



## **Sponsorship & Advertising 2021**







## INTER-LAKE YACHTING ASSOCIATION

**ESTABLISHED IN 1885**, Inter-Lake Yachting Association is an organization that is rich in history and deep in tradition. Inter-Lake Yachting Association's core value, which I-LYA has built its reputation upon, is the protection and promotion of the interests of the yachting community through education, safety and organized sanctioned competitions. As I-LYA evolves, our Board of Trustees, together with our various committees and corporate partners, work hand in hand with US Sailing and various class racing associations, to develop fair and workable rules that govern the several regional sail and power boat competitions. In addition, we are a watchdog for proposed governmental legislation, in both the United States and Canada, which may adversely affect yachting, yachtsmen and our various sponsors. We further act as an information clearing house for the entire boating community through our *I-LYA News* publication, *Mid America Boating* and our various social media outlets.

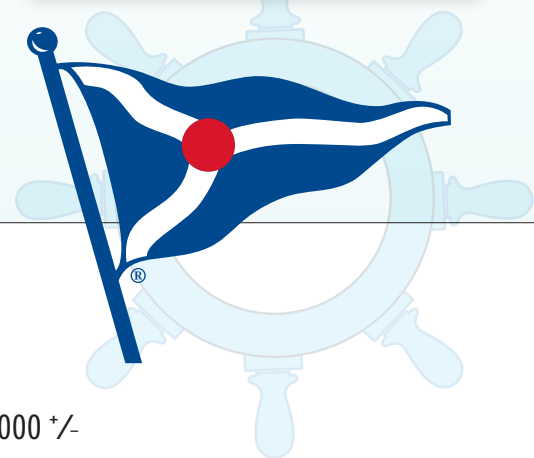


I-LYA understands that the industry needs a solid partner in promoting the future of sail and power boating. Attracting and retaining families and young adults is key to the growth of our sport. Our educational outreach and popular junior events make us the go-to organization to reach this important demographic. We host the area's largest junior destination event. Each year, juniors from our member clubs compete to make their club's race team so they can be part of this long-standing tradition. I-LYA hosts roughly 175 sailors aged 13 to 18 and their coaches each summer. This tradition of 60+ years is known as the *Junior Championships*, and encompasses four days of racing at Put-in-Bay.



Understanding that development of the region's Junior Sailors is important, we recognized that there was a serious shortfall in developing programs that support Junior Power Boating. In 2006, Inter-Lake Yachting Association developed the region's first Junior Power Boat Program. Since then, we have seen a steady growth in the number of young adults registering and competing in the various activities during the Junior Power Boat Regatta. Boat safety, education, training, and both on-shore and on-water competitions are our main areas of focus. By hosting the Junior Power Boat Regatta in conjunction with our Senior Power Regatta, we make power boating a truly family affair!

Of course, since 1885, sailing has been a stronghold for I-LYA. The program is second to none and continues to grow year after year. The Senior Sail Regatta is a diverse event. It welcomes participation and racing for virtually all sailing classes and includes the promotion of pleasure cruising. In 2018, through the hard work of our Sail Committee, I-LYA hosted the Wave North Americans. This event was highly successful and an example of I-LYA's ability to promote sailing and power boating on the Great Lakes and beyond.



## DEMOGRAPHICS

- 141 Direct I-LYA Member Clubs
- Membership over 21 years of age: 50,000 +/-
- Membership under 21 years of age: 3,500 +/-
- Approximate Split between Sail vs. Power Boats: 50/50
- Income demographic is middle class to upper middle class incomes
- Yearly regatta participation including volunteers: 2,500 attendees
- *I-LYA News* (electronic format) email subscribers: 4,000
- International Organizations/Affiliates: Reach is in excess of 100,000 members

Associated Yacht Clubs  
 Canadian Coast Guard  
 Canadian Power Squadron  
 Greater Cleveland  
 Boating Association  
 International Order of the Blue Gavel  
 (Worldwide Organization)

Lake Erie Offshore  
 Performance Association  
 Michigan Dept. of Natural Resources  
 Ohio Dept. of Natural Resources  
 US Coast Guard  
 US Power Squadron  
 US Sailing



# I-LYA Juniors



The yacht and sailing clubs that make up I-LYA Juniors sail in US Sailing Area E in Ohio, Pennsylvania, New York, Indiana, Michigan, and Canada. Our mission is to be responsible for the administration and development of youth sailing and related activities within I-LYA.

As an organization, we promote:

- Good Sportsmanship
- Self-confidence
- Seamanship
- Team Building

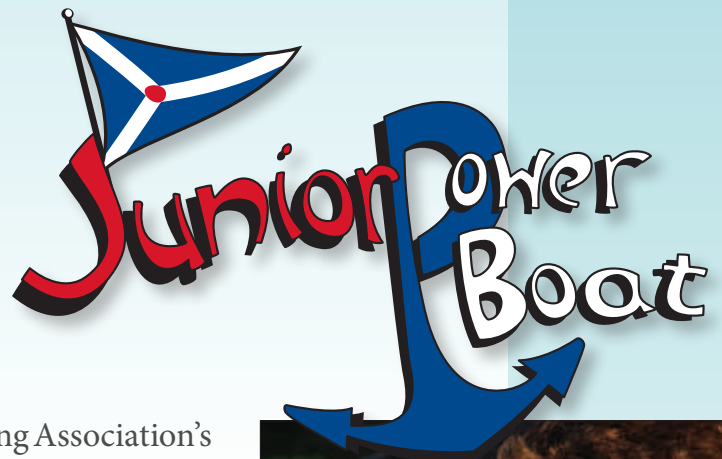
We strive to keep our local program directors informed about current best practices in sailing instruction. We coordinate training classes and encourage attendance at US Sailing sponsored regional and national meetings. In 2018, I-LYA organizations hosted three US Sailing Championships, putting our area in the national spotlight.

Our Traveler Series racing program which began in 1999 consists of a series of eight one-day events held from late May through mid-August each summer. Over two hundred juniors ages 8 to 18 participate in one or more regattas sailing in fleets of 40 or more boats during peak season. With the help of parents and coaches, teams travel and compete at a variety of venues. And, because clubs take turns hosting, many learn-to-sail campers get their first introduction to racing at these events. I-LYA constantly works to balance safety, fun, and competition. We partner with US Sailing to provide instructor/coach training and we strive to challenge our top nationally ranked sailors while welcoming novice racers, too.



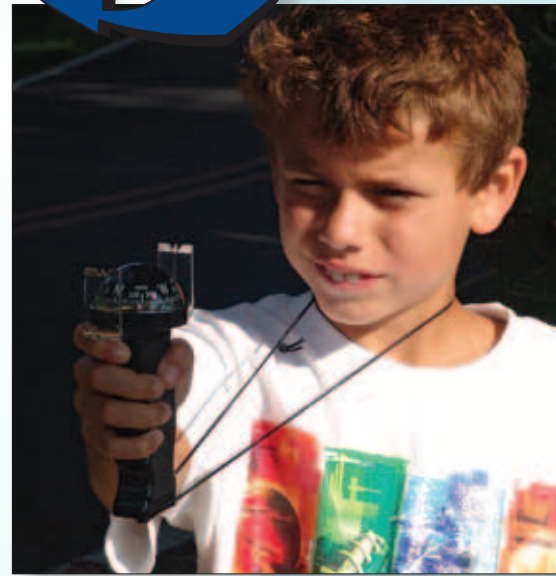
Special note of thanks to the Yachtsmen's Fund for providing the funds to build this program





The Junior Power Boat Program is Inter-Lake Yachting Association's newest program. Our Junior Power Boaters are from I-LYA's affiliated clubs located on Lake Erie and the Detroit River waterway. In 2014, Chairman Bob Lang expanded the training and competitions to include competitions at local clubs that complement the activities at the Junior Regatta. In addition, US Sailing and the US and Canadian Power Squadrons are working with I-LYA to ensure that our program meets the requirements for our Junior Power Boaters to obtain certification.

- On water navigation competitions
- On land games and competitions
- On land "hands-on" training and map reading
- Basic boat handling and safety



## I-LYA PROMOTES SELF-CONFIDENCE, SPORTSMANSHIP, SAFETY, TEAM BUILDING AND FAMILY PARTICIPATION AS AN IMPORTANT PART OF OUR PROGRAM

As part of our Junior Programs, I-LYA believes in cross participation in the Junior Sail and Power Regattas. In 2015, I-LYA began the implementation of this initiative where Junior Power Boaters participated at the Junior Sail Regatta. Juniors were placed on committee boats and given the chance to use power boat skills learned throughout the year.



Special note of thanks to the Yachtsmen's Fund for providing the funds to build this program



# SAIL



I-LYA and its sail regatta were conceived in 1884 by a group of Cleveland yachtsmen. 1885 dawned with a new yachting association and a new regatta which, excluding that first formative decade, has been held each year since. Rich in tradition, the I-LYA Sail Regatta is a top tier regatta with US Sailing Certified Race Officers on each course overseeing over 100 vessels competing for the three days of racing at Put-in-Bay, Ohio.

The regatta weekend begins with Wednesday night and Thursday feeder races from Cleveland, Port Clinton, Sandusky, Toledo, and Grosse Ile. The regatta has three courses: small boat one-design, PHRF & JAM, and Cruising Class. There are first, second, and third place awards for each class, plus daily first place and “pickle boat” awards with the last place boat in each class earning a jar of Tony Packo’s pickles.

As with all top tier regattas, there is food, beer, and bands every evening of the regatta. In 2017, the Tito’s Vodka Party was added on Friday evening with the famous Mount Gay Rum Party on Saturday night. Docking is assigned so captains are assured space for boats of all sizes. With over 600 participants, the I-LYA Sail Regatta is a popular gathering place for sailors from all around Lake Erie.





# POWER

The annual I-LYA Powerboat Regatta at Put-in-Bay, Ohio is unique in powerboating! The event combines both social activities and competitions, both on land and on the water.

On the water, skippers can compete for award flags and bragging rights in docking, chicane, flying mile, and predicted log contests. We also hold a weather forecasting contest, inflatable dinghy races, and cardboard boat races. Our on-shore competitions offer fun for all. There are men's and women's volleyball games, golf, an East vs. West softball game, cornhole, and putt-putt golf competitions to test attendees' skills.

The Powerboat Regatta is a family-friendly event and offers entertainment for all ages. Our Junior Power Boat Regatta runs concurrent with the Senior. For the young boaters, 12 and under, we have supervised children's games and activities. Those that say boating regattas are not for children have never been to the I-LYA event! As with our Sail Regatta, there is food, beer, and bands every evening of the regatta including the Power version of the famous Mount Gay Rum Party on Thursday and Tito's Vodka Party on Saturday.

Several I-LYA ceremonies take place during the Powerboat Regatta. These include an opening ceremony and flag raising at the I-LYA Memorial, followed by the Commodore's Reception and a parade through downtown Put-in-Bay before the Regatta Closing Ceremony. To gain an understanding of the history of I-LYA, one only needs to visit the I-LYA Past Commodore's Memorial located at DeRivera Park in front of the city docks.





# WHY YOU OR YOUR CORPORATION SHOULD BECOME AN I-LYA SPONSOR OR ADVERTISER

With 141 member clubs, four regattas with approximately 2500 attendees, and an affiliate reach of over 100,000 members, your advertising dollar goes a long way. I-LYA has advertising and sponsorship models that fit within your budget. For large corporations and small businesses, we offer low-cost opportunities that produce large-scale returns!

## 2021 I-LYA SPONSORSHIP LEVELS

Level	Contribution	Sponsors receive:
Level 1 – Supporting	\$1,000	<ul style="list-style-type: none"><li>• Recognition as a Sponsor at event on I-LYA Sponsorship Banner</li><li>• Listed as a Sponsor in the <i>I-LYA Yearbook</i></li><li>• Logo included on the I-LYA website</li><li>• Invitation to Meet &amp; Greet at Spring &amp; Fall Meetings</li><li>• 1/8 page ad in the <i>I-LYA Yearbook</i></li><li>• 1/4 page ad in one (1) issue of the <i>I-LYA News</i></li></ul>
Level 2 – Bronze	\$1,500	<p>All Level 1 items plus:</p> <ul style="list-style-type: none"><li>• Your banner flown at applicable regattas (Jr. Sail/Jr. Power/Sr. Sail/ Sr. Power)</li><li>• 1/8 page ad in the <i>I-LYA Yearbook</i></li><li>• 1/4 page ad in three (3) issues of the <i>I-LYA News</i></li></ul>
Level 3 – Silver	\$2,500	<p>All Level 2 items plus:</p> <ul style="list-style-type: none"><li>• Upgrade to 1/4 page ad in the <i>I-LYA Yearbook</i></li><li>• Upgrade to 1/2 page ad in four (4) issues of the <i>I-LYA News</i></li><li>• Coverage in (2) applicable event flyers (Jr. Sail/Jr. Power/Sr. Sail/ Sr. Power)</li><li>• Recognition as a Sponsor at major events</li><li>• Your banner flown at Spring &amp; Fall Meetings</li><li>• Two (2) VIP wristbands to regatta event of your choice.</li></ul>
Level 4 – Gold	\$5,000	<p>All Level 3 items plus:</p> <ul style="list-style-type: none"><li>• Your banner flown at all regattas (Jr. Sail/Jr. Power/Sr. Sail/ Sr. Power)</li><li>• Upgrade to 1/2 page ad in the <i>I-LYA Yearbook</i></li><li>• Choice of 1/2 page ad <u>or write-up</u> in six (6) issues of the <i>I-LYA News</i></li><li>• Invitation to attend and be recognized at the regatta opening and closing ceremonies</li><li>• Your logo on printed regatta documents</li><li>• Two (2) tickets to the Commodore's Brunch at Put-in-Bay.</li></ul>



Level	Contribution	Sponsors receive:
Level 5 – In-kind sponsorships	\$1,000– \$5,000	<ul style="list-style-type: none"> <li>• Product or service must be applicable to I-LYA regattas</li> <li>• Level details the same as corresponding dollar value as listed for Levels 1–4</li> </ul>
Level 6** – Platinum	\$10,000	All Level 4 items plus: <ul style="list-style-type: none"> <li>• Upgrade to Full page ad in the <i>I-LYA Yearbook</i></li> <li>• Upgrade to Full page ad or write-up in six (6) issues of the <i>I-LYA News</i></li> <li>• Prominent coverage on all event flyers</li> </ul>
Level 7** – Presenting	\$25,000	All Level 6 items plus: <ul style="list-style-type: none"> <li>• Naming rights of regattas</li> <li>• Upgrade to 2-page, four-color center ad or four-color cover ad in the <i>I-LYA Yearbook</i></li> </ul>

*\*\* Level details and obligations from I-LYA are subject to negotiation and clarification with the I-LYA Sponsorship Committee and I-LYA Administration*

*Note: Banner must be provided by sponsor. Logos and artwork must be provided by sponsor for inclusion in printed materials.*

## I-LYA SPONSORSHIP COMMITTEE

**Administration:** 2021 I-LYA Commodore Bob Lang—WRYCC

**Board of Trustees:** 2020 Trustee President John Dalessandro—WYC

**Executive Secretary:** 1999 I-LYA Commodore Allen Ashley—DBBC

**Chairman:** Teresa Vanderford—DBBC

For more information please feel free to contact 2021 I-LYA Commodore Bob Lang by e-mail at [captainboblang@outlook.com](mailto:captainboblang@outlook.com) or by phone at C (313) 938-8414 or Sponsorship Chairman Teresa Vanderford by e-mail at [teressajeane@gmail.com](mailto:teressajeane@gmail.com) or by phone at (419) 367-4171.



**INTER-LAKE YACHTING ASSOCIATION**

## **2021 YEARBOOK**

On the following page you will find the 2021 Yearbook Contract. This contract provides you with the various options available to potential advertisers and will assist you in determining the size and associated cost of promoting your business with I-LYA. In addition to our usual printed distribution, the 2021 *I-LYA Yearbook* is available as a downloadable PDF from our website [i-lya.org](http://i-lya.org).

In order to have the *I-LYA Yearbook* published in a timely fashion, we are requesting that you indicate your intent to advertise in the 2021 Yearbook now by completing the contract and mailing it to the address indicated. For those that are new advertisers, we ask that you submit your artwork as soon as possible and we will invoice you upon your approval of the final proof.

We thank-you for consideration to include I-LYA as a means to promote your business and we look forward to meeting and discussing your needs at anytime. If you should have any questions please contact us via e-mail at [yearbook@i-lya.org](mailto:yearbook@i-lya.org) or by contacting 2021 I-LYA Commodore Bob Lang by phone at C (313) 938-8414.







# Inter-Lake Yachting Association

Organized January 17, 1885—Reorganized March 19, 1894—Incorporated March 16, 1963

FOR OFFICE USE ONLY:

DATE REC'D: \_\_\_\_\_

CHECK #: \_\_\_\_\_

AMT.: \_\_\_\_\_

## 2021 Yearbook Contract

### BLACK AND WHITE ADS:

- ☐ Full page ..... \$450
- ☐ Half page, horizontal or vertical. . \$275
- ☐ Quarter page, horiz. or vert. .... \$150
- ☐ Eighth page, horizontal ONLY ... \$90

### COLOR ADVERTISEMENTS

Full page: (8 1/2" w × 11" h, add 1/8" bleed)

- ☐ Outside Back cover ..... \$775
- ☐ Inside front cover. .... \$725
- ☐ Inside back cover. .... \$725
- ☐ Color, full page (7 1/4" w × 10" h) . . \$750
- ☐ Color, half page (7 1/4" w × 4 7/8" h) . \$500

<b>FULL PAGE</b> (7 1/4" w × 10" h) <b>\$450</b>
<b>HALF PAGE HORIZONTAL</b> (7 1/4" w × 4 7/8" h) <b>\$275</b>

<b>HALF PAGE VERTICAL</b> (3 1/2" w × 10" h) <b>\$275</b>	<b>QUARTER PAGE VERTICAL</b> (3 1/2" w × 4 7/8" h) <b>\$150</b>
<b>QUARTER PAGE HORIZONTAL</b> (7 1/4" w × 2 3/8" h) <b>\$150</b>	<b>EIGHTH PAGE</b> (3 1/2" w × 2 3/8" h) <b>\$90</b>

### Choose one:

- ☐ Repeat my advertisement **exactly as it appeared in last year's book**
- ☐ Repeat my ad **with the attached changes**, updates, or corrections. *(Please include all copy/photo changes, last year's ad, and instructions)*
- ☐ Please include my new ad as enclosed. *(Please supply all copy, photos, art and instructions.)*

**Please note:** Do not send EXCEL, POWERPOINT, or PUBLISHER files. If you are supplying the art for your ad, please make the format a 300 dpi TIFF, JPEG, EPS, or hi-res PDF. Include a print (when possible) of your ad and do not compress your digital photos. *E-mail file(s) to the address supplied to the right.* →

The I-LYA is hereby authorized to insert our advertisement in the Annual Official Yearbook of the Inter-Lake Yachting Association, for which we agree to pay the above rates for space used.

Print Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_

Remit CHECKS made payable to: **I-LYA 2021**  
along with COPY & signed  
CONTRACTS to:  
I-LYA Yearbook  
8181 Oxbow Rd.  
Westerville, OH 43082

### E-mail:

yearbook@i-lya.org  
or call 740-972-8451

### COPY DEADLINE:

**March 1, 2021**

To the YACHT CLUBS:  
Please DO NOT include  
Dues with payment for  
Advertisement. —Thanks!

# **Inter-Lake Yachting Association has advertising and sponsorship models that fit within your business's budget.**

American Canvas Products  
Associated Yacht Clubs  
Beer Barrel Saloon Bar & Restaurants  
Boardwalk Restaurants  
Boat U.S.  
Buckeye Lake Winery  
The Crew's Nest  
DPH Custom Pins  
Erie Islands Sailing School  
Freeman Eckley Group  
Frosty Bar  
General Motors Corporation  
Grand Islander Hotel  
Great Lakes Diesel Inc.  
Great Lakes Scuttlebutt Magazine  
Greater Cleveland Boating Association  
Heineman's Winery  
Hooligan's Restaurant  
Hoty Marine  
Huron Boat Basin  
International Order of the Blue Gavel  
International Satin Gavel

Jet Express Boat Line  
J.F. Walleyes Bar & Restaurant  
Kemp Real Estate Group  
The Keys Restaurant & Bar  
La-Z-Boy Furniture  
Lagoon Marine Inc.  
Lake Erie Marine Trades Association

## **Partial List of Past & Present Corporate Sponsors & Advertisers**

Lakeland Boating  
Leamington Marina  
Ledcor Group of Companies  
Mid America Boating Magazine  
Miller Boat Line  
Miller Breweries  
Morningstar Marina Group

Mount Gay Rum  
The Ohio State University  
Peerless Cooking Equipment Ltd.  
Put-in-Bay Yacht Club  
Raymarine  
RCR Yachts  
Reineke Ford  
The Round House Bar  
Sailing Inc.  
Shrink Wrap International  
T&J's Smokehouse Restaurant & Bar  
Team Sales (Canada)  
Threadware Inc.  
Tipper's Seafood & Steakhouse  
Tito's Vodka  
TrueCourse Captain's School  
US Sailing  
West Marine  
Western Lake Erie Safe Boating Council  
Wolverine Propeller  
The Yachtsmen's Fund



**The Inter-Lake Yachting Association**  
[www.i-lya.org](http://www.i-lya.org)