

Engineering Challenge Cup 2013

Be part of the sponsoring crew



ECC - Introduction & Background

- The ECC is an **annual 7-day sailing regatta** where engineering and related companies race against each other on competitive but cordial terms
- The event has taken place in various locations in the **Mediterranean Sea** and was first sailed in **1994**
- From the original group of friends sailing against each other it rapidly grew to the **largest, privately organised international regatta**
- Each yacht **represents a company** associated with the engineering industry
- Participants are recruited out of **all business functions** and **hierarchies** from technician, sales manager, engineer, director to CEO
- Apart from competitive sailing the ECC therefore offers a platform from getting to know each other to building **long-term business partnerships**
- Since it was first held the winning yacht has to organize the ECC of the next year
- The ECC is a good mix of an informal amateur event with a **professional organisation supported by various sponsors**

ECC 2013 Key Facts



- The ECC 2012 in Croatia with 53 yachts was won by an **all-female-crew** skippered by **Dr. Inken Braunschmidt** (Boat N°34, Bavaria Match)
- This unique, likeable, engaged crew is now in charge to organise the ECC 2013



- The Location for the ECC 2013 will be **Palma de Mallorca** – the water, where it all began
- ECC 2013 will be a special one, because the race will be sailed for the **20th time**
- It will take place from **Saturday 4th to Saturday 11th May 2013**
- **60 boats** and approximately **350 sailors** will race against each other

Sponsorship: Benefits & Options (1)

Benefits:

- The ECC offers a broad platform to increase your company awareness and communicate your company's profile amongst opinion leaders and decision makers of the engineering and related industries
- In previous years the event has attracted some excellent sponsors supporting special events or provided the crews with useful accessories, clothing

Options:

- **Bronze Package** 2.000 €
 - ½ A4 full colour advertisement in the official logbook
 - Link from the ECC-website to your company website
 - Your company logo at the back of the official ECC polo shirt
- **Silver Package** 3.000 €
 - Same as 'Bronze Package' plus
 - A4 full colour advertisement in the official logbook
 - Flow your company flag at the Welcome- and Prize-Giving-Party
- **Gold Package** 4.000 €
 - Same as 'Silver Package' plus
 - Place a sticker (max. 20 x 20 cm) with your company logo at the stern of each yacht



Sponsorship: Benefits & Options (2)

Customized Packages

- Apart from the 'Medal'-Sponsorship we are happy to develop any further options of supporting the ECC e.g.
- **Sponsor of 'Named Party'** **more than 6.000 €**
 - It is planned to have a special party before the start, in the middle and with the price-giving, where we are looking for a sponsor of the meals (approx. 6.000 €) and the drinks (approx. 3.000 €)
 - Same as 'Gold Package' plus
 - Name the party
- **Sponsor of the inshore Race planned at one racing day** **6.000 €**
 - Same as 'Gold Package'
 - Name the inshore Race,
- If your support is more than 4.500 €, you will have all the benefits from the 'Gold'-package.
- If your support is less than 2.000 €, you will get a link from the ECC-website to your company website.
- If your support is more than 10.000€ your company will be called 'Main Sponsor'.

Impression of ECC fleet and official shirt



Contact



If you are interested in sponsoring the Engineering Challenge Cup 2013 please contact us and we will be pleased to develop a supporting partnership.

Frauke Windolph

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<http://www.ecc-sailing.com>

Best regards

Organisation Committee ECC 2013

Dr. Inken Braunschmidt
Commodore ECC 2013

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Sponsoring

