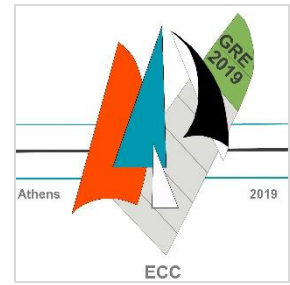


Engineering Challenge Cup (ECC) 2019

Sponsorship Opportunity



Origins of the ECC

The ECC, founded in 1993, is the largest privately organized annual sailing Regatta held each year in the Mediterranean. The originators, a small group of sailing enthusiasts, conceived a regatta based on friendship and fun in a competitive environment.

Today, the 6-day regatta consists of around 50 boats with approximately 350 sailors from all types of engineering industries, including consultancy services, construction and equipment fabrication. Its membership embraces diversity with over 100 companies represented and representatives from more than 30 nationalities!

The 2019 event takes place from Saturday 4th May to Friday 10th May 2019 in Athens, Greece

Sailing is a metaphor for life

Just think about how many times sailing is used as a metaphor or analogy in the workplace.

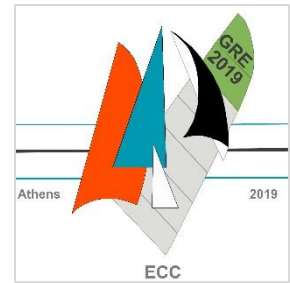
How often do business leaders use the terms 'to navigate' through 'troubled or stormy waters', or 're-chart the course'? We hear references to 'the winds of change' or the need for 'a strong hand on the tiller', keeping the business on 'an even keel' or behaving in a way that's 'above board'? Or how about 'staying afloat', 'battening down the hatches' and 'sailing close to the wind'? These are just some of the phrases that litter business language. One of the most common nautical terms is of course, the 'mainstay' of the economy.

We are privileged to participate and unite together in this friendly international regatta, where we can experience an actual, rather than metaphorical, nautical environment, strengthening our business relationships along the way.



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Principles Worthy of Your Name

- A well organized and friendly sailing event, with professionally run and semi competitive races within a relaxed, fun and friendly environment
- Excellent team-building and client liaison opportunities
- Motivate your own teams for a place on your boat or invite clients and spend quality time with them
- 7 days and nights with a captive audience of all ages, men and women, capable sailors and beginners, highly educated, multilingual, international travelers
- Promote diversity and support the 'future' through the investment in the next generation of ECC sailors
- Get your brand in front of fellow professionals in your industry

Organization and Logistics

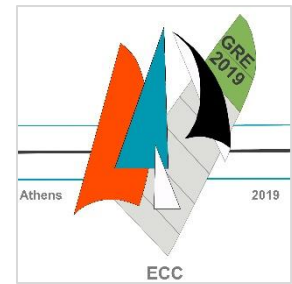
- The organizing committee pre-selects well equipped 'Race Ready' Charter Yachts from reputable charter companies
- Each team charters a boat, participates in the Opening Ceremony and Closing Gala night as well as any Sponsor events during the week
- Many opportunities for informal networking at events -briefings, medal ceremonies and parties, as well as in port and around the racing each day.

Unique Access to Your Target Audience in a Focused and Captive Environment Who Can Your Company Attract & Influence?

- For the **Engineering and Related Industries**: you have access to Managers, Directors and CEOs, decision makers and opinion leaders in your field.
- For the **Yachting Industry**: you have access to over 350 potential clients, many of whom already own a boat and will exchange or upgrade to a new one. Many frequently charter boats in the Mediterranean and the Caribbean, and evidence shows that they often return with friends and family to the locations of previous ECCs for a sailing vacation.
- For the **Hospitality Industry**: you have access to over 350 potential clients staying in your hotels, dining at your restaurant and/or drinking your brand of beverage.
- For **all**: you can be associated with an international audience with around 350 opinion leaders, many of whom are high earners with discretionary entertainment budgets who, through sailing, have chosen a modern, healthy and challenging way to stay active and connected!

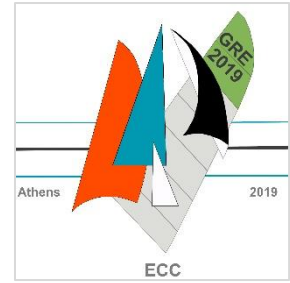


Many thanks to our wonderful 2018 sponsors
We hope to have you 'on board' again in 2019!



Engineering Challenge Cup (ECC) 2019

Tiered Sponsorship Opportunities



During the ECC, for one intense week, the sailors are focused on the boats and racing in a climate of teamwork and friendship. The ECC is a memorable event providing a captive audience to see and engage with your brand

Before, during and after the event participants will have access to your message via the ECC logbook and website

TITANIUM SPONSORSHIP (10000 €)

- Display a large logo for your company on the ECC website: Sponsors Page, Main Sponsors Page and Home Page - with web links to your company's own website
- Place an A4 advert in logbook
- Large Logo on clothing
- Display your large flag at Welcome party and Prizegiving party
- Display your medium flag on Committee boat
- Name one of the races after your company/brand
- Name one of the evening parties after your company/brand
- Name one of the skippers briefings after your company/brand

PLATINUM SPONSORSHIP (6000 €)

- Display a medium-sized logo for your company on the ECC website: Sponsors Page, Main Sponsors Page and Home Page - with web links to your company's own website
- A4 advert in logbook
- Medium Logo on clothing
- Display your medium flag at Welcome party and Prizegiving party
- Display your small flag on Committee boat
- Name one of the races after your company/brand
- Name one of the evening parties after your company/brand

GOLD SPONSORSHIP (4000 €)

- Display a medium-sized logo for your company on the ECC website: Sponsors Page, Main Sponsors Page and Home Page - with web links to your company's own website
- A4 advert in logbook
- Medium Logo on clothing
- Display your medium flag at Welcome party and Prizegiving party
- Display your small flag on Committee boat

SILVER SPONSORSHIP (3000 €)

- Display a small logo for your company on the ECC website: Sponsors Page and Home Page - with web links to your company's own website
- A5 advert in logbook
- Small Logo on clothing
- Display your small flag at Welcome Party and Prizegiving Party

BRONZE SPONSORSHIP (2000 €)

- Display a small logo for your company on the ECC website: Sponsors Page - with web links to your company's own website
- A5 advert in logbook
- Small Logo on clothing
- Display your small flag at Welcome Party and Prizegiving Party

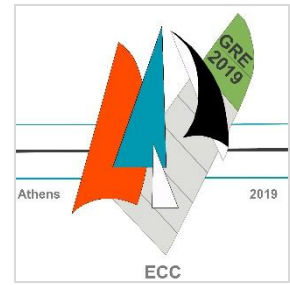
Notes: Sponsorship Tiers limited to:
1 x Titanium sponsor
3 x Platinum sponsors

Approximate flag sizes:
1. Large: 1800 mm x 1200 mm
2. Medium: 1400 mm x 900 mm
3. Small: 1000 mm x 700 mm

Wherever possible, please can sponsors provide their own flags

Engineering Challenge Cup (ECC) 2019

Sponsorship Opportunity



In addition to our Tiered Sponsorship options, we would be happy to work with you to develop customised opportunities to support the 2019 ECC

EXAMPLES INCLUDE:

- Sponsorship of a 'named' party:
 - The ECC features party evenings where the crews mingle and socialise. Opportunities exists to sponsor one of the meals and/or the drinks:
 - The Welcome party: on the first evening before the start of racing
 - A Mid-week party
 - Prize-giving party: on the last evening
 - Sponsors have the opportunity to name the party after their company and/or brand



ALTERNATIVELY:

- Specific items that would be useful to crews and carry your branding, such as:
 - Clothing
 - Bags
 - Sailing accessories
- Crew essentials, such as identification Wristbands



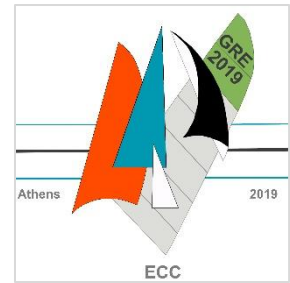
CONTACT INFORMATION:

If you are interested in sponsoring the Engineering Challenge Cup 2019, please contact us and we will be pleased to work with you to develop your proposition:

Martin Fordham
email: ecc.commodore@gmail.com
Commodore, ECC 2019

Judy Moore
email: jb.moore@btinternet.com
Sponsorship Leader, ECC 2019

Additional examples of Sponsored Mementos



The following are examples of other branded mementos that an ECC sponsor may choose to provide to crews or boats:

- Gilets
- Polo / T-shirts
- Port / Starboard socks
- Cups
- Mugs
- Glasses
- Memory sticks
- Glasses strings
- Waterproof cases
- 12v to USB adapters
- Torches

A sponsor may choose to supply these mementoes to the organizing team – for distribution to the fleet or ask the organizing team to procure them on their behalf.