

## ACROSS TOGETHER - TITLE SPONSORSHIP OVERVIEW



Photo by Geoff Webster

### Why Support the Adventurer & Vision?

#### **The Audience and Reach of the Marine 'Space'**

Affluent, Educated, Active, Adopters, Decision makers, Mobile

#### **The Venues - Boat shows, Regattas, Parades, Harbourfront activities, Corporate entertainment, Speaking engagements!**

Visible, Established, Accessible, Adaptable

#### **The Media Coverage - Newspapers, TV, Radio, Web, Magazines, Posters, Videos, Email**

#### **The Vehicle - A Completely Branded Boat to Show Off!**

Unique, Intriguing, Captivating, Approachable

#### **The Adventurer - Nathan Baron!**

Young, Daring, Courageous, Charismatic, Inspiring!

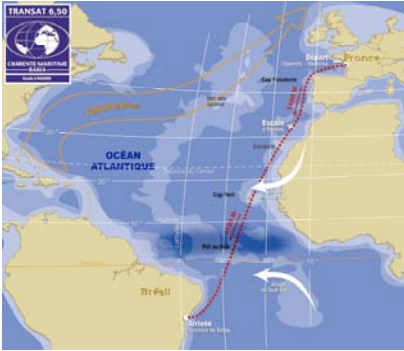


4. **Official product status**
5. **Inclusion in all media releases**
6. **Product endorsements;**
7. **Merchandise & clothing;**
8. **Use of boat images**
9. **On-site product demonstrations**
10. **Signage on vehicles including tow vehicle**
11. **Perimeter signage**
12. **Customized hospitality - sailing/ racing**
13. **Internet banner ads**
14. **You Tube & Facebook groups**
15. **Participation in events by employees and shareholders**
16. **Provision for 'talent' to meet with selected staff**
17. **Sponsor provision of 'talent' to enhance the partnership**
18. **Access to database**

### TITLE SPONSORSHIP FEATURES

1. **OVERALL NAMING RIGHTS & BRANDING**
2. **Exclusivity in product category**
3. **Consultation on choice of venues and timing**

## MINIMUS RACING



### THE RACE

The Mini Transat is a single-handed yacht race from La Rochelle France to Salvador Brazil. The race is 4500 miles. It's run on odd years, and we will be campaigning for the 31st edition of the race in 2009. Nathan is expected to be the only Canadian entrant.

To qualify for the race competitors must sail a minimum of 2000 nautical miles (nm) in the boat that they wish to compete in the Mini Transat, and at least 1000nm of this must be sailed in a number of specific races.

Today, the fleet has a wide mix of sailors, ranging from amateur adventurers to professional sailors. Competition is tough. The competitive programs have strong corporate support from business people that recognize and value that this event brings to them. .



### THE VISION

The vision is to build a partnership with a organization the values courage, perseverance, and team work in striving for a common yet challenging goal. The goal is simple - To be on the starting line with a competitive team, a will to race and win the 2009 Mini TransAt race.

To accomplish this monumental goal will take planning, determination, execution and and corporate partner willing to go the distance.

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### THE ADVENTURER

Nathan Baron has been sailing for most of life and have enjoyed success in both long distance offshore racing as well as short course racing around the Great Lakes. Nathan has been inspired to take his sailing to the next level -to race across the formidable Atlantic Ocean. That's a stretch goal if there was ever was one.

Nathan & his team will have to demonstrate great courage, resourcefulness, and resolute determination in order to win.

The Mini Transat is a race that is as much about building a team as it is about the sailing. Teams must manage all aspects of the campaign including: finances, equipment and systems, meteorology, logistics and many other details. The race requires only those who are extremely committed and disciplined will be successful in this class.

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