



An Introduction to:
North America's Premiere Sailing Event
KEY WEST 2010



OVERVIEW



- Key West Race Week is the premiere grand prix annual sailboat racing regatta in the United States
 - Also recognized as a top event on the international racing calendar
 - One of sailing's "majors"
- A truly national and international event
 - Entries from as many as 37 states and 23 countries
- Global media coverage
 - 200+ million impressions
- A who's who in the sport of sailing
 - As many as 260 boats and 3,000 sailors
 - Many industry titans and sailing celebrities racing every year
- A 22-year history
 - One of the few professionally managed regattas
- Year-round promotion
 - Full calendar of communications, outreach and coverage
 - Four unique event publications, including a daily on site and online newspaper



Photo: Skipper of *Bellicosa* Leonardo Ferragamo and crew – Key West Boat of the Week & Swan Gold Cup Champions

“The participants are interested in high performance, quality and luxury, which is exactly what Acura provides. Premiere Racing is all about performance and quality as demonstrated with their unparalleled reputation in regatta management.”

Richard Colliver, Executive Vice President Sales; American Honda Motor Co., Inc.

“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 sponsorship for next year. Your event is a better business environment for us than any boat show we could ever attend.” **Geoff Stagg, President; Stagg Yachts Inc.**

“Premiere Racing delivered on all they promised and more. They gave us fabulous brand exposure and did everything possible to ensure that the event was a success for all of us.” **Linda Calvert; Nautica Watches**



Photo center: Linda Calvert of Nautica Watches & Ernesto Bertarelli (America's Cup skipper) Farr 40 *Alinghi*



ON THE WATER

- Five days of racing (plus two days of practice)
- 15 - 20 classes of boats
- Three - four racing circles
- 3,000+ sailors / 4,000+ attendees
- A showcase of the latest technology
- World class race officials
- “Opening Day” for the year’s racing circuit calendar
- The “Championship” regatta for many classes





OFF THE WATER

- A destination that offers more than just great sailing
 - What could be better than Key West in January?
 - Event takes over Old Town and The Waterfront
 - A major event on the city's calendar
- 58,000 sq ft race village
 - More than 10 tents and one "Big Top"
- Six full days of events and activities under the Big Top
 - Cocktail parties, social functions, exhibitor space, awards ceremonies, live entertainment, videos...
- VIP hospitality tents and cruises
- Sponsor exhibits and kiosks
- Daily newspapers distributed on site



SAILING DEMOGRAPHICS



Median Age	46 years
Age 25-54	78%
College Degree	83%
Post Grad Degree	40%
\$100,000+ Income	77%
Net Worth \$1+ Million	52%
Net Worth \$2+ Million	31%
Owns Home	93%
Owns 2+ Cars	77%

Sources: KWRW Research, US SAILING Survey

"This is one of the best big-boat regattas in the world. That's why we all keep coming back. We enjoy sailing here."

Russell Coutts; Swan 601 *Artemis* tactician and America's Cup Champion

"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

"On behalf of the Farr 40 Class and me personally, thanks for putting on another great Acura Key West Race Week for us. Year after year, you manage to attract the highest caliber of talent to your events. Please convey our appreciation to Acura for their support as well."

James Richardson; Farr 40 Class President and owner of Farr 40 *Barking Mad*

MARK YOUR CALENDAR



January 18 - 22, 2010

**23rd year of the sailing
institution that sets the
standard for all other regattas**

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