



Royal Temple  
Yacht Club

# Ramsgate Week

11<sup>th</sup> - 16<sup>th</sup> August 2024

## Partner Opportunities



Ramsgate Week is a long established sailing regatta which attracts a range of competitors from the South East of England and the continent. Sailed in the pleasant conditions afforded by the shelter of Sandwich Bay, competitors vie for the prestigious trophies awarded by the Royal Temple Yacht Club.

With après sail entertainment centralised at the Royal Temple Clubhouse just a gentle stroll from the Harbour, the regatta has a 'personal' feel, and makes Ramsgate Week the 'friendly regatta'.



### Regatta Expansion



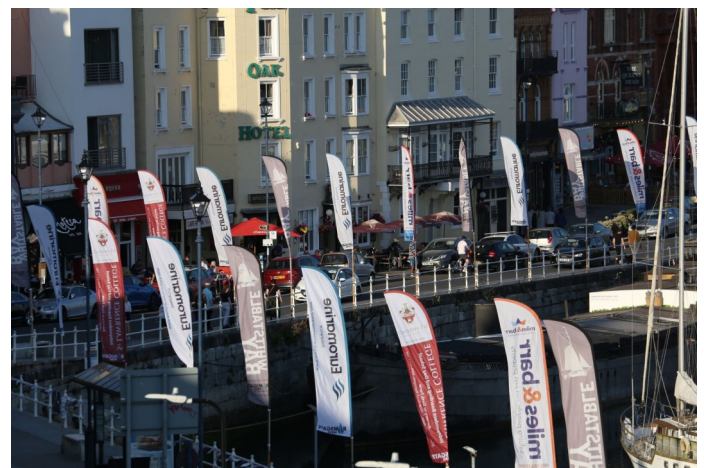
In addition to catering for the established serious racing fleet, the Ramsgate Week organisers are aware of the trend towards a preference for cruiser racing. In 2024, at least four cruiser racing classes will be offered, including a new class aimed at attracting the current crop of fast cruising yachts.

We are projecting growth in our regatta to a fleet of 80 yachts bringing around 500 competitors and supporters to the town of Ramsgate by 2026.

### A Ramsgate Event

Ramsgate is well served by excellent travel links from London and attracts thousands of visitors with its broad sandy beaches, restaurants and cafes located around Britain's only Royal Harbour.

For 2024, the Regatta has been timed to coincide with school holidays. The Ramsgate Week Committee are coordinating with Ramsgate Town Council to ensure that the event is more than just a sailing regatta, and offers shore based activities to complement the action on the water.





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### A Compelling Partnership Case



#### Diverse Audience

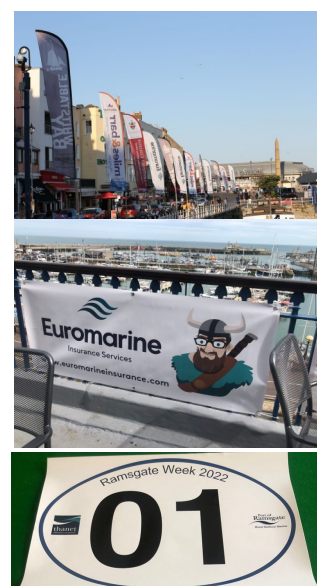
Ramsgate Week Partners gain exposure to a broad demographic who will be present during the regatta, including;

- Hundreds of sailors who will be directly or indirectly participating in the event
- Thousands of visitors
- A local population numbering nearly 150,000
- Regional news coverage and regular write-ups in the Yachting related media.

#### A Range of Partnership and Advertising Packages

Partnership and advertising packages can be tailored to suit any requirements and budget. Partners can select from a variety of options including;

- Gold partner - headline position package to be developed with client
- Silver partner - Day partner package to be developed with client
- Bronze partner - Evening partner package of banners around the clubhouse and Harbour plus evening access to competitors
- Bow number stickers with company logo on every yacht
- Harbour Advertising - Feather flags around the Harbour
- Race pack goodies - Open to companies wishing to provide giveaways with their logo
- Daily band partner - company banner on display at RTYC for the week and any feather flags supplied being on display around the Harbour



*All partners benefit from social media marketing and web presence on the dedicated Ramsgate Week website.*

#### Corporate Entertainment

Partners are welcome to entertain guests in the Royal Temple Clubhouse, where they can relax in the club lounge or enjoy commanding views over the Harbour from the terrace. In 2024, the Club will offer silver service lunch packages in the Club Dining Room over-looking the racing.



To become a partner, please contact [ramsgateweek@rtyc.com](mailto:ramsgateweek@rtyc.com) or telephone +44 (0)1843 591766 and we will be only too happy to tailor a partnership or advertising package to meet your requirements.