEW RSG 30 JANUARY 2008 07H00	4 MINS
INTERVIEW SAFM SATURDAY 31 JANUARY 11H00	4 MINS
SAILING CALENDAR MENTION RSG THURSDAY 22 JANUARY BY MARION COLE	3 MINS
INTERVIEW ON 702 AND SAFM RESULTS SUNDAY 1 FEBRUARY 16H00	10 MINS

P.R. - NOTE THIS IS PR COVERAGE OF WHICH WE ARE AWARE. WE CAN SAFELY ASSUME THAT THERE WAS A LOT MORE THAN THIS:

- Leisure Options
- Beeld
- Natal Mercury
- Balie
- Deneysville News
- Vaalster
- Harken Calendar Listing in SA Sailing Oct, Nov, Dec, and Jan

Summary of Spend vs. Value

SUMMARY	ACTUAL SPEND	ADDED VALUE
RADIO	74,495.83	10,205.68
PRINT	22,709.56	29,136.00
TV	48,456.38	774,800.00
TOTAL	145,661.77	814,141.68

Note: excludes branding on goodie bags, on site over the weekend (domes, banners, leaflets, bunting etc), PR and VAT

Sponsorship – the Bottom Line

- The cost to sponsor would be R650,000
- Of this LDYC commits R200,000 to be spent on marketing and event organisation, which will be actioned by LDYC, briefed by sponsor
- All creative material would be approved by the sponsor

Guideline Budget from 2009					
ITEM	QUANT	UNIT COST	SUB TOTAL	14% VAT	TOTAL
BUDGET INC VAT					200,000.00
Radio Campaign					
Scriptwriting	1	1,800.00	1,800.00	252.00	2,052.00
Recording Production Costs	1	5,000.00	5,000.00	700.00	5,700.00
Highveld Stereo RAMS 1,226,000	1	53,000.00	53,000.00	7,420.00	60,420.00
Vereeniging Community RAMS 11,000	1	2,500.00	2,500.00	350.00	2,850.00
Radio 702	1	22,000.00	22,000.00	3,080.00	25,080.00
TV Package	1	31,000.00	31,000.00	4,340.00	35,340.00
Wristbands - branded with sponsor	5000	1.45	7,250.00	1,015.00	8,265.00
Give Aways in branded Goodie Bags	550	25.00	13,750.00	1,925.00	15,675.00
Print Advertising					
FPFC in December & January 2010 SA Sailing	2	8,000.00	16,000.00	2,240.00	18,240.00
Design, Layout, repro	1	3,500.00	3,500.00	490.00	3,990.00
Signage					
Competition Posters A3	20	40.00	800.00	112.00	912.00
Directional A1 posters	5	220.00	1,100.00	154.00	1,254.00
Round The Island Weekend	1	3,738.60	3,738.60	523.40	4,262.00
Prize giving Event Friday after the race	1	14,000.00	14,000.00	1,960.00	15,960.00
		TOTAL			200,000.00

Thank you for your consideration.

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