



INDUSTRY PARTNER PROGRAM



PREMIERE RACING, INC

Key West Race Week

Premiere Racing's **Industry Partner Program**

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"Dimension/Polyant would like to congratulate Premiere Racing for putting on the number one U.S. regatta... This regatta kick-starts our industry in sales for the new year as well as providing a testing platform for new equipment at the highest level of racing. Thanks from the D/P Team."

*John Gluek; President, **Dimension/Polyant***

"Please pass on our congratulations to the entire Premiere Racing team for a great job! The J-Tent worked well again and the Industry Partner area benefited with the relocation of the race headquarters...We look at our involvement in the Key West event as a great way to support our owners. "

*Jeff Johnstone; President, **J/Boats***

I. PROGRAM OVERVIEW

Premiere Racing's Industry Partner Program *Key West Race Week*

- Objective** The original objective for initiating the Industry Partner Program was to enable the Key West regatta to continue, creating and maintaining a revenue source from within the performance sailing industry as an integral part of the business plan for the event. This revenue, coupled with entry fees and corporate sponsorship revenue, continues to be necessary to ensure the long term viability of this international event at the high standards established in recent years.
- Since 2002, involvement in the Partner Program has become a value proposition for participating companies.
- Goal** The goal of the program is to achieve maximum participation from within the industry by offering affordable levels. Of the original 65 companies and organizations identified, 20 companies joined the program in the first year. In 2008 the number grew to a record 35, and the program reached 80% of the financial goal established in 2002.
- Participation** There are three levels of participation being offered:
- | | |
|--------|---------|
| GOLD | \$6,000 |
| SILVER | \$4,000 |
| BRONZE | \$2,000 |
- Primary Benefit** Continuation of a major international event at the established high standards
- Other Benefits and Value**
- Enhanced Company Exposure and Visibility
 - Affiliation with a Top-Tier International Event
 - Client Awareness
 - Key West On-Site Corporate Hospitality / Exhibit Space (available to Platinum, Gold and Silver level partners)
 - Web Site Exposure / Links
 - Advertising Discounts / Access Cards
- Please refer to Section II (Program Benefits & Value) for additional benefits*
- Commitment** Participating companies are asked to make a three-year commitment to the program at the time they enroll. There is an 'out clause' enabling companies to withdraw from the program, providing they notify Premiere Racing in writing before April 1st prior to the next year's event. Grounds for withdrawing would be either significant changes in the company's business position or dissatisfaction with the event.
- Payment** Over three years, a total of six payments will be made - two installments each year- the first by August 1st and the second by December 1st prior to Key West Race Week in January.

Companies from the performance sailing industry that participate as Official Sponsors are also designated Platinum Level Partners at no additional charge.

II. PROGRAM BENEFITS AND VALUE

Premiere Racing's Industry Partner Program

Key West Race Week

Primary Benefit:

This program plays a significant role in ensuring that this important international event continues as a top-tier quality event. The Industry Partner program was conceived as a way to provide needed financial stability for Key West Race Week. Within a short time, it became a stand-alone value program.

Benefits and Value:

Additional significance comes through Premiere Racing's commitment to promote participating companies and ensure that the racing yacht owner is fully aware of the Industry Partner Program and its importance to the long-term viability of this event. Yacht owners are encouraged to patronize those companies participating in the program. The exposure a company receives and the prominence and size of the logos is based on participation level.

Client Awareness - Exposure and Visibility Pre and Post event:

- Industry Partner acknowledgement, with company logos, in each of the following Race Week publications:
 - Key West Official Notice & Conditions of Race (August) 4,000
 - Key West Program / Sailing Instructions (January) 3,000
 - Key West Race Week News (January) 2,000 daily copies – full page ad
 - Key West Results Package (February) 500
- Industry Partner Program description and logo page emailed or mailed with each entry acknowledgement
- Unique Partner Program Logo

Client Awareness - Exposure and Visibility On Site:

- Acknowledgement of the Industry Partner Program at the Skipper's Meeting
- Industry Partner Skippers' Bag inserts
- Acknowledgement of the Industry Partner Program at the awards ceremonies
- Prominent Logo signage on site in Key West (e.g. Six over-sized, full color industry Partner banners (6' x 8.5') with all Partner's logos.)
- Individual Partner Banners on site in Key West
- Designated Day - "Industry Partner Day" - promoted in the Sailing Instructions, schedule, web site.

Web Site Exposure:

Key West event web site index pages contain a banner of all Partner Logos with individual links. There is also an expanded section with more information on the program and its participants.

Media:

- Media releases mention the program and highlight its importance.
- Editorial articles with program description and details in the Key West Race Week Newspaper

Advertising Discounts & Access Cards:

Advertising in Race Week publications will be discounted based on level of participation and shoreside access cards will be provided:

	<u>Ad Discount</u>	<u>Shoreside Access Cards</u>
PLATINUM	20%	(per sponsor agreement)
GOLD	15%	5
SILVER	10%	3
BRONZE	5%	2

Continued...

PROGRAM BENEFITS AND VALUE (continued)

Key West Corporate Hospitality / Exhibit Space:

PLATINUM, GOLD and SILVER level partners will have the ability to participate on-site in Key West in the corporate hospitality and exhibit area immediately adjacent to the reception tent (space is limited and available to returning participants first). Current details and costs associated with the on-site program can be found in Section VII.

Snacks, popcorn, beer and soft drinks served in the Hospitality Area during the 6 evenings at race week beginning at 5:00 PM – one hour prior to the opening of the reception tent.

Additional Benefits:

Premiere Racing has and will continue to actively pursue additional opportunities to publicize participating companies and the importance of the program Full page, dedicated Industry Partner advertisements are placed in SAIL Magazine, Sailing World and Seahorse.

III. PARTNER FEEDBACK

Premiere Racing's Industry Partner Program

Key West Race Week

Why should your company be an Industry Partner? Our Partners and Sponsors say it best:

"Being an official sponsor for the past couple of years at both Acura Key West & Acura Miami Grand Prix has been great exposure for SLAM. The on-site booth is added visibility and a good chance to be face to face with our clients during the shoreside socials. The events are always organized and well run."

*Filippo Bovio, **SLAM***

"Key West – Great Event! Thank you for all of your hard work. You and your team always do a super job and we really appreciate your efforts..."

*Andy Burdick; Vice President, **Melges Performance Sailboats***

"You guys run a great event, the best winter event in the world! We're very happy to be with you in this venture."

*Peter Harken; President, **Harken, Inc.***

"...thank you for another tremendous event. 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."

*Barry Carroll, **Summit Yachts***

"A great event last week. We really appreciate all the work you do to put this event on for the sailing industry and its amazing how you manage to up the game each year. My compliments to you and your team on a truly fantastic regatta and count on our partnership next year. Your event is a better business environment for us than any boat show we could ever attend."

*Geoff Stagg; President, **Stagg Yachts***

"We had an excellent experience over at the small boat venue last week. The race committee did a great job banging off quality races in a timely fashion. The shore organizers were friendly and accommodating. It was really a well run event. Please pass the message along to all those responsible."

*Chuck Brown; **RIGPRO***

"We do approximately 10% of our annual gross revenue during race week....All sales records from last year were broken."

*Tao Levi; General Manager, **West Marine Key West***

"Dimension/Polyant would like to congratulate Premiere Racing for putting on the number one U.S. regatta. As an Industry Partner and race participant, the D/P staff is able to analyze new fabric for the coming season, race against top level sailors and make contact with participants...This regatta kick-starts our industry in sales for the new year as well as providing a testing platform for new equipment at the highest level of racing. Thanks from the D/P Team."

*John Gluek; President, **Dimension/Polyant***

"Besides its reputation for excellence in race management, this event has also shown innovation in its alliances with sponsors and marine industry partners. It provides good value for exposure to a very targeted group of national and increasingly international competitors. This year the consolidation of the facilities into one centralized venue created a boatshow-like environment that was easier for all to navigate and participate."

*Dobbs Davis; Editor, **Seahorse Magazine***

"Take a look at Key West Race Week - Premiere Racing runs what is possibly the best regatta today - from commercial, sponsorship, logistics, courses, race committee and activities perspectives. The number of entries at this event is a testament to this management...a professionally run event that is on par or better than any other international regatta."

*Campbell Field; **B&G***

"Please pass on our congratulations to the entire Premiere Racing team for a great job! The J-Tent worked well again and the Industry Partner area benefited with the relocation of the race head-quarters... We look at our involvement in the Key West event as a great way to support our owners. While there are hundreds of major sailing events worldwide to choose from, we feel that the professional management of Premiere Racing combined with the great Key West venue, is a no-brainer for us to be involved in."

*Jeff Johnstone; President, **J/Boats***

"Bainbridge is pleased to add their annual support to one of the year's most significant sailing events, Key West Race Week. Premiere Racing runs this event with the world class management and organization that provides Bainbridge excellent exposure to sailors as well as industry professionals. We regard Premiere Racing's Key West Race Week as our most important direct interaction with the sailing community."

*Richard McGhee; Division Manager, **Bainbridge International***

IV. FREQUENTLY ASKED QUESTIONS

Premiere Racing's Industry Partner Program

Key West Race Week

- Q. How does an event 'Industry Partner' differ from a 'Sponsor'?**
A. *The Industry Partner Program is a "turn key program" requiring a relatively low financial commitment. Sponsor agreements are tailored - varying significantly depending upon the specific need of the sponsor. The Sponsor pays a higher fee to receive exclusivity and custom benefits. Industry Partner levels and benefits are predefined and partners receive equal treatment with a non-exclusive status.*
- Q. Can I sign up one year at a time?**
A. *No. The three year commitment is an important component of the program, and one of the primary reasons Premiere Racing is able to offer the low fees.*
- Q. What if my business situation changes and I can no longer be an Industry Partner?**
A. *You can "opt out". Terms are specified on the enrollment form.*
- Q. What can I do to be in the Hospitality Area on site in Key West?**
A. *Become a Silver or Gold level Partner and complete an application for the Hospitality and Exhibit area. Space is limited and priority is given to returning Partners.*
- Q. The perception is that Key West is a huge success. Why is a Partner Program necessary?**
A. *Key West is an international success story because of Premiere Racing's commitment to promoting and producing the very best regatta possible, and having the financial capability to do so. Corporate sponsorship dollars and multi-year terms are more limited than ever and are routinely year to year. The Industry Partner program, with numerous participants and a multi-year commitment, provides very important stability and an important revenue source enabling the event organizer to promote year round and maintain a very high standard.*
- Q. If you have a Title Sponsor, why do you need a Partner Program?**
A. *A single, major, multi-year sponsor providing sufficient revenue is a thing of the past. Faced with declining corporate sponsorship at all levels and rising event expenses, Premiere Racing developed a new business model for the 2002 event and beyond. The plan called for increased entry fees, a reduced title sponsor fee to ensure that this position is filled, and the Partner Program. All three components are vital to maintaining high standards at the event every year.*
- Q. Given my budget constraints, how can I maximize my investment in the Partner Program?**
A. *There are steps you can take that cost very little. Beyond the event publications, web pages, and on-site signage that we offer, you can identify with America's premiere regattas in your own publications, web site, and other customer promotions. Special event logos are available for your use. If you participate in the hospitality area in Key West, you have an affordable and highly accessible venue to connect with your current and future clients.*
- Q. What if we advertise in the Key West publications. Do I get a discount?**
A. *Yes – ALL Partners receive discounts on their advertising. Discounts range from 5% to 20% depending upon the level.*
- Q. Do my clients really care and will participation give me an advantage?**
A. *Ask your clients and please refer to the event testimonials in this package.*
- Q. Does Key West Race Week really make a difference to the performance sailing industry?**
A. *Industry feedback over the past six years certainly says "yes". Ask your peers and please refer to the quote below and the Partner feedback in this package (Section III).*

"Key West is not only the best event in the U.S. by far, it has helped turn the performance sailboat industry into a year round business. Where people used to pack up their boats in the fall, or delay delivery (and payment) of new boats until spring, Key West has made the game year round."

*Ben Hall; President, **Hall Spars***

V. PROGRAM BACKGROUND

Premiere Racing's Industry Partner Program

Key West Race Week

Premiere Racing's Industry Partner Program established an affordable way for the performance sailing industry and related marine services and products to be recognized as active, supporting participants in Key West Race Week. The initiative came about because of decreasing corporate sponsorships which threatened the future of the event. Based on a dramatic increase in Partner benefits, above and beyond those promised, the program has evolved into a legitimate value proposition for all participants.

As you may know, from both participation and stature standpoints, the Key West event is a solid success. 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.

This turnout, coupled with continuing positive regatta features such as National & Midwinter Championships for several One Design classes, Handicap racing in the PHRF and IRC classes, the debut of new race boat designs, and worldwide video and television productions, bodes well for good numbers in 2010 and beyond. The caliber of international talent is unmatched with race week having firmly established itself as the premier event in America and one of the world's most important testing grounds.

The update on the Key West event from a business perspective has been a different story. Sponsorships have always represented a crucial revenue stream for professionally run events, however corporate America has backed away from the sport of sailing. A quick look at the America's Cup, Volvo Race, The Race, Olympic sailing support, and other major regattas reinforces this fact. Attracting sponsors has always been a struggle in our sport, even when the economy is strong. In recent years, Premiere Racing had greatly increased marketing efforts in this area, yet sponsor procurement continues to be a significant challenge.

Now, with the current, serious economic issues affecting businesses and individuals around the world, corporate sponsorships will be even more difficult to attain.

Companies and organizations in the performance sailing industry, much like participating yacht owners, have a stake in Key West Race Week. Throughout the years we have received extensive feedback from leaders in the sailing industry about the importance of this international event to the sport and their industry. At the same time, there was minimal industry participation in our Sponsor programs, often times because traditional sponsor levels were beyond their means. Industry companies have benefited from the regatta without having to pay in.

At an industry meeting in Key West eight years ago, the attendees corroborated the fact that Race Week is indeed very important to them and provided input for the current program. We are confident that we now have a very affordable program to offer one with value above and beyond what has been promised.

Historically, our primary source of revenue was from our corporate sponsors. The other revenue source of consequence has been entry fees. After carefully evaluating a number of different scenarios, Premiere Racing adjusted the traditional business model that we had used for this event. In 2002 we commenced a 3-part plan that was designed to produce the revenue required to create greater financial stability and allow for the event to manage rising expenses. It called for:

- Increasing entry fees
- Initiating a new 'Industry Partner Program'
- Securing a 3-year Title Sponsor at a reduced fee

This plan achieved its initial goal of getting the event to where it is today. However, in the current economic environment we are faced with the new challenges of a lower base and the need to find a new Title Sponsor. The Industry Partner Program is now more important than ever to the stability of the event.

Continued...

We were most fortunate to have a multi-year agreement with Title Sponsor Acura, but they too have been affected by the global economy and have reluctantly withdrawn their sponsorship. We increased entry fees slightly for 2009 and do not believe that it would be wise to raise them two years in a row.

In 2008-2009 we reached approximately 80% of the stated financial goals with the Partner Program. Many of our original partners have signed on for their third 3-year terms, a fact which is a testimony to the validity of the program in and of itself. While we remain shy of our goal, we are encouraged and continue to seek other companies' involvement for 2010 and beyond.

We are confident that Key West Race Week will continue to deliver value to all participating companies and that this program will play a critical role in the long-term viability of this international event, enabling us to maintain the high standards established in recent years.

VI. ENROLLMENT / RENEWAL FORM



Premiere Racing's Industry Partner Program Key West Race Week

We desire to *(become / continue as)* an Industry Partner for Key West Race Week.

Company: _____

Participation Level: GOLD (\$6,000 Annual Fee)
 SILVER (\$4,000 Annual Fee)
 BRONZE (\$2,000 Annual Fee)

Representative: _____ Title: _____

Signature: _____ Date: _____

I understand that this is a three year commitment and agree to the following payment schedule:

Aug 1, 2009 - 1/2 of Annual Fee (or 30 days after enrollment, if later)
Dec. 1, 2009 - 1/2 of Annual Fee
Aug 1, 2010 - 1/2 of Annual Fee
Dec. 1, 2010 - 1/2 of Annual Fee
Aug 1, 2011 - 1/2 of Annual Fee
Dec. 1, 2011 - 1/2 of Annual Fee

Premiere Racing, Inc. will invoice 30 days prior to each due date

I further understand that I have the option to withdraw from the program, provided that I notify Premiere Racing, Inc. in writing no later than April 1st of the current year. Grounds for withdrawing would be either significant changes in my company's business position or dissatisfaction with the event. I acknowledge that Premiere Racing, Inc. and my company are desirous of making this a successful partnership and will communicate any concerns as soon as possible, with the intent of resolving them and achieving mutual success through this program.

Please invoice my company as follows:

Attention: _____

Company Name: _____

Full Mailing Address: _____

Contact Email: _____

Phone Number: _____

Fax Number: _____

PLEASE CONTACT ME ABOUT ADVERTISING IN RACE WEEK PUBLICATIONS

PLEASE CONTACT ME ABOUT THE KEY WEST HOSPITALITY and EXHIBIT AREA

Return this form by fax or mail to:

PREMIERE RACING, INC. 67B FRONT STREET MARBLEHEAD, MA 01945 USA
PHONE: (781) 639-9545 FAX: (781) 639-9171 EMAIL: Mike@Premiere-Racing.com



VII. HOSPITALITY & EXHIBIT AREA APPLICATION

Key West Race Week Premiere Racing's Industry Partner Program

Application Deadline is September 1, 2009

Premiere Racing has created a Hospitality & Exhibit Area for Platinum, Gold and Silver level partners for a seven day period during race week. This fenced-in area is immediately adjacent to the Race Week reception tent. It will be accessible from the reception tent and have direct access as well. Partners can create a hospitality & exhibit area to display product or boats in a village like setting. The product being displayed and accompanying signage is limited solely to participating Platinum, Gold and Silver level partners. Space and location are on a first come-first served basis.

Company: _____

Partner Level: PLATINUM GOLD SILVER
(circle one)

Representative: _____

Day Phone: _____

Use for Space: Client Hospitality Product Exhibit Boat Display Sales *

Note: the purpose of this area is to provide exhibit and /or corporate hospitality opportunities for our Platinum, Gold and Silver level partners. It is **not** intended for on-site merchandise sales.

*** Any selling on-site must be approved by Premiere Racing in advance and is restricted to Platinum & Gold level partners. Selling clothing or 'wearables' is prohibited.**

Exhibit Description: _____

Electrical Requirement: _____

Product / boat type / size, to be displayed, etc. Please provide specific information

Space Requirements: Black Top Surface with or without Tent

	10'x10' (100 sq')	10'x20' (200 sq')	20'x20' (400 sq')		FEE
Land space - PRI provides tent & sides:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x \$9.00/sq ft =	\$ _____
Land space - tent not included:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x \$7.00/sq ft =	\$ _____
Land space - for boat display:				x \$5.00/sq ft =	\$ _____

Check applicable space or fill in boat display area size

Tables and Chairs	Folding Chairs: _____	x \$ 5.00 each =	\$ _____
	5' Round Table: _____	x \$20.00 each =	\$ _____
	8' Rectangle Table: _____	x \$20.00 each =	\$ _____

Power, lights for the partner tents, carpeting and security are included

TOTAL \$ _____

Dates: Set-up for displays will be on Friday, January 15
Please indicate desired set-up time: Fri AM Fri PM

Corporate Hospitality & Exhibit Days are Saturday, January 16 through Friday, January 22 (0700-2100 hours)

Exhibit Space breakdown is not to start prior to 2100 on Friday and must be complete by 1100 on Saturday. Those displays bound for an industry boat show may be broken down one day earlier. Premiere Racing must be notified in advance and breakdown activity must take place between 2100 Thursday and 1100 Friday. Company banners, tables and chairs are to remain in place until 2100 on Friday.

Signage: Exhibiting Partners are responsible for providing their own signage
Individual signs and banners are not to exceed 8' x 3' in size

- Platinum level** 4 Banners; 2 in the immediate vicinity of the partner exhibit area and 2 on the fencing
- Gold level** 3 Banners; 2 in the immediate vicinity of the partner exhibit area and 1 on the fencing
- Silver level** 2 Banners; 2 in the immediate vicinity of the partner area

Premiere Racing reserves the right to determine specific placement

Additional information and payment terms can be found on the following page

CLIENT HOSPITALITY & EXHIBIT AREA APPLICATION (Continued)

Payment: The application must be complete and submitted by September 1, 2009.
 Premiere Racing will invoice 1/2 upon approval of the application and the second 1/2 by November 30.
 All fees must be paid by December 15.
 Gold Level Partners receive a 10% discount.
 Platinum Level Partners will be invoiced per the terms of their sponsor agreements.

Total Fee:	Silver Level	Total from page one of this application)	= \$	_____
	Gold Level	(apply 10% discount)	Total X .90 = \$	_____
	Platinum Level	(pre agreement)	\$	_____

Payment Method: Check (Payable to Premiere Racing, Inc.)
 Credit Card (AMEX, Visa, MC accepted)

Card Number: _____ Exp: _____

Cardholder Signature: _____

Form and Payment to: Premiere Racing, Inc.
 67B Front Street
 Marblehead, MA 01945 USA
 FAX (781) 639-9171

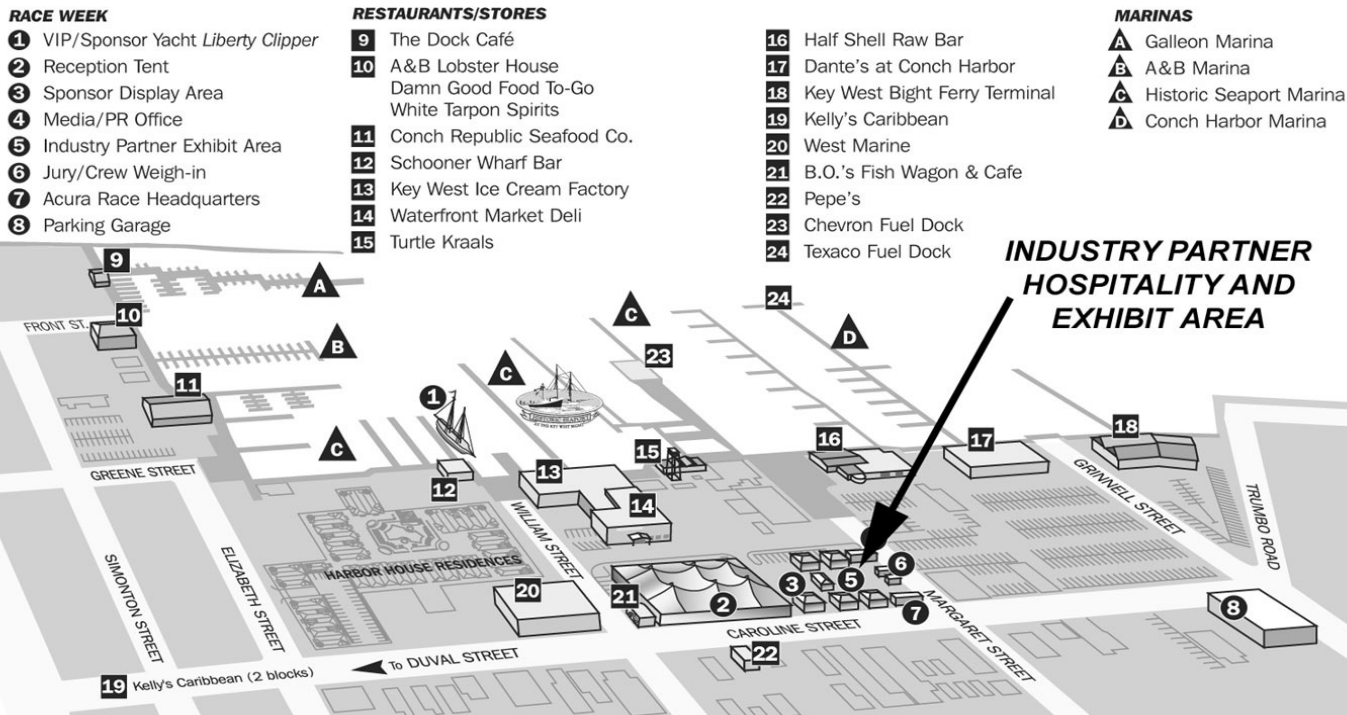
Please call (781) 639-9545 or email Mike@Premiere-Racing.com if you have any questions.

My company desires to have a presence in the Corporate Hospitality & Exhibit Area at Key West 2010, and I agree to the terms and conditions presented in this application.

Signature: _____ **Date:** _____

CORPORATE HOSPITALITY AND EXHIBIT AREA

KEY WEST - PRELIMINARY SITE SCHEMATIC



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.”

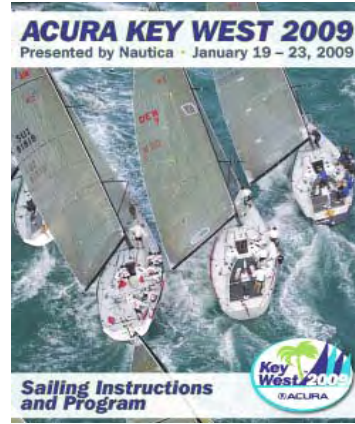
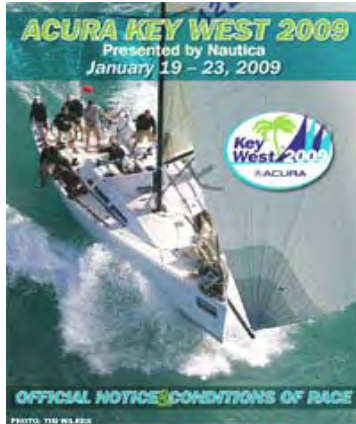
Will Keyworth, North Sails

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.