



Detroit Regional Yacht-racing Association

DRYA Sponsorship Program

Why Donate to DRYA?

DRYA Overview

The Detroit Regional Yacht-Racing Association was established in 1912 as the Detroit River Yachting Association by the Commodores of the Detroit Boat Club and the Detroit Yacht Club. Today, DRYA is the coordinating council for 25 area clubs and associations that manage most of the sailing activities in and around Detroit. From 70' racing yachts to junior sailing programs, virtually every way to go sailing in competition comes under the guiding hand of DRYA. The organization has focus on providing education, safety training, competition, academic recognition for student sailors, junior sailing programs, sponsorship of athletes for national competition with US Sailing, and support for a variety of events to promote sailing. DRYA is a non-profit corporation that has qualified as a charitable organization under Section 501(c)(3) of the Internal Revenue Code.

Market Size and Breadth

Geographic Impact:	USA: Detroit and suburbs, Port Huron, Monroe, Ann Arbor Canada: Sarnia, Windsor, Amherstberg
Membership Size:	Clubs and Associations: 25 Boat Owner Membership: 130 Total Individual Membership: 180 Crew (non-members): 1,000 Club Membership Reach: 2,500
Demographics:	Age: 10-75 Gender: 65% male, 35% female Income: High, upper-middle, lower middle Occupation: White collar, blue collar Detroit Metro Area Population: 4.3 Million Detroit Metro Area Workforce: 2.1 Million Gross Metro Product: \$200 Million

Why Donate to DRYA?

- Access to unique market of active, outdoors-oriented, boaters and athletes
- Access to professionals from medical, finance, automotive, insurance, and legal
- Exposure to all yachting and sailing club membership in Detroit Metro area
- Exposure to youth, student, and young professional market segments
- Support for “green” recreational activity of sailing and reduction of pollutants to environment
- Philanthropic support for healthy, community-focused recreational activity with outreach to underprivileged groups in metropolitan area
- Support for development of future athletes for US Olympic sailing and US Sailing
- Support for our DEI initiatives: women in sailing, under-served residents, handicapped
- Support for City of Detroit initiatives involving sailing in the surrounding waters
- Support for National Sailing Events held locally
- Support to maintain the growth and health of the sport of sailing as a recreational pastime

Your Generous Donation Serves the City of Detroit and Michigan by promoting the use our unique natural assets – “Fresh Water Oceans”



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DRYA Qualified Sponsorships Commitment Agreement

The undersigned agrees to support DRYA through its Qualified Sponsorship Program. This agreement is in place from January 1st through December 31st of the calendar year dated below. The acceptance of a Qualified Sponsor is subject to approval by the treasurer of DRYA and must meet the requirements of Treasury Regulation 1.513-4(c)(1). Qualified Sponsors approved by DRYA will be recognized as described in the Sponsorship Program Summary and Detail document, which may be obtained from the DRYA treasurer. DRYA does not accept agreements for paid advertising, nor does DRYA promote the use of Qualified Sponsor products or services.

<u>Qualified Sponsorship Program</u>	<u>Min. Donation Level</u>	<u>Actual Donation Made</u>
DRYA "Admiral" Sponsor	\$7,500	_____
Winter/Fall Programs		
Champion Benefactor	\$1,500	_____
Champion Supporter	\$ 750	_____
Champion Contributor	\$ 100	_____
Summer Racing Programs		
Regatta Benefactor	\$1,500	_____
Regatta Supporter	\$ 750	_____
Regatta Contributor	\$ 100	_____
Full Annual Programs		
Annual Benefactor	\$2,500	_____
Annual Supporter	\$1,000	_____
Annual Contributor	\$ 200	_____

Qualified Sponsor Information:

Company Name: _____
 Representative/Donor Name: _____
 Street Address: _____
 City/State/Zip _____
 Phone: _____
 Email Address: _____
 URL: _____
 Name to be used for recognition: _____

Authorized Signature _____ Date: _____

Please make checks payable to "DRYA" and mail to: 23915 Jefferson, Ste. 1, St. Clair Shores, MI 48080