



MILLS TROPHY RACE

2024 Mills Trophy Race

Mills Partners Program

Participation

There are three levels of participation available in this 3-Year Program:

Annual Mills Partner Levels

Presenter (See Event Sponsor)	
Benefactor (See Event Sponsor)	
Major	\$5,000
Premier	\$3,500
Supporting	\$1,750

Benefits

- Exclusive Partner Company Exposure, Visibility, and Value
- Affiliation with the Premier Lake Erie Sailing Event
- Builds Partner Community Awareness
- Toledo/Put-In-Bay On-Site Corporate Hospitality/Exhibit Space
- (available to Benefactors, Major, and Premier level partners)
- Web Site Exposure/Links
- Advertising Discounts/ Event VIP Access Cards / Put-in-Bay Accommodations
- Optional Skipper's Goody Bag Insert (Corporate logo promotional items)
- Optional Perpetual Trophy

Benefits and Value:

At all levels of support this program provides considerable value. Major significance comes through the Mills Committee commitment to promote participating companies and ensure that the racing sailor is fully aware of the Mills Partner Program and its importance to the long-term viability of the event. Boat owners are consistently 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 events

Mills Partner acknowledgement or link, with company logos, in each of the following:

Mills Race publications (where practical)

Unique Mills Partner Program Logo on:

Mills Website and On-Line Registration Website

Mills Official Notice & Conditions of Race

Mills Sailing Instructions

Mills On-Line Entry Acknowledgement

Mills On-Line Results Package

Mills Partner Program description and logos featured in Mills Race Program

Acknowledgement/Recognition on Mills Program Thanks Page



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Client Awareness -Exposure and Visibility Onsite – Toledo Yacht Club and Put-In-Bay:

- Acknowledgement of the Mills Partners at the Wednesday Awards Banquet
- Acknowledgement of the Mills Partners at the Thursday Press Party
- Mills Partners Skippers' Bag inserts
- Acknowledgement of the Mills Partners at the Put-In-Bay Awards ceremonies
- Prominent Logo signage on site in Toledo and Put-In-Bay (e.g. Over-sized, full color Mills Partner banners (up to 6' x 8.5') with all Partner's logos and/or;
- Individual Partner Banners on site in Toledo and Put-In-Bay

Web Site Exposure:

Event and on-line registration website contains all Partner Logos with individual links. There is also an expanded website 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 local newspaper
- Facebook, Twitter, and On-Line Registration and Results Coverage

Advertising Discounts & Access Cards:

Advertising in Mills Program will be discounted based on level of participation and shore side VIP cards will be provided:

Ad Rates and Discount:

Full Color Page - \$825

Benefactor (100%)

Major (100%)

Premier (75%)

Supporting (50%)

Toledo Yacht Club Corporate Hospitality/Exhibit Space:

Benefactor, Major, and Premier level partners will have the ability to participate on-site in Toledo Yacht Clubs corporate hospitality and exhibit area immediately adjacent to the reception tent (space is limited and available to returning participants first). Snacks, popcorn, beer and soft drinks will be served in the VIP Hospitality Area during the Wednesday and Thursday evenings beginning at 5:00 PM – one hour prior to the opening of the reception tent.

Additional Benefits:

The Mills Committee will actively pursue additional opportunities to publicize partner companies and the importance of the program. Insert optional logo items in Skipper's Goody Bag.



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Invitational Mills Trophy Race

Mills Partner Program

Summary Page

Mills Partner Participation

- 3-Year Commitment
- Annual Fee – Two Installments
50% March 15 (or on initial Commitment Date)
50% May 30
- Industry Exclusive

Supporting Level - \$1,750

- Mills Partner Acknowledgement
Website, Race Program, Media Releases
- Mills Partner Banner
- Mills Partner Skipper's Bag Insert (Optional, \$500 Max)
- 50% Program Ad Discount
- 2 – Toledo VIP Passes, Thursday Press Party, Thursday Mills Party

Premier Level - \$3,500

- Supporting Level Benefits plus following upgrades or additional:
- Mills Partner Skipper's Bag Insert (Optional, \$1,000 Max)
- 75% Program Ad Discount
- 2 – Toledo/PIB Banners
- Corporate Hospitality/Exhibit Space Wednesday-Friday
- 4 – Toledo VIP Passes, Thursday Press Party, Thursday Mills Party
- 1 – Saturday Hotel Room Accommodation at PIB (2-persons/room)

Major Level - \$5,000

- Premier Level Benefits plus following upgrades or additional:
- Mills Partner Skipper's Bag Insert (Optional, \$1,500 Max) or;
- Dedicated Perpetual Trophy
- 100% Program Ad Discount
- 2 – Toledo/PIB Banners
- Corporate Hospitality/Exhibit Space Wednesday-Friday
- 2 – Toledo VIP Passes – Wednesday Awards Presentation
- 6 – Toledo VIP Passes, Thursday Press Party, Thursday Mills Party
- 2 – Saturday Hotel Room Accommodation at PIB (2-persons/room)