

The Best Products on the Planet

Acura Key West 2006 Sponsors and Partners

Premiere Racing is pleased to present your event sponsors and industry partners. Their support makes it possible for you to enjoy one of the best regattas on the planet.

Title Sponsor **Acura** is the Official Vehicle. Presenting Sponsor **Nautica** represents the Official Timekeeper (Nautica Watches) and the Official Footwear. Day Sponsor **Mount Gay® Rum** is the Official Rum. Supporting sponsors are **B&G** (Official Marine Electronics), **Lewmar** (Official Marine Hardware), and **Samson Rope Technologies** (Official Cordage).

Acura Key West is also supported by **The Florida Keys and Key West Tourism Council**. **The Historic Seaport at the Key West Bight** is the Official Site.

The Big Top and Exhibit Area will be a great place to meet the sponsors and industry partners who help make race week possible. Title sponsor **Acura** has vehicles on display at the official site. Acura offers a full line of luxury performance vehicles through a nationwide network of more than 260 dealers. The Acura lineup features six distinctive models including the exotic NSX supercar, the RL luxury sedan, the TL performance luxury sedan, the TSX sports sedan, the race-bred RSX sports coupe and the award-winning MDX luxury sport utility vehicle. Friday will be *Acura Day*. Competitors will be vying for the ultimate Key West award – the Acura Trophy – symbolic of the Boat of the Week.

Nautica returns as Presenting Sponsor, bringing their impressive line of watches and casual footwear. Monday is designated *Nautica Day*. You'll find fashionable products from the event's Official Timekeeper and Footwear exhibited and for sale under the tent and awarded during the trophy presentations. Class winners on Nautica Day will receive Nautica footwear and Boat of the Day and Boat of the Week winners will all receive Nautica *Yacht Timer* timepieces and Nautica footwear. Series class winners will be awarded Nautica timepieces and footwear. The International Team Competition will culminate in the award of The Nautica Trophy to the top team. Boat owners on the winning teams will also receive Nautica timepieces.

Mount Gay Rum is the Official Rum of Race Week. "2006 will be Mount Gay Rum's 19th consecutive sponsorship of Key West," says Elena Putilina, Mount Gay Rum Category Director. "This is a sponsorship that our premiere brand values and Key West targets our loyal consumer franchise. We know that sailors look forward to winding down after



Jack Hardway / LighthouseTechnologies.net

their day of racing with a Mount Gay Rum at the parties each evening. With our worldwide regatta sponsorship commitment to the sailing market, our presence at Key West every January is an expected association." Wednesday is designated as *Mount Gay Rum Day*.

Lewmar, a distinguished leader in the performance sailing industry continues as sponsor and Platinum level Industry Partner for the event. The Lewmar name is known and respected by boat builders and yacht owners the world over. Lewmar craftsmanship, reliability, innovation and commitment to supporting the marine industry have made their name synonymous with consistent quality. Lewmar will be presenting a carbon winch handle to the Boat of the Day winners and hosting a variety of fun activities under the Big Top.

Platinum level Industry Partner and Supporting Sponsor, **Samson Rope Technologies**, is back for a fifth consecutive year. The largest rope manufacturer in the western hemisphere is the official cordage. Samson believes that race week is the showcase for top sailors and that this is an opportunity to display their innovative, high tech products to a group of knowledgeable, competitive racers who provide invaluable feedback on their products and what's new in the sport.

This is the second year for **B&G** as a Supporting Sponsor and Platinum level Industry Partner. A great number of racing boats in Key West are intimately familiar with the exceptional marine electronics product that B&G is known for. Stop by the Industry Partner Area to see the latest B&G has to offer.

The Key West business community and the **Florida Keys and Key West Tourism Council** have played an important role in the success of the regatta. The long term agreement with the Historic Seaport at the Key West Bight guarantees a central location in Old Town Key West within walking distance to many of the marinas and the unique Key West night life.

"Support from our race week sponsors plays a crucial role in enabling Premiere Racing to produce an event with standards that match the level of competition on the water", said Premiere Racing's Peter Craig. "We encourage all racing sailors to show their appreciation and patronize these terrific companies that participate in our sport and sponsor *Acura Key West 2006, Presented by Nautica*."

About the Industry Partner Program

Twenty-eight Industry Partners provide support through this program that is now in its 5th year. A record number of Partners will participate on site this year: Bainbridge International, Dimension-Polyant Sailcloth, Gowrie, Barden & Brett, Hall Spars and Rigging, J/Boats, Melges Performance Sailboats, Nautor's Swan, North Sails, SLAM and US SAILING.

Sponsor profile:

NAUTICA

Company Name: Nautica

Motto or Tag Line: Founded in 1983, Nautica is a global lifestyle brand. The products we build are styled in timeless design and premium quality that enhance our consumer's energetic lifestyle yet recognize their need for balance.

Business / Product: Fashion apparel, accessories and home interiors products.

Top Executive(s): Denise Seegal

Year Founded: 1983

Corporate Location: New York City

Number/Location of other Branches/Offices: Beyond New York, offices in Europe, South and Central America, Asia and Australia. Sold in more than 70 countries around the globe.

Web site: www.nautica.com

Paragraph further describing the company or its products: Design, function and quality are the foundation of the Nautica philosophy. Over the last two decades, the Nautica concept has evolved from a collection of 6 pieces of men's outerwear into a complete lifestyle brand. At the core of the brand is Nautica Sportswear for men. From this, Nautica has expanded into tailored clothing; a full line of accessories, including eyewear, watches, footwear and

fragrance; men's and women's sleepwear; Nautica Jeans Company for men and women; Nautica Swimwear for women; and Nautica Boys. In 1996 Nautica launched the Nautica Home Collection — a complete line of bedding, bath linens, dinnerware and furniture. Today Nautica is available in more than 70 countries around the globe with 2004 retail sales surpassing \$2 billion.

Comments on Key West participation: Adventure and discovery are at the heart of the Nautica brand. Sailing epitomizes this. Since the brand's creation in 1983, sailing and fun in and on the water have become synonymous with the Nautica brand. Key West with its international field and high caliber of participants is the perfect fit for the Nautica brand.

Did You Know?: 2003 marked the 20th anniversary of the Nautica brand.

How to contact us: www.nautica.com or 877.NAUTICA

Any additional comments or facts?: Nautica is committed to sailing and has sponsored numerous regattas and sailing teams, including the 2000 and 2002 Star Class Championships, the America's Cup and three America's Cup syndicates.