

ROYAL YACHT CLUB OF VICTORIA

# SPONSORSHIP PROPOSAL

2026



# ABOUT THE CLUB

Royal Yacht Club Victoria (RYCV) was initially founded as the Port Phillip Yacht Club in May 1853 and remains to be one of the oldest yacht clubs in Australia. The Club is situated in Williamstown with a stunning view of the city skyline and is steeped in decades of yachting history and tradition. Today RYCV boasts more than 900 members and over 200

yachts on the register making it an ideal Club for sailors with all levels of experience. Sailors can enjoy reliable and steady breezes with little or no current, making it a perfect stretch of water for sailing and regattas. Royals Training Centre offers courses for all ages and we have a strong and lively social program which is enjoyed by our Members.



## COMPANY INFORMATION

Business Name: Royal Yacht Club of Victoria  
*Not for Profit*

ABN: 26 311 625 307

Members: 900+ Members  
690+ live in Western Suburbs  
Average age is 45 - 60 years old

Employees: 11 Full time | 4 part time

Contact: Richard Black  
General Manager  
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(03) 9397 1277

# ABOUT THE CLUB

## CORE BUSINESS ACTIVITIES

- Provide a safe, friendly sailing and social environment for our culturally diverse Members, their families and the community
- Manage and deliver year-round, safe and fair yacht racing
- Offer recreational sailing for the less competitive members
- Provide social facilities and office services year round
- Deliver learn-to-sail programs to junior members, local community groups and schools
- Provide industry standard boat maintenance, berthing and slipping services to boat owners (Members and public)



# WHY US?

## UNIQUE POSITION

- Just 13km away from Melbourne CBD
- Over 90,000 people reside in Hobsons Bay. Public transport on our doorstep
- Potential to grow our Club due to rapid residential growth and close to western business growth corridor
- Off-street parking
- Stunning location and CBD views
- Next door to Seaworks Maritime Museum, Hobsons Bay's second biggest tourism attraction, currently undergoing a \$3m redevelopment
- As a sponsor you will have priority access to our facilities and access our 1000+ Members

## GREAT FACILITIES

- Well facilitated boat yard with travel lift and cranes
- Hard stand space
- Marina berthing with a 3.4m draft
- Meeting room spaces up to 20 pax
- Conference room facilities up to 120 pax
- Conference and event catering
- Stunning CBD and sea views overlooking the lawn
- Fully licensed bar and restaurant
- Outdoor BBQ facilities
- Nationally accredited Sail Training Centre



# HISTORY OF SUCCESS

## KEY MILESTONES

2009 Flying Fifteen World Championships – over 100 boats competed  
 2010 Tall Ships International Festival  
 2015 Para World Sailing Championships – 180 boats from 31 countries  
 2015 Sailing World Cup  
 2016 Yachting Victoria's Yacht Club of the Year  
 2018 Volvo Ocean race VIP Guest Lunch and Sailing Event  
 2020 Musto Optimist Australian and Open Championship  
 2021 Victorian Youth Championship  
 2021 Sail Melbourne  
 2021 Optimist Stage Championship  
 2022 International Cadet Class National Championship  
 2022 International Cadet Class World Championship  
 2022 Victorian Youth Championship  
 2024 International Cadet Class State Championship  
 2024 Adams 10 State Championship  
 2025 Adams 10 Stage Championship  
 2025 International Cadet Class State Championship  
 2026 International Cadet Class State Championship



## THE FUTURE

2026 Lipton Cup Regatta



# YOUR OPPORTUNITIES

## MEMBER ACCESS

- You can market to 900+ Members
- 50+ youth - 7 to 18 years
- 50+ young adult - 18 to 35 years
- 140+ adult - 35 to 50 years
- 660+ Over 50 years

## MARKETING

- Email newsletter - 2200+ subscribers
- Events - Attendance, promotional stand and speaking opportunities RYCV
- Social Media - Promote and share to 3000+ Facebook and 2000+ Instagram followers
- Signage - Display your brand/message in the yard, marina and notice boards
- Website - Platform to display your articles, campaigns and logo with referral to your website
- The Club's Yearbook - Digital version. 1000+ circulation to Members, partners, sponsors and international clubs
- RYCV dedicated staff to look after your sponsorship contract

## EVENT SPONSORSHIP (Tailored to business)

- Lipton Cup (over 150 boats from around the bay) – 2 day event in November
- Weekly racing – over 100 boats compete each week year round
- Junior sailing team – we are producing national winners! Social events - Melbourne Cup, trivia and movie nights
- Presentation Nights - senior and junior events
- Volunteer appreciation events
- New Members Nights (Quarterly)



# SPONSORSHIP PACKAGES

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Our packages are designed for a 12 month period

## MIX N MATCH

We're happy to tailor a package to suit your budget, time frame and purpose.

## PLATINUM - EXCLUSIVITY (\$5,000)

- Branding on all race documents
- Full page advert in the Royals Yearbook
- Live links on the RYCV website
- 4 tickets to Club functions
- 4 unlimited sailing passes (great for your employees/clients)
- Unlimited advertisements in the weekly email newsletter
- 4 dedicated emails to our subscribers
- 4 adverts on the official RYCV Facebook page
- 4 permanent banners on the Club grounds.
- 4 flags on the marina or yard
- 2 mailing inserts per year
- Ongoing sponsorship support from the RYCV office

## GOLD (\$3,000)

- Full page advert in the Royals Yearbook
- Live links on the RYCV website
- 3 tickets to Club events
- 2 unlimited sailing day passes to take part in Club races
- 5 adverts in the weekly email newsletter
- 2 exclusive email to our subscribers
- 2 adverts on the official RYCV Facebook page
- 2 permanent banners on the Club grounds
- 1 flag on the marina or as agreed
- 1 mailing insert per year
- Ongoing support from the RYCV office

# SPONSORSHIP PACKAGES

## SILVER (\$1,500)

- Half page advert in the Royals Yearbook
- Live links on RYCV website
- 8 sailing day passes to take part in Club races
- 3 adverts in the weekly email newsletter
- 1 advert on the official RYCV Facebook page
- 1 permanent signage banner on the Club grounds
- 1 flag on the marina or as agreed
- Ongoing support from the RYCV office

## BRONZE (\$700)

- Quarter page advert in the Royals Yearbook
- Live links on RYCV website
- 4 sailing day passes to take part in Club races
- 1 advert in the weekly email newsletter
- 1 permanent banner on the Club grounds
- Ongoing support from the RYCV office

## YARD SIGNAGE (\$660 Inc. GST)

- Dedicated permanent yard signage
- Ongoing support from the RYCV office

### To discuss further please contact:

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General Manager

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