

EVENT DESCRIPTION

Key West Race Week

This internationally renowned regatta offers a terrific opportunity for companies in the performance sailing industry to achieve value and exposure by partnering with an event that aligns their company with the best in the sport and providing interaction with their clients and prospects over an extensive period of time in a unique setting.

Key West Race Week's history is one of unparalleled success for sailing regattas in the United States. The event is currently recognized as the premier racing event in this country and one of the very top regattas on the international racing calendar. Over a twenty-two year period it has grown in size and reputation and is now the only place for racing sailors to be during the third week of January.

Yacht owners and crews escape the frozen North and fly in from Europe, Asia and down under to wage battle on the azure waters by day and enjoy Key West's unique ambiance and the post-race party tent by night. This annual showcase of the world's top sailing technology has evolved into an in-water boat show with compulsory attendance for serious industry players. Racing thoroughbreds fresh from the drawing boards of yacht designers in this country and overseas are purposefully scheduled to debut in Key West to maximize their exposure and marketing advantage. Every year the list of entries provides a virtual retrospective on yacht racing over the past decade.

The 2009 regatta produced another high-quality turnout, despite the present global economic recession. With the exception of the recent event, Key West has consistently attracted a 250-275 boat fleet, with boat owners representing over 30 states and 20 different countries during the past decade.

National and international one design classes, including the Swan 42, Farr 40, J/105, J/80, Melges 32 and Melges 24, continue to build on their class sizes, making up two thirds of the fleet. Handicapped racing remains an important component of Race Week with the international IRC rule again showcasing two classes in 2009.

These 2009 highlights drew substantial media attention, including daily video coverage during the week on t2p.tv, and online video reports narrated by Emmy Award winner Gary Jobson, and post event coverage on CNN Mainsail. These programs, coupled with past worldwide productions on ESPN2 and CNN and future special regatta elements and one design class projections, bode well for an exceptional, newsworthy fleet in 2010 and beyond.

At Key West, the list of competitors, yacht designers and industry stalwarts who compete or attend reads like a "who's who" in yachting. The list of yacht owners is equally impressive. These owners are serious about their sport and represent extraordinary buying power in the performance sailing industry.

Premiere Racing's annual PR Plan results in media coverage nationally and internationally that is unprecedented for an annual yachting event. Key West print media impressions routinely exceed 200 million, including cover features in major international yachting publications and coverage in hometown newspapers across the country. The aforementioned television programs as well as web broadcasts significantly expands the exposure of the event, and target mailings to yacht owners throughout the year further enhances this exposure.

The winning combination of ideal sailing weather, the latest technology and designs, and top international competitors, coupled with blue-ribbon race management has secured this regatta's position among the very best in the world.



Premiere Racing's Industry Partner Program: Making a Difference



Through partnership with Premiere Racing and a multi-year commitment, these industry leaders help to champion Acura Key West 2009. Industry Partners' support plays a significant role in ensuring that this international regatta continues as a top-tier quality event. Boat owners, sailors, and sailing enthusiasts can be a part of this

team by keeping these Industry Partners on their preferred list of companies and vendors. To learn more about Premiere Racing's Premiere Racing's Industry Partner Program and these participating companies, please visit www.Premiere-Racing.com

PLATINUM







GOLD






SILVER















BRONZE
















Acura Key West 2009

A Sampling of Recent Testimonials

BOAT OWNERS

"We have another great fleet here in Key West, which has always been one of the favorite events for F40 owners. It doesn't get any better than Key West in terms of organization both on and off the water."

James Richardson, Farr 40 *Barking Mad*, Boston, MA

"I want to take this opportunity to thank you and congratulate you and your entire team at Premiere Racing for the great job you did with this year's Race Week. It truly was a classy event and that is no small order considering the multitude of complications and changes that must have developed as a result of the current economic conditions. And, thank you again for a fantastic week."

Michael Sudofsky, J 80 *Bob Dylan*, Marion, MA

"There was never a second thought for me and my crew. We started planning for this year as soon as last year's regatta was over...Key West remains one of the premiere events in the country. It has the best competition available because the teams go all-out to win. A win in Key West has always been and will continue to be a real feather in your cap."

Bruce Gardner, Beneteau 10M *L'Outrage*, Annapolis, MD

"Absolutely, 100 percent (for next year)...Yacht racing off Key West is simply the best way to spend the third week of January...It's much better to take vacation and come down here for some sun, some fun and some great, great sailing."

Stuart Simpson, Melges 32 *Team Barbarians*, Torbay, UK

"I sensed no change in the atmosphere at the regatta other than it was widely known that boat registrations were down from prior years. The parties were great and seemed to be more energized than last year."

Bill Sweetser, J/109 *Rush*, Annapolis, MD

"The quantity may not be the same as years past, but the quality sure is. All the top teams are here. Team Monsoon loves your regatta"

Bruce Ayres, Melges 24 *Monsoon*, Costa Mesa, CA

"There is absolutely no question we are coming back. This is the best regatta we've ever been involved with. The racing is always awesome and the night life is rocking. I can't think of any other regatta that has the complete package like this one."

John Edwards, F30 *Rhumb Punch*, Solomons, MD

"This is a great event with an awesome venue (Key West in January trumps Annapolis anytime). The competition is always tight. We adjust our schedule around it, but it is a crew decision, also. It is a family event for us."

Scott Gitchell, J/105 *Tenacious*, Annapolis, MD

GRAND PRIX SAILORS AND CREW MEMBERS

"This truly is one of the greatest regattas in the world and to me it's the perfect winter break. It has steadily evolved over the years into an extremely high-level event in all respects. What I find neat about Key West is that there is a place for the ultra-serious, grand prix programs as well as the more relaxed club-based programs. Both types of teams can come here and find fantastic racing while at the same time having a lot of fun."

Terry Hutchinson

"On behalf of the crew of *Ngoni* thank you very much for an excellent regatta. The courses were excellent and the hospitality equally good."

Mark Lamy, Mills 40 *Ngoni Helmsman*, UK

"Thank you Premiere-Racing for giving us a wonderful time each year."

Kristine Fauerbach, *Grateful Red*

MEDIA

"The recent troubles in the world economies have slowed some of the momentum towards Acura Key West 2009, but the event's hallowed place in the calendar and continued excellence in providing top-quality racing will always have a strong draw...Regardless of numbers, the event's quality rests on top race management, sensible format, diversity of conditions and vibrant venue."

Seahorse International Sailing Magazine, Feb 2009

"Thank you for a terrific event. Really, we were treated so well and loved the chance to get out on the photo boat. I'm looking forward to next year!"

Molly Winans, Spinsheet Magazine

"During the week of January 19 – 23, sailors for all over the world will converge on the Island of Key West, Florida for what is widely proclaimed as the most competitive and intense sailing week in the world."

Dec 2008, *Windcheck* Magazine

"Sailboat racing's hottest players will be back in Key West this January for the greatest saltwater showdown around. This highly-anticipated event draws competitors from over 30 states and from about 20 different countries. The opportunity to race against the best in the sport, with the possibility of winning, makes Acura Key West especially alluring. The exotic location is also a notable draw. The afternoon parties at the Historic Sea Port and tours through a small island famed for its rich culture add to the appeal."

Dec 2008, *Southwinds* Magazine

"Acura Key West Race Week – It's a Ten! Despite financial jitters and an historic presidential inauguration in the middle of it, a couple thousand sailors, race committee members, and media pros gathered from all around the country and Europe in southern Florida January 19-23 for the 2009 edition of Acura Key West Race Week presented by Nautica."

Feb 2009, *Spinsheet* Magazine

"Since 1988, Key West, Florida is THE place to be for sailors from around America and from around the world."

Gary Jobson, Emmy Award Winner and Sailing's Ambassador

SPONSORS AND INDUSTRY LEADERS

"I just thought I would send this e-mail to congratulate you on the organisation of the event, I know it takes a lot of time and effort to put these things together and I have to say that you and the Premier Racing team did a great job."

Paul Honess, Marketing & Yachting Sales Director, Marlow Ropes

"Thanks for doing such a great job and keeping KWRW a high end regatta, even though registration was down this year. We enjoyed it very much and as usual, I think I have some of my best shots of the year from it."

Tim Wilkes, Tim Wilkes Photography

"As always, great job at Key West. I know that big attendance numbers are important, but there something nice about the smaller crowds. It seemed just less hectic...I think it is important to make these events happen to keep our sport going."

Farley Fontenot, Executive Vice President, Quantum Sail Design Group

"...thank you for another tremendous event. I have been to all but three since year one, and your team always does a great job. As a sailor it is the height of my year, as someone in the business, I don't know what we would do without it. ... we are looking for a higher level of participation in Acura Key West Race Week 2010. Thank you again, and please pass on my thanks and congratulations to your team."

Barry Carroll, Summit Yachts

"...all of the reports I got back about the event were positive and very favorable about both the on the water and off the water activities...great job as usual and rest assured that I think I can say from the professional side of the sport you and your team and their efforts are extremely appreciated."

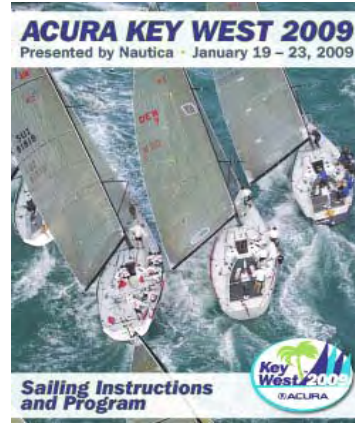
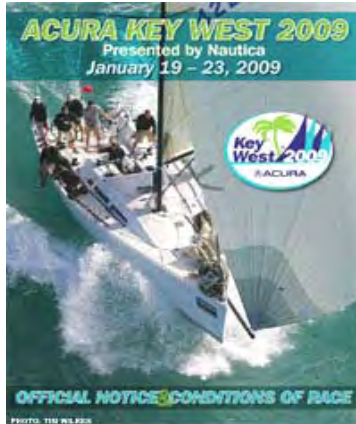
Will Keyworth, North Sails

UNIQUE EVENT FEATURING UNPRECEDENTED QUALITY

What makes this Key West event so different from any other regatta in this country?

<i>Extensive Reach to Extraordinary Demographics</i>	The event reaches the affluent sailing and water sports market; a market defined as professional, middle to upper income, mobile, and quality oriented. In recent years, the sailing industry has achieved a growth rate of 8%. The reach for this event far exceeds any other sailing event in the U.S.
<i>Exceptional Pre & Post Event Media and Internet Coverage</i>	Extensive coverage and photographs in newspapers, magazines, web sites and advertisements <i>throughout the year</i> . Print media impressions consistently average over 200 million per year. The role that the Internet plays in this regatta has evolved substantially over the past few years and is certain to be increasingly more important in the future. Race Week's Web Site featuring regatta information, press releases, entries, sponsors, results and photographs of the regatta, is available year-round.
<i>Television and Video Coverage</i>	Unlike other national regattas, Key West receives major national and international television coverage. The past few years have included event productions on ESPN2, the Outdoor Life Network, "MainSail" on CNN International, the SAILING CHANNEL in Europe, "RTR-Sport" airing in Russia, and Ritmo Deportivo ("Sports Rhythm") on NBC's Spanish Channel Telemundo. Video clips air during race week on ESPN.com, CNN.com, the Weather Channel and local news stations across the US.
<i>A True National and International Event</i>	Race Week is a national and international event (on average over 30 different states and 16 foreign countries are represented each year). This ultimately creates an extraordinary marketing and public relations opportunity for the sport, the regatta and participating sponsors and partners.
<i>A Special Venue for Corporate Hospitality</i>	Key West is a unique destination location with a great deal to offer beyond ideal sailing conditions. There are a wide range of amenities and popular activities available, including sport fishing, golf, diving and snorkeling. Couple these attributes with a major international event and there is the making of a special opportunity for corporate hospitality.
<i>An Event of Magnitude</i>	The sheer size of the event, measured in entries and sailors is unique. Key West has consistently attracted over 250 entries and approximately 3,000 sailors over the past 10 years.
<i>Seven Days On-Site</i>	Five-day regattas are becoming a rarity in this country. Yacht owners and event participants are on site in Key West for a minimum of six days, most for seven, providing a captive group of consumers for an extensive period of time.
<i>Turnover – New Participants Every Year</i>	Unlike local or regional regattas that routinely experience 80-85% of the same boats and owners returning each year, just over 50% of the yacht owners in Key West on any given year did not race in the previous event. This factor further enhances the exposure of sponsors and partners.
<i>A Comprehensive Media Plan</i>	Premiere Racing implements a comprehensive, 9-month PR plan designed to attract professional photographers and journalists and maximize media impressions. It is a venue laden with positive imagery, and event photographs are widely used throughout the year.
<i>World Class, Newsworthy Sailing Talent</i>	The caliber of international talent (Olympians, World Champions, America's Cup Winners, and Round-the-World Champions) is unmatched. Great competition attracts more great competitors. This celebrity participation results in expanded media coverage and attracts club racers and new comers to the sport.
<i>Promotion Plan including 3 Major Print Publications</i>	High quality publications, a structured direct mail program for yacht owner and classes, and the event internet site further ensure that Race Week and its sponsors and partners receive significant exposure on a regular basis throughout the year.
<i>Consistent Client Satisfaction</i>	Participants in the regatta consistently have a very positive experience. Premiere Racing's high standards in managing the event both on the water with their professional race management and ashore have resulted in satisfied competitors. Please reference the enclosed testimonials.
<i>An Industry Product Showcase</i>	Year after year, new boats, materials, construction techniques and technology make their debut at Key West. The competition is closely watched and analyzed. Innovations, new designs and equipment are newsmakers in Key West. The industry often uses the regatta to debut their product. It has become an in-water performance boat show with many industry players making it a 'must attend' event on their business calendar.

KEY WEST 2010 PREMIERE RACING EVENT PUBLICATIONS INFORMATION SHEET



Publication	Official Notice of Race	Program/Sailing Instructions	Race Week Newspaper
Format			
Size	8.5 x 11"	High quality, 4 color, 36-40 pg 8.5 x 11"	B&W tab, color covers & center 10x12" Tabloid - six editions
Circulation	3 - 4,000 (15% International)	2 - 3,000 (15% International)	1,500 (daily) and available online
Commitment Deadline	June 15, 2009	October 15, 2009	December 1, 2009
Ad Delivery Deadline	July 1, 2009	November 2, 2009	December 14, 2009
Distribution	August 2009	December 2009 & Race Week	Race Week (Mon - Sat)
Rates:			<u>1 / 3 / 6 Issues</u>
Full Page (Inside Covers)	\$2,750	\$2,750	\$1,125 / \$2,650 / \$4,575
Full Page	\$2,200	\$2,200	\$950 / \$2,425 / \$4,300
1/2 Page	\$1,400	\$1,400	\$600 / \$1,550 / \$2,750
1/4 Page	\$900	\$900	\$450 / \$1,050 / \$1,900

Contact : Mike Trovato Tel: 508-775-5212
 Fax: 781-639-9171
 Email: Mike@Premiere-Racing.com

"Acura Key West Race Week continues to be America's best, most important regatta."

– Gary Jobson; ESPN Producer and America's Cup Hall of Famer

"Premiere Racing has been doing a fantastic job of organizing this event for many years and have made it the best winter sailing event in the world."

– Paul Cayard; America's Cup Skipper and Volvo Race Winner

"The ad looked great and placed beautifully. It was a wonderful event and from where I was standing it all looked perfect."

– Howard Seaver; Holmatro Marine Equipment



Premiere Racing, Inc.

Founded on March 14, 1996 by Peter Craig with offices in Marblehead, Massachusetts.

Premiere Racing's primary business is the management of sailboat regattas. Currently owns and manages two major international regattas: *Key West Race Week* in January and the *Miami Grand Prix* in March.

Premiere Racing has also been contracted to manage other special regattas such as the *2007 TP52 World Championship* (Porto Cervo, Italy), *Volvo Ocean Race–Chesapeake Bay stopover*, *1D48 Newport New York Series*, *North Sails Race Week*, the *Drumbeat Regatta* and other one-design regattas. Future events include the *2008 Maxi Yacht Rolex Cup*, *Rolex Swan Cup*, *Swan 45 World Championship* (Porto Cervo), the *2008 TP52 World Championship* (Lanzarote, Canary Islands) and the *2009 Volvo Ocean Race–Boston stopover*.

Craig, President of Premiere Racing, managed the on-water portion of *Yachting Key West Race Week* in the capacity of Race Director between 1994 and 1996. He was contracted by *Yachting Magazine* to manage the on-water portion of their other racing events during that time frame: *Whidbey Island Race Week*, *Solomons Island Race Week*, *Key Biscayne Race Week* and the *San Diego Regatta*. *Yachting Magazine* discontinued these four events and is no longer involved in *Key West Race Week*.

In 1997 Premiere Racing took over management of all aspects of the *Key West* event, including shoreside activities, sponsorships, on-water and fiscal responsibilities. During this time the event experienced dramatic growth and established itself as the premier annual sailing regatta in North America and one of the very top events worldwide.

The *Miami Grand Prix* has its roots in the legendary 60 year old SORC, and was turned over to Premiere Racing by the five founding yacht clubs in 2005. Premiere Racing revitalized this Miami Beach based event and the current grand prix format draws top international competitors and media attention.

Craig served as Director of Operations for the America³ Foundation and prior to that was Deputy Director of US SAILING, the national governing body of the sport. He is an accomplished racer, whose sailing resume includes crewing on the successful America's Cup defender in 1992 and two maxi-boat world championships. A 1978 graduate of the U.S. Naval Academy, he has been active in the sport of sailing for over thirty years. He lives in Marblehead, Massachusetts with his wife Tricia and their three children.