

A promotional poster for the Auckland Anniversary Day Regatta. The background features a white and dark blue racing boat with the number 10 on its bow, sailing on the water with a large bridge in the background. The boat has a red flag with white stars and a Union Jack. The text is overlaid on the image in various styles and colors.

AUCKLAND
ANNIVERSARY DAY
REGATTA

Since 1840

*Be part of
Auckland's Legacy*

SPONSORSHIP OPPORTUNITIES

AN AUCKLAND ICON FOR 185 YEARS

The Auckland Anniversary Day Regatta is New Zealand's oldest sporting event - older even than the America's Cup - having first taken place in 1840. It's said to be the biggest one-day regatta in the world by the number of participants it attracts.

The event has grown to encompass a huge variety of water craft and participants, from future America's Cup champs in the dinghy classes, to veteran sailors in classic yachts. Tugboat racing is a huge drawcard with crowds of spectators who line the shores in their thousands to watch. Add to this spectacle classic launches, waka ama, dragon boats, kite boarders, foilers, radio-controlled yachts and dinghy sailors across the city, and you have the recipe for an event that has rightfully stood as the place to be on Auckland's birthday for 185 years.

The regatta encompasses the spirit of Auckland, represents what the City of Sails is all about, and is a much-loved tradition that must be kept alive into the future.



THE SPIRIT OF GENEROSITY

The regatta is made possible with the support of over 90 volunteers, including the organising committee, and a host of helpers on the day and beyond, plus the support of its generous family of sponsors. These people and organisations freely give their time and financial support, to ensure this great event continues to occur for many more years.

An Incorporated Society operating as a not-for-profit, the organisation exists solely to ensure the continued success of this historic event.

Patron: Governor General of NZ The Rt Hon Dame Cindi Kiro GNZM, QSO

Vice Patrons: Mayor of Auckland, Wayne Brown; Ian Cook; Bill Speedy

President: Commodore SD Arndell RNZN



BY THE NUMBERS...

1 DAY EVENT

185 YEARS OF HISTORY

600+ BOATS

1500+ PARTICIPANTS

7000+ SPECTATORS

90+ VOLUNTEERS

25 VENUES CITY-WIDE

14k ACTIVE WEBSITE USERS

4,000 EMAIL SUBSCRIBERS

3,000 SOCIAL FOLLOWERS

Auckland Anniversary Day Regatta - Sponsorship Opportunities



SPONSORSHIP BENEFITS

The Regatta has sponsorship opportunities to suit all budget levels, and offers organisations the chance to be part of Auckland's legacy, support an iconic maritime and historic event, and a way to reach a huge number of highly engaged participants and spectators.

Core sponsorship options and benefits are detailed below, but there may be other options for sponsors who prefer to contribute other amounts, or provide products or services to the regatta. Please contact us to see how we can work together.

Sponsor Benefits	Naming	Gold	Silver	Family
Naming rights: [Your Brand] Auckland Anniversary Day Regatta	Yes	-	-	-
Logo on letterhead	Premium	Yes	-	-
Logo on website & digital channels	Premium	Yes	Yes	-
Logo on signage & banners	Premium	Yes	Yes	-
Bus back promotion	Yes	Yes	-	-
Regatta Watch E-newsletter promotions	4+	2+	2	1
Social media posts	4+	2+	2	1
Full colour ad in regatta programme (2,000 copies printed & distributed)	Back cover	Half page	-	-
Website profile	Yes	Yes	Yes	Prizes
RNZN VIP Luncheon invitations	Yes	Yes	-	-
Other communications	On request	On request	On request	On request
Investment Level:	TBA	\$3,000+	\$1,000+	Prizes

All sponsorship costs are GST exclusive

KEEN TO GET ON BOARD?

We look forward to working with you so please feel free to get in touch for a chat about how sponsorship of Auckland Anniversary Day Regatta could benefit your organisation, and help support Auckland's legacy into the future.

KEY CONTACTS:

Committee Chair: Bill Lomas
Email: admin@regatta.org.nz
Phone: 027 656 3094

Executive Officer: Joyce Talbot
Email: admin@regatta.org.nz
Phone: 0800 REGATTA (0800 734 2882)

Communications & Media: Helen Horrocks
Email: helen@brightwork.co.nz
Phone: 0211 583 199





To enquire please contact Bill Lomas- Committee Chair - admin@regatta.org.nz - 0800 REGATTA