



Sponsorship & Advertising 2022





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 bi-monthly *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 140 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 and 2021, through the hard work of our Sail Committee, I-LYA hosted the Formula Wave Class Nationals. 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

- 138 Direct I-LYA Member Clubs
- Membership over 21 years of age: 70,000 +/-
- Membership under 21 years of age: 8,000 +/-
- Approximate Split between Sail vs. Power Boats: 50/50
- Income demographic is middle class to upper middle class incomes
- Yearly regatta participation including volunteers: 1,000 attendees
- *I-LYA News* (electronic format) email subscribers: 2,000
- 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

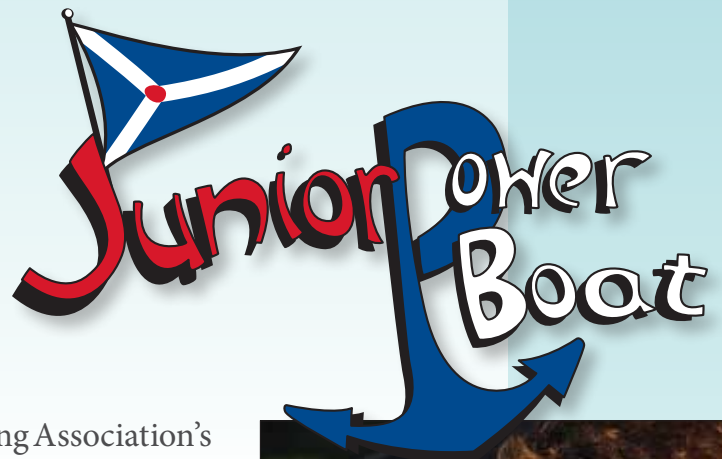
We strive to keep our local program directors informed about current best practices in sailing instruction. We coordinate training classes and encourage attendance at US Sailing sponsored regional and national meetings. In 2018, I-LYA organizations hosted three US Sailing Championships, putting our area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



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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, Sandusky, and Toledo. 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 recognitions.

As with all top tier regattas, there is food, beer, and bands every evening of the regatta. The famous Mount Gay Rum Party occurs on Friday night and in 2017, the Tito's Vodka Party was added on Saturday. Docking is assigned so captains are assured space for boats of all sizes. With over 300 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 our on-shore competitions offer fun for all. There are men's and women's volleyball games, golf, an East vs. West softball game, corn-hole, 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 *this* 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 and Tito's Vodka Parties on separate nights.

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 138 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!

2022 I-LYA SPONSORSHIP LEVELS

Level	Contribution	Sponsors receive:
Level 1 – Supporting	\$1,000	<ul style="list-style-type: none">• Recognition as a Sponsor at event on I-LYA Sponsorship Banner• Listed as a Sponsor in the <i>I-LYA Yearbook</i>• Logo included on the I-LYA website• ¼ page ad in one (1) issue of the <i>I-LYA News</i>
Level 2 – Bronze	\$1,500	<p>All Level 1 items plus:</p> <ul style="list-style-type: none">• Your banner flown at applicable regattas (Jr. Sail/Jr. Power/Sr. Sail/Sr. Power)• ⅓ page ad in the <i>I-LYA Yearbook</i>• ¼ page ad in three (3) issues of the <i>I-LYA News</i>
Level 3 – Silver	\$2,500	<p>All Level 2 items plus:</p> <ul style="list-style-type: none">• Upgrade to ¼ page ad in the <i>I-LYA Yearbook</i>• Upgrade to ½ page ad in four (4) issues of the <i>I-LYA News</i>• Your banner flown at Spring & Fall Meetings• Two (2) VIP wristbands to regatta event of your choice.
Level 4 – Gold	\$5,000	<p>All Level 3 items plus:</p> <ul style="list-style-type: none">• Your banner flown at all regattas (Jr. Sail/Jr. Power/Sr. Sail/Sr. Power)• Upgrade to ½ page ad in the <i>I-LYA Yearbook</i>• Choice of ½ page ad or write-up in six (6) issues of the <i>I-LYA News</i>• Two (2) tickets to the Commodore's Brunch at Put-in-Bay.
Level 5** – Platinum	\$10,000	<p>All Level 4 items plus:</p> <ul style="list-style-type: none">• Naming rights of regattas• Upgrade to Full page ad in the <i>I-LYA Yearbook</i>• Upgrade to Full page ad or write-up in six (6) issues of the <i>I-LYA News</i>
Level 6 – In-kind sponsorships	\$1,000–\$5,000	<ul style="list-style-type: none">• Product or service must be applicable to I-LYA regattas• Level details the same as corresponding dollar value as listed for Levels 1–4

*** 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.



THE I-LYA NEWS IS PUBLISHED 6 TIMES A YEAR

Published bi-monthly, our newsletter reaches over 2,000 email subscribers. Your ad can be included in up to 6 issues depending on your sponsorship level. Our newsletter includes upcoming events, reports from officers, news from member clubs as well as results from our regattas and spring and fall meetings.



I-LYA SPONSORSHIP COMMITTEE

Administration: 2022 I-LYA Commodore Michael Fishbaugh—SSC

Board of Trustees: 2021 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 Sponsorship Chairman Teresa Vanderford by e-mail at teressajean@gmail.com or by phone at (419) 367-4171 or 2022 I-LYA Commodore Michael Fishbaugh by e-mail at mfishbaugh@pathmaker.net or by phone at C (419) 355-5921.



INTER-LAKE YACHTING ASSOCIATION

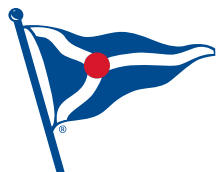
2022 YEARBOOK

On the following page you will find the 2022 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 2022 *I-LYA Yearbook* is made available as a downloadable PDF from our website 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 2022 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 or by contacting 2022 I-LYA Commodore Michael Fishbaugh by phone at C (419) 355-5921.





Inter-Lake Yachting Association

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

2022 Yearbook Contract

FOR OFFICE USE ONLY:

DATE REC'D: _____

CHECK #: _____

AMT.: _____

BLACK AND WHITE ADS:

- ☐ Full page..... \$500
- ☐ Half page, horizontal or vertical . \$300
- ☐ Quarter page, horiz. or vert.\$175
- ☐ Eighth page, horizontal ONLY... \$100

COLOR ADVERTISEMENTS

- ☐ Outside Back cover* \$800
- ☐ Inside front cover* \$750
- ☐ Inside back cover* \$750

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

- ☐ Color, full page (7 1/4" w × 10" h)... \$775
- ☐ Color, half page (7 1/4" w × 4 7/8" h) .. \$550

FULL PAGE

(7 1/4" w × 10" h)

\$500

HALF PAGE HORIZONTAL

(7 1/4" w × 4 7/8" h)

\$300

HALF PAGE VERTICAL

(3 1/2" w × 10" h)

\$300

QUARTER PAGE VERTICAL

(3 1/2" w × 4 7/8" h)

\$175

EIGHTH PAGE

(3 1/2" w × 2 3/8" h)

\$100

QUARTER PAGE HORIZONTAL

(7 1/4" w × 2 3/8" h)

\$175

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 of Primary Contact: _____

Club or Company Name: _____

Address _____

City _____

State _____

Zip _____

Phone _____

E-mail *(must include e-mail if you want a pdf proof for approval)* _____

Signature: _____

Date _____

Remit CHECKS made payable
to: **I-LYA 2022**
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, 2022

*** ≥ NEW FOR 2022! ≤ ***

Save time! Pay online!

Go to i-lya.org/yearbook/

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-American 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
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