



*19<sup>th</sup> Singapore*  
Straits Regatta

29 January - 2 February 2013

Sponsorship Kit

[www.straitsregatta.com](http://www.straitsregatta.com)

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# MESSAGE FROM THE PRESIDENT SINGAPORE SAILING FEDERATION



“Singapore Sailing shares the view of Aristotle in that the whole is greater than the sum of its parts. We believe in synergistic partnerships to collectively promote sailing. The Singapore Straits Regatta attributes its 19 years of legacy to the collective effort of seven sailing clubs and marinas working hand in hand with Singapore Sailing Federation to deliver the event annually. This is a heritage that Singapore should be proud of. As the climate changes, we the stakeholders will need to re-invent Singapore’s flagship event to stay relevant and competitive. While this is not an easy task, I have confidence that all the contributing clubs will continue to join forces and work together to achieve this.”

**Dr Ben Tan**  
President,  
Singapore Sailing Federation



# OUR HERITAGE

The inaugural Singapore Straits Regatta was held in 1995. A brainchild of pioneers of sailing in Singapore, the event saw Raffles Marina, Nongsa Point Marina, and Changi Sailing Club coming together with Singapore Sailing Federation to organise this landmark event.

In 1996, the Sir Thomas Lipton Trophy was donated by Republic of Singapore Yacht Club (RSYC) as the Challenge Trophy for the Perpetual Cup Series comprising the three anchors of the Asian Sailing Circuit – The Raja Muda International Regatta, Phuket King’s Cup and the Singapore Straits Regatta.

The growth of the boating industry and developments in Singapore have also seen clubs added to the Singapore Straits Regatta Council. Joining the founding clubs were Singapore Armed Forces Yacht Club (in 2005), ONE°15 Marina Club and Marina at Keppel Bay (both in 2011).

The coming together of all stakeholders in Singapore sailing clubs signals the strong camaraderie and collective drive to promote the sport.

The annual fixture in the Asian Yachting circuit has since come to be famed for its blend of Singaporean and Indonesian flavour, being the only regatta that brings the yachts and sailors to clubs on both sides of the Straits. A truly unique regatta that presents a myriad of sailing conditions and experiences.

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# THE PERPETUAL CUP SERIES

The Asian region has long been a hotbed of big boat sailing with regattas held in the northern regions of the South China Sea, to the western Thai and Malaysian peninsula's Andaman Seas to the eastern reaches of the Philippine archipelago waters.

Each of these regattas has evolved its own identity over the years, and draws sailors from not just the regions but the world over.

The architects of the three anchor events in Southeast Asia – The Raja Muda International Regatta, Phuket King's Cup and Singapore Straits Regatta pulled together collectively in an effort to establish a contiguous regatta circuit - the Perpetual Cup Series - to further boost Asian sailing, and in the process give sailors a more compelling reason to contest these three key events.

The Series crowns the top performing yacht in the elite racing class across the three events and awards her with the prestigious Sir Thomas Lipton Trophy.





# SIR THOMAS LIPTON

In 1923, Sir Thomas Lipton presented a handsome trophy to the then Royal Singapore Yacht Club (now Republic of Singapore Yacht Club).

Thomas Lipton was born in Glasgow on 10 May, 1850, to parents from Northern Ireland. At age fifteen, he set off to America where he worked in the tobacco fields of Virginia, and later in the grocery trade. In 1871, he opened his first shop in Glasgow, at the age of 21.

In 1890, Lipton began importing tea from India and Ceylon, and revolutionised the tea business by selling tea from his own plantations in Ceylon, in conveniently-sized small packets directly to customers in his own shop. By 1898, Lipton had shops all over Britain, plantations in Ceylon, and large businesses in America. In that year, Queen Victoria knighted him in recognition of his achievements.

In 1897, he joined the Royal Ulster Yacht Club, in the land where his forefathers had originated, which provided the inspiration for the name Shamrock, for which all his America's Cup challenge yachts were named. In all, he mounted five campaigns for the America's Cup, and although none of his challenges were successful, he gained tremendous respect as a sportsman, and publicity for his businesses.

In addition to Singapore, Sir Thomas Lipton donated many cups and trophies to other yacht clubs in America and New Zealand.





# PARTICIPANTS & AUDIENCE

The event reaches out to a targeted audience comprising boat owners and yachting enthusiasts. The stakeholders promote the Singapore Straits Regatta to their respective members and associates through dedicated communication channels (in-house magazines, newsletters, websites and posters).

## MEMBERSHIP SIZE

Republic Of Singapore Yacht Club	2,400 members
ONE°15 Marina Club	capped at 4,000 members
Raffles Marina	1,500 members
Changi Sailing Club	750 members
SAF Yacht Club	1,800 members
Marina at Keppel Bay	1,800 members
Nongsa Point Marina & Resort	230 members

ONE°15 Marina Club, the organiser and venue host of the Singapore leg from 2013 to 2015 will promote the race to residents of neighbouring properties in Sentosa Cove. It will organise activities to complement the regatta for its members and their guests during the race week. Members of other stakeholder clubs are welcomed to soak in the regatta ambience at ONE°15 Marina Club. Information on the activities and ticketing details will be available on [www.one15marina.com](http://www.one15marina.com) and [www.straitsregatta.com](http://www.straitsregatta.com)

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# RACE FORMAT & PROGRAMME

## **Tuesday, 29 Jan 2013**

Skippers' Briefing & Opening Cocktail at ONE°15 Marina Club

## **Wednesday, 30 Jan 2013**

- Race 1 : East Coast Passage Race (Approach to Airway)
- Race 2 : Pursuit from Airway to Nongsa Point Marina & Resort
- Race 3 : Passage from Approach to Nongsa Point Marina & Resort  
Welcome Party at Nongsa Point Marina & Resort

## **Thursday, 31 Jan 2013**

- Race 4, 5 & 6 : Upwind/Downwind off Batam  
Award Presentation Party at Nongsa Point Marina & Resort

## **Friday, 1 Feb 2013**

- Race 7 : Pursuit to Singapore

## **Saturday, 2 Feb 2013**

- Race 8 & 9 : Upwind/Downwind off East Coast Singapore  
Closing & Award Presentation Party at ONE°15 Marina Club

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# SOCIAL FUNCTIONS

Race officials, organising committee members and participants are invited to all the social functions. Regional and local media are also invited to cover the regatta and its social events. Sponsors are allocated tickets according to the level of participation. Additional tickets can be purchased for guests to be part of these fun-filled parties.

## **Opening Cocktail at ONE° Marina Club**

This party is hosted on the arrival of all regatta participants to welcome them and launch the 19<sup>th</sup> Singapore Straits Regatta.

## **Welcome Party at Nongsa Point Marina & Resort**

After the passage across the Straits, all participants will be treated to a warm welcome by our venue host at Batam.

## **Award Presentation Party at Nongsa Point Marina & Resort**

Winners of Race 1, 2 and 3 will be presented with prizes at this celebration of success, joy and good racing.

## **Closing & Award Presentation Party at ONE° Marina Club**

This is the party everyone looks forward to attending. It celebrates the success of the regatta and congratulates the participants for overcoming all challenges in the race. Great networking opportunity for sponsors!

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# SPONSORSHIP OPPORTUNITIES

Benefits/ Sponsorship Tier	Title Sponsor	Admiral	Captain	Crew
Naming Right - “Sponsor’s Name Singapore Straits Regatta”	✓			
Logo on race markers	✓			
Logo on the hull of participating vessels	✓			
Flag on participating vessels	✓			
Logo on SSR polo T-shirts	✓			
Opportunity to set up a product display area onsite <sup>1</sup>	✓	✓		
Opportunity to provide a pull-up banner onsite	✓	✓		
Logo on SSR Advertisement published in magazines of stakeholders <sup>2</sup>	✓	✓		
Opportunity to provide product brochure onsite	✓	✓	✓	
Logo on invitations	✓	✓	✓	
Logo on SSR banners	✓	✓	✓	✓
Logo and hyperlink on SSR website	✓	✓	✓	✓
Name recognition by emcee at all official social functions	✓	✓	✓	✓
Name/logo on SSR e-newsletters	✓	✓	✓	✓
Logo on stage backdrop for Award Presentation Ceremonies	✓	✓	✓	✓
Spectator Boat Ticket Allocation*	16	10	6	4
Invitation to SSR official social events	30	10	6	4
Investment	S\$45,000	S\$25,000	S\$15,000	S\$5,000

<sup>1</sup> Space is subject to availability. All display items and structure to be provided by the sponsor. Prior approval from the venue host on the structure design is required.

<sup>2</sup> SAF Yacht Club -Bosun Call, ONE°15 Marina Club - Longitude, Raffles Marina - Natique, Republic of Singapore Yacht Club - RSYC

\* Applicable to Race 8 & 9 off East Coast, Singapore

External vendors hired for set-up/ works at the event must comply with ONE°15 Marina Club Rules and Regulations and management directives.

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## LOGO PLACEMENT

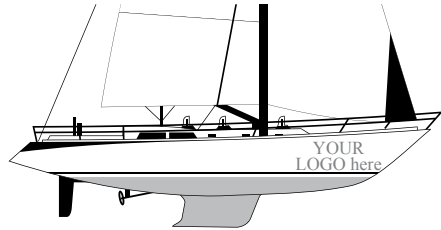
Logos are required to be submitted by 15 October 2012 to [peggytan@one15marina.com](mailto:peggytan@one15marina.com). All sponsors' logos must be submitted in JPEG format in high-resolution (min 300dpi)  
Photos/illustrations used are for pictorial representation only. Actual/final artwork may differ.

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### Logo and hyperlink on SSR website



### Corporate Visibility on Hull



### Name/ logo on SSR e-newsletters



### Logo on SSR Banners



### Logo on stage backdrop for Award Presentation Ceremonies



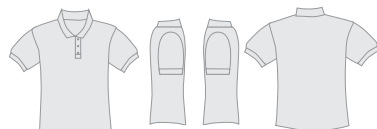
### Logo on SSR Advertisement



### Logo on Invitations



### Logo on SSR Polo T-shirts



## PRODUCT DISPLAY/BANNER

Artwork submission deadline for product display/ banner:

- Artwork for product display/ banner must be submitted for approval by 15 November 2012, 12pm to [peggytan@one15marina.com](mailto:peggytan@one15marina.com).
- The actual product display/ banner must be transported to and setup on-site on the actual day of event by the sponsor/ sponsor's vendor.

**Photos/illustrations used are for pictorial representation only. Actual/final artwork may differ.**

### Opportunity to provide product sampling/brochure and pull-up banner onsite



### Opportunity to set up a product display area onsite



# PAST SPONSORS



DAIMLER



19th Singapore Straits Regatta



# PHOTO GALLERY

## 18th Singapore Straits Regatta



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# SPONSORSHIP CONTACTS

**June Tan**

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Organising Club



Supporting Clubs



Sanctioned by

