www.pitter-regatta.com

2020

Sponsoring **Kornati Cup**

25.04. – 30.04.2020 Murter – Piskera – Zut – Biograd – Murter

pitter yachtcharter

110 Yachts **780** Participants **17** Nations

25.04. – 30.04.2020 Murter – Piskera – Zut – Biograd – Murter

The **Event**

The Kornati Cup, a regatta with cult status. For the 20th time Pitter Yachtcharter is organising the Kornati Cup together with the Croatian yacht club.

This is a reason to celebrate. With a limit of 110 yachts, it is one of the most successful regattas on the Croatian coast. This is where ***sporting competition, Croatian tradition, cuisine and entertainment*** meet each other. The different daily destinations lead from ***Murter, Marina Hramina*** to the beautiful world of the Kornati National Park. The ACI Marin´s Piskera and Zut will be reserved exclusively for the participants. Here it's called „Open Cockpit" - if you feel like it, you can invite your neighbours or your competitors to come on board. A great opportunity to exchange the stories of the day and celebrate. Who wants more party? - No problem! This is also taken care of. At every destination of the day the participants can expect ***one or more live bands*** - there is something for everyone.

Before we go back to Murter, there will be another stop in Biograd - Marina Kornati. Here, traditionally, we celebrate on the grounds of the water polo stadium - a very special location.

The event offers something for every taste, and you can make it to your event. ***Utilise this unique platform and inspire our sailors!***

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Photo **impressions**

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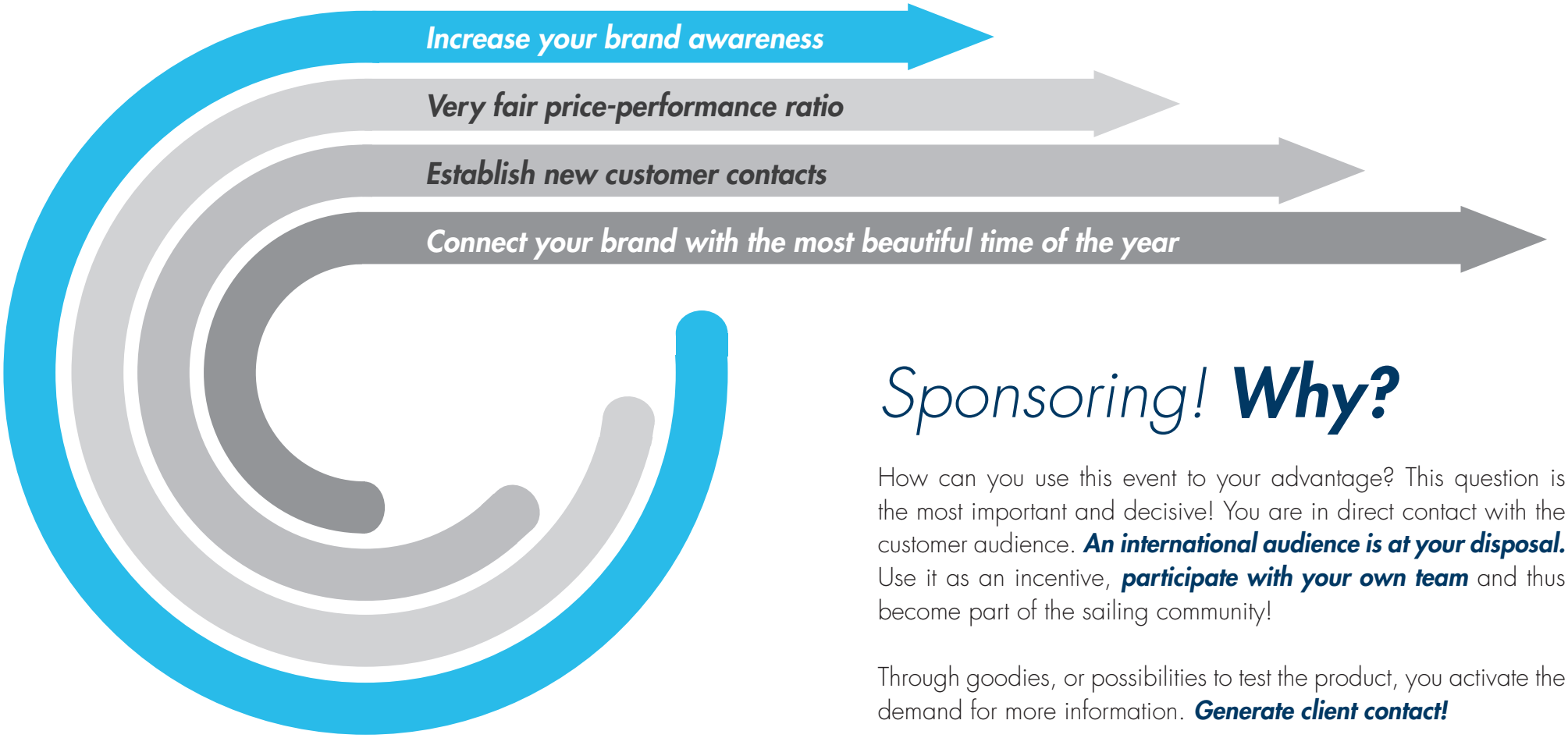
Your **advantages**



Sponsoring! **Why?**

How can you use this event to your advantage? This question is the most important and decisive! You are in direct contact with the customer audience. ***An international audience is at your disposal.*** Use it as an incentive, ***participate with your own team*** and thus become part of the sailing community!

Through goodies, or possibilities to test the product, you activate the demand for more information. ***Generate client contact!***

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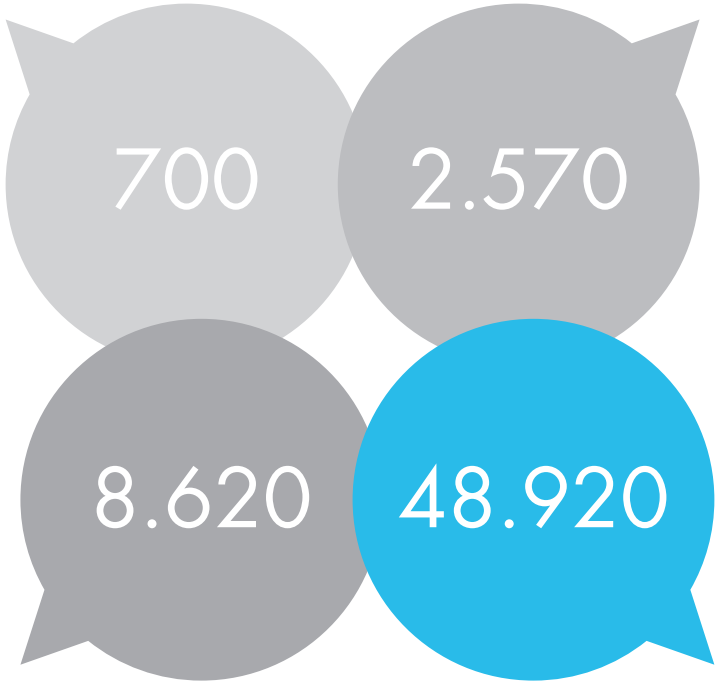
Target Group **Reach**

Regatta
Participants

They are the core of the regatta. Sailors from 17 nations participate. At least 70% rebookers!

Newsletter
Subscribers

Our newsletter and your story. Use this portal to get your personal message across to the sailors!



Website
Visitors

Through your logo presence incl. link on our homepage you increase your click rate.

Facebook
User

Use our reach to your advantage. #KornatiCup #"of your choice"!

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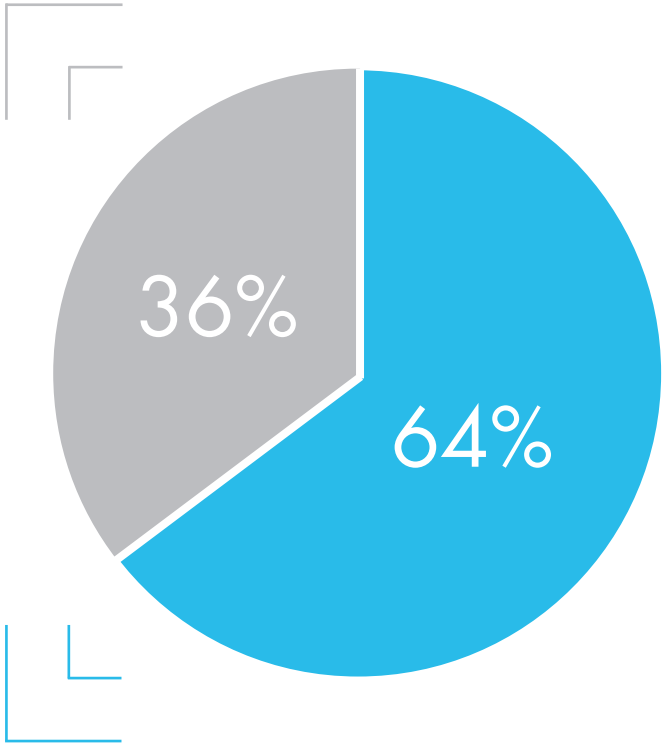
Target Group **Gender**

Female
Target Group

Increasing tendency - More and more women are in sailing.

Male
Target Group

Sailing is dominated by men from the middle to upper income brackets.



Sailing is increasingly becoming a trend sport. Sailing is becoming more and more popular not only for sports but also for holidays.

Where many years ago sailing was practiced almost exclusively by men, the proportion of women has increased in recent years. Pure women's teams are no longer a rarity. Also sailing trainings for women are increasing.

Sailing has become a popular sport.

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Media data
20. Kornati Cup 2020

Target Group **Provenance**

48,01% **Austria**
25,45% **Germany**
6,22% **Switzerland**
5,92% **United States**
4,86% **Croatia**
1,32% **Russia**
1,22% **Italy**
0,63% **Canada**
7,56% **Other countries**

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Target Group **Age**

On average sailors are aged between 25 and 54 years - the majority are 45-54 years old. Why? Sailing is an affordable but exclusive sport that can be compared to golf and horse riding.

A stable income is a basic requirement for this sport. It is a fact that the majority of sailors and sailing enthusiasts come from the middle to higher income bracket.

Sailing means freedom, experience, away from everyday stress - this is exactly what our customers are looking for. Here the manager, general manager or managing director can also switch off.

Percent
Overview

05%	18 - 24 years
21%	25 - 34 years
23%	35 - 44 years
26%	45 - 54 years
17%	55 - 64 years
08%	65 years +

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Sponsor **Packages**

Main Sponsor

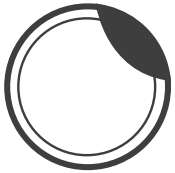
Make the Kornati Cup your event! As main sponsor you have maximum presence and maximum advertising effectiveness. Why you? - Why not?

Costs: **€ 8.958**

Media Sponsor

Media presence is becoming increasingly important. In the last few years, a lot of work has been done in this area. Now you can use one of the most popular products as your exclusive advertising medium.

Costs: **€ 6.126**



Premium Sponsor 1

Whether on our website, in the catalogue, in various reports, on social networks... the "glue" can be seen on every photo. You will immediately have the answer as to why this type of sponsorship is the best for your product.

Costs: **€ 4.957**

Premium Sponsor 2

The entire regatta field shows your flag. Whether on the water or in the marinas. A sea of flags makes you and your product unmissable. Keep your flag flying with this package!

Costs: **€ 4.957**

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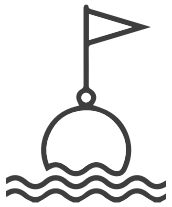
Sponsoren **Pakete**



Premium *Sponsor 3*

Where are the most exciting situations and the best pictures created? At the buoy! The buoys are one of the most important points on the water. No matter if star, destination or circumnavigation, the buoy is always in focus.

Costs: ***€ 4.957***

Medium *Sponsor*

Bring your product directly to the consumer! There is enough space in the Goodie bags for the participants. Who doesn't like a nice present?

Costs: ***€ 1.896***

Co *Sponsor*

Small but oho! Be there to be seen. The number of visitors to our website speaks for itself.

Costs: ***€ 482***

Sidevent *Sponsor*

A supporting programme individually tailored to your needs. An evening exclusively under your name and a lasting memory for all participants. No matter if live music, SUP contest, free beer or a show of a different kind! Put yourself and your product in the centre of attention!

Costs: ***flexible***

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Side Event **Sponsoring**

„Space, Space, Space" - that's what they say on the water! „Let´s have a Party" - that's what it's called on land. Even after an exhausting regatta day, the party in the evening must not be neglected. The sailors from ***more than 17 nations*** meet in the evening with a cold drink, a nice meal and good music. Here the impressions of the regatta day are exchanged again, even opponents during the day, on land they celebrate, dance and laugh together.

What it is that everyone will be talking about at this party can also be directed by you. ***Give the After-Race Party your name and become an important part of the event***. Whether free beer and barbecue on the jetty or a cool live band, SUP contest, wine tasting or cocktail party - a complete evening exclusively tailored to you.

On this evening you have the opportunity ***to present your product exclusively***. Banner or beach flags all over the entire area, 30sec. advertising clip on Cup TV, announcer the day before on Kornati Cup Revue and in the programme are included. This exclusive sponsoring is only available to a limited extent. 2 evening events are already gone. Are you interested? Then contact us and we will prepare an individual offer according to your ideas.

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Package **Guide**

	Co Sponsor	**Medium** Sponsor	**Premium** Sponsor 1	**Premium** Sponsor 2	**Premium** Sponsor 3	**Media** Sponsor	**Main** Sposnor
Logo placement incl. link on the Kornati Cup homepage		✓	✓	✓	✓	✓	✓
Logo placement in all Kornati Cup newsletters		✓	✓	✓	✓	✓	✓
Merchandise articles in the crew packages		✓	✓	✓	✓	✓	✓
Logo placement in all Kornati Cup TV end credits		✓	✓	✓	✓	✓	✓
Logo placement on all menu cards		✓	✓	✓	✓	✓	✓
Logo on the sponsor wall			✓	✓	✓	✓	✓
Product presentation on sight			✓	✓	✓	✓	✓
Banner placement at the event site			✓	✓	✓	✓	✓
Logo print or logo embroidery on Kornati Cup shirts			✓	✓	✓		✓
Logo placement in all Kornati Cup newsletters			✓	✓	✓	✓	✓
30 second film trailer during every Kornati Cup TV						✓	✓
1x 1/2-page advertisement & 1 editorial in the Kornati Cup Revue						✓	✓
1x Facebook posting on the Pitter Yachtcharter page						✓	✓
Company presentation in a newsletter						✓	✓
1x 30 second film trailer on Kornati Cup TV			✓	✓	✓		✓
Exclusive presenter of the events „Kornati Cup presented by …“							✓
Logo sticker on the bow of all participating Yachts in first position							✓
Logo sticker on the bow of a yacht class			✓			✓	
Logo on all Kornati Cup photos						✓	
Logo on the cover of every Kornati Cup Revue						✓	
1x 1/4-page advertisement & 1 editorial in the Kornati Cup Revue		✓	✓	✓	✓		
Flag on the backstay of all participating yachts				✓			
Stickers on all buoys					✓		
Logo placement on the Kornati Cup homepage	✓						

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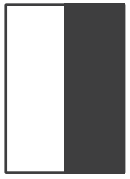
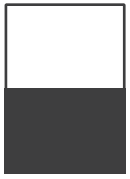
Kornati Cup **Revue**

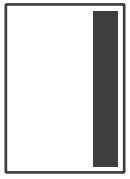
1/1 page
185 x 250 mm



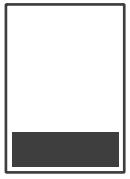
1/2 page upright
90 x 250 mm



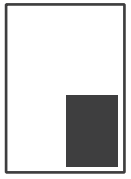
1/2 page landscape
185 x 125 mm



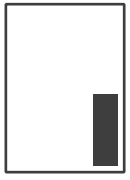
1/4 page upright
43 x 250 mm



1/4 page landscape
185 x 60 mm

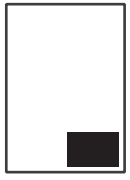


1/4 page box
90 x 125 mm



1/8 page upright
43 x 125 mm

1/8 page landscape
185 x 29 mm



1/8 page box
90 x 60 mm

Format	Size	Price per advertisement
1/1 page	185 x 250 mm	**€ 999**
1/2 page upright	90 x 250 mm	**€ 599**
1/2 page landscpape	185 x 125 mm	**€ 599**
1/4 page upright	43 x 250 mm	**€ 359**
1/4 page landscpape	185 x 60 mm	**€ 359**
1/4 page box	90 x 125 mm	**€ 359**
1/8 page upright	43 x 125 mm	**€ 179**
1/8 page landscpape	185 x 29 mm	**€ 179**
1/8 page box	90 x 60 mm	**€ 179**

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