



CHICAGO YACHT CLUB

FOUNDED 1875

2018 : 110TH CHICAGO YACHT CLUB RACE TO MACKINAC

WELCOME

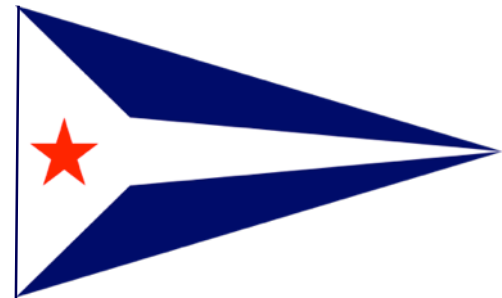
Welcome to Chicago Yacht Club,

We are pleased to be recognized as one of the top Private Clubs in United States, as well as an elite Yacht Club throughout the world. We pride ourselves in our exceptional on-the-water staff and programs, including world class racing events, year-round professional staff making everyone feel welcome, superb food and beverage services, and our long-term relationships with sponsors for whom we owe gratitude for their support.

It would be our pleasure to invite your organization to join Chicago Yacht Club as a supporter of the 110th CYC Race to Mackinac dock side events including the Warning Gun Party at Monroe, The Grand Hotel Porch Party and the Awards Ceremonies in July & November.

Look forward to raising a glass to all 3,500 sailors in Chicago and on Mackinac Island.

*Dwight Jenson
General Manager*



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CYC MEMBERSHIP



AFFLUENT: *Average household income for new regular members is \$352,000*



OWN MULTIPLE HOMES: *1/3 of membership own a second home*



FREQUENT TRAVELERS: *Over 2/3 take an annual winter vacation. Most popular destinations are Florida, the Caribbean and Europe*



YACHT OWNERS: *Over 50% members own boats; 50.4' is average boat length*



PRIVATE NETWORK: *1,500 Members stay connected with one another with 78% event participation rate*



ACTIVE IN THE COMMUNITY: *Members have a strong voice in Chicago as Board Members of civic, philanthropic, and private corporations*



DIVERSE HOUSEHOLD STATUS: *45% of members are married, 55% members are single*



DECISION MAKERS: *39% of CYC members hold senior corporate leadership positions*

CYC WORLD-CLASS RACING EVENTS



INTERNATIONAL REGATTA HOST

National and International Fleets submit requests to CYC for Worlds and North Americans Championships to host annually



VERVE CUP REGATTA

One of the largest U.S. course regattas, featuring both inshore and offshore events



M32 World Championship

Chicago Yacht Club will host the 2018 M32 fleet for its world championship



CHICAGO YACHT CLUB RACE TO MACKINAC

The longest annual fresh water race in the world (1907), a bucket-race for avid sailors around the world

RACE TO MACKINAC OVERVIEW



110th RACE TO MACKINAC PRESENTED BY WINTRUST *starts on Saturday, July 21, 2018; Cruising Division on Friday, July 20, 2018; 333-mile race from Chicago Yacht Club – East of Monroe Harbor Lighthouse to Mackinac Island Lighthouse, Mackinac Island, Michigan*



HISTORY: *The Race has weathered 2 World Wars, 2 Chicago Columbian Expositions, 16 Mayors, 21 Presidents, and 4 World Series wins by Chicago Cubs since 1898*



AFFLUENT: *50% crew earn \$100,000+/year; 30% of crew earn \$250,000+/year*



COMPETITION: *A bucket-list event for America's Cup winners, Transpac and Volvo Ocean sailors, the Mac is well-attended (2,700 annually) and hosts the longest list of competitors over time*



EDUCATED: *50% of crew have received a bachelor degree and 40% have earned a graduate degree*



TRADITION: *Over 586 men and women have raced the Chicago Mac 25 times or more (claiming the title of Old Goat)*



WORLDWIDE APPEAL: *In 2016, participants traveled to Chicago from 621 different Cities, 38 States, and 12 Countries; competitors traveled as far as 9,359 miles to race*

MEDIA EXPOSURE



TRADITIONAL MEDIA

74.7 million combined impressions for 2017 media placements with a value of more than \$242,474



1,142 INSTAGRAM FOLLOWERS & ACTIVE PARTICIPATION



FACEBOOK: 266K ORGANIC REACH DURING RACE

14,100 likes during 4 race days; Videos received 4,500 views/average; 13,000 fully engaged users during race

RACE TO MAC WEBSITE JULY 2017

296,975 Page Views
63,732 Unique Visits
Portal for Tracking Site, Race documents

LIVE MOBILE RACE TRACKING APP – JULY 2017

Follows path of each boat every inch of race, live updates on positioning; free access to all

17,402 Downloads
83,990 Page views
83,634 Unique Visitors
9:00 min. Average Session



4,524 TWITTER FOLLOWERS

Boats were enabled with GPS transponders to tweet from the water

MAC RACE SOCIAL EVENTS



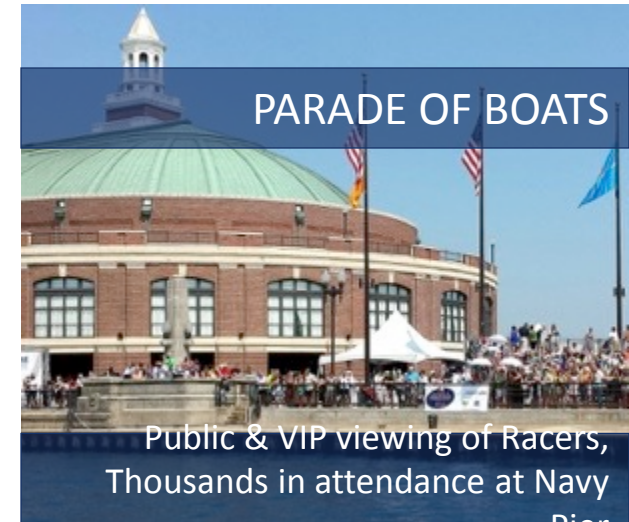
WARNING GUN PARTY

650 VIP guests, Sponsor recognition, Club Terrace, Race Warning Sound



SAILOR'S DOCK PARTY

3,500 + guests in Sponsor Village, Live Entertainment, Friday Night Send off



PARADE OF BOATS

Public & VIP viewing of Racers, Thousands in attendance at Navy Pier



DOCK WALK – RACE VILLAGE

Mac Week overtakes Monroe Harbor with 350+ boats, unlimited guests & open to the public Race Village



PORCH PARTY

Toast to Racers in style with Race Delegates on world's largest porch



MAC RACE AWARDS

Awards Party with live music, open to all race supporters

2018 RACE TO MACKINAC CALENDAR OF EVENTS

Event	Date	Location
Pink Pony Party	Saturday, January 13, 2018	Chicago Yacht Club: Belmont Station
Warning Gun Party	Thursday, July 19, 2018	Chicago Yacht Club: Monroe Station
Sailors' Dock Party	Friday, July 20, 2018	Chicago Yacht Club: Monroe Station
Cruising Division Start	Friday, July 20, 2018	Chicago Yacht Club: Monroe
Parade of Boats	Saturday, July 21, 2018	Navy Pier
VIP Starting Line Experience	Saturday, July 21, 2018	On-the-water, East of Monroe Harbor
Finish Line Tent	Sunday, July 22- Tuesday, July 24, 2018	Mackinac Island
Porch Party	Sunday, July 22, 2018	The Grand Hotel, Mackinac Island
Sailors' Celebration	Tuesday, July 24, 2018	The Grand Hotel, Mackinac Island
Mackinac Awards Dinner	Saturday, November 3, 2018	Chicago Yacht Club: Monroe Station

CONTACT INFORMATION



SPONSORSHIP OPPORTUNITIES

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