



CHICAGO YACHT CLUB

FOUNDED 1875

2019 : 111TH CHICAGO YACHT CLUB RACE TO MACKINAC

WELCOME

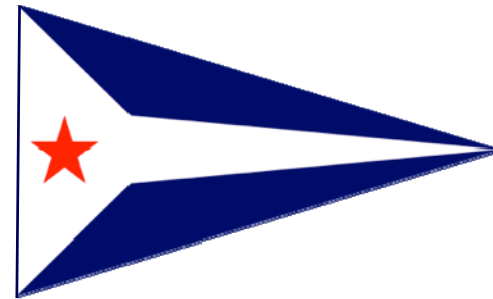
Welcome to Chicago Yacht Club,

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 111th 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



RACE TO MACKINAC OVERVIEW



111th RACE TO MACKINAC PRESENTED BY WINTRUST *starts on Saturday, July 13, 2019; Cruising Division on Friday, July 12, 2019; 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*



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*



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



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



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



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



2018 RACE TO MACKINAC CALENDAR OF EVENTS

Event	Date	Location
Pink Pony Party	Saturday, January 12, 2019	Chicago Yacht Club: Belmont Station
Warning Gun Party	Thursday, July 11, 2019	Chicago Yacht Club: Monroe Station
Sailors' Dock Party	Friday, July 12, 2019	Chicago Yacht Club: Monroe Station
Cruising Division Start	Friday, July 12, 2019	Chicago Yacht Club: Monroe
Parade of Boats	Saturday, July 13, 2019	Navy Pier
VIP Starting Line Experience	Saturday, July 13, 2019	On-the-water, East of Monroe Harbor
Finish Line Tent	Sunday, July 14 - Tuesday, July 16, 2019	Mackinac Island
Porch Party	Sunday, July 14, 2019	The Grand Hotel, Mackinac Island
Sailors' Celebration	Tuesday, July 16, 2019	The Grand Hotel, Mackinac Island
Mackinac Awards Dinner	Saturday, November 2, 2019	Chicago Yacht Club: Monroe Station

CONTACT INFORMATION



SPONSORSHIP OPPORTUNITIES

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