

Bulletin #7
January 26, 2009

As January comes to a close, we are experiencing freezing weather here in Newport, some of the coldest we have had for many years with lots of snow, but we are still focused on the New York YC Invitational Cup® that will start this September. This will be the most exciting event that has happened among amateur sailors in many years and the planning is extensive.

Public Relations

Beginning in February, we plan on executing our communication plan for the event with monthly press releases, which will build in frequency as we get closer to the event. We have retained the services of domestic and international public relations companies and would like to get your input and assistance on how we can leverage media relations in your market. Your media contacts will be very important to help build the exposure of this event and provide publicity for your team, and we would appreciate your providing a list of media contacts, local and national, on the attached form that should be included in all of our press releases.

Sponsorship

We have current sponsorship commitments from Rolex, Sperry and Swan and understand that you may be actively pursuing sponsors in support of your entry. We would like to assist you in your sponsorship efforts by offering your potential sponsors the opportunity to become an event sponsor as well as your individual sponsor. By offering a larger sponsorship opportunity we are confident it will assist you in your efforts.

My support team is expanding and I imagine that the anticipation is growing within every club, and now we need more specific information from each of you. Please send the following:

- (1) How many people will be attending from your Club? Include crew members and supporters. I recognize that this may not be final information.
- (2) Background information on your Club to distribute to media contacts so that they can create stories about the clubs participating in the event, as well as to include in our event program.
- (3) The names of any individual member of your Club, particularly those who will be participating as part of your team, who may be recognized for significant sailing achievements.

The sponsors need this comprehensive information to help us spread the word of the first international amateur sailing competition of this caliber. Please gather the information requested and get it back to me as quickly as you can. The excitement is building and I am thrilled that you are part of it.

My best wishes,



John M Mendez
Event Chairman
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Sent on behalf of Mr. Mendez by: