



# ADVERTISING OPPORTUNITIES 2020

Advertise to a focused AB market  
at the biggest sailing event in the world.



Cowes Week is one of the most successful sporting events in the UK and a key part of the British sporting calendar.

The regatta attracts a substantial percentage of the total yachting population of the UK, with around 8000 participating sailors and the owners of one in 60 of all UK owned yachts taking part.

Cowes Week is a sailing festival that includes the whole town and offers advertisers multiple opportunities to communicate with a highly specific sailing audience, along with a further 100,000+ family-focused visitors that come to the town to enjoy the atmosphere, take part in on-shore activities and to spectate.

The next regatta runs from 8th-15th August 2020, with sailors and their families often in Cowes for 10 or more days.

Our sailing audience ranges from teenagers to the over 80s, with a principally A/B income segmentation. The event enjoys a 75% - 25% male-female ratio, with female participation rates increasing rapidly. Shoreside it attracts a wider demographic of affluent families during the day and a younger festival-type crowd in the evenings.

# DEMOGRAPHICS



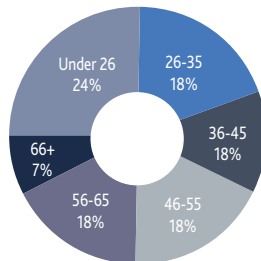
## SAILORS

In the UK, 600,000 people sailed on yachts last year; 5% of those who raced yachts anywhere in the UK sailed at Cowes Week. Cowes Week attracts a substantial proportion of the others as spectators.

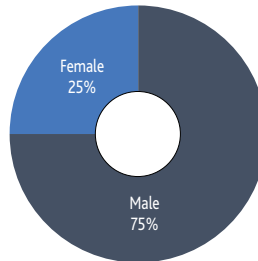
**8000**  
Sailors

**850**  
Owners

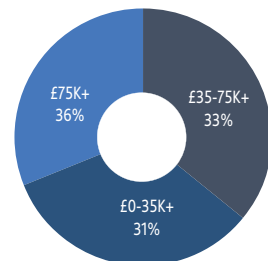
Participants by Age



Participants by Sex



Participants by Income



**30%**  
Company Directors

**18%**  
Business Owners

**36%**  
Incomes over 75K

## SHORESIDE VISITORS

**+100,000**

Shoreside visitors at the Event

- + 44,000** arriving by ferry on foot in Cowes
- + 81,000** arriving by ferry in a vehicle in East Cowes
- ~ 60,000** from other holiday access across the Island

## RACE OFFICERS

**160**

Race Officers and Support Team  
Predominantly active over 50s  
Affluent pensioners, income > £50K



# COWES TV & COWES RADIO

## COWES TV

Cowes TV is broadcast online and throughout all our regatta venues on the Musto Big Screens. Big Screen advertising is perfect for those wanting to target either the sailing market or high income individuals.

The screens show live coverage of the action from the start lines - including live feeds from our onboard Rib cameras and Drone - and are the first place that sailors go to find out their results. They offer prime advertising space for those wanting to target sailors on site and around the world (through online streaming).

Our Big Screens are a key feature in the official venues at Cowes Yacht Haven and on Cowes Parade. Satellite screens are also located at the Regatta Centre and in Cowes yacht clubs - Royal Yacht Squadron, Island Sailing Club, RORC, Royal London Yacht Club, Cowes Corinthian Yacht Club, and we are extending our reach to pubs in Hamble, Lymington and other locations in the Solent area.



## COWES RADIO

Cowes Radio 87.7fm is the event's dedicated pop-up radio station, which has been providing non-stop 24hr information and entertainment for all participants and visitors to Cowes Week since the 1980's. It is the primary information source for sailors before and during racing and is broadcast on FM, streamed online and transmitted to loudspeakers on The Green and The Parade.

Listeners away from Cowes number over 100,000, and reach audiences in Europe, Canada, Australia, New Zealand - our Facebook live audience is regularly over 200,000.



# ADVERTISING RATE CARD



NAMING OPPORTUNITIES		
CowesTV Drone Sponsor YOUR NAME DroneCam graphic on all live drone footage shown on Cowes TV		£8,000
CowesTV RibCam Sponsor YOUR NAME RibCam graphic on all live ribcam footage shown on Cowes TV		£5,000
Weather Sponsor "The weather bought to you by YOUR NAME" bumper on hourly Cowes TV and Cowes Radio weather segments, plus logo on all printed, online and in-app forecasts.		£12,000
Big Screen Results Sponsor "Big Screen Results bought to you by YOUR NAME" bumper after each results segment on Cowes TV, plus permanent on-screen logo when results are shown (approximately 6 hours each day)		£8,000
Race Chart Sponsor Distributed free to all boats and used extensively throughout the week onboard		£3,000
COWES TV AND RADIO ADVERTISING		LIMITED AVAILABILITY DISCOUNTS!
TV ads are shown on the Big Screens and in sailing bars in Cowes and on the mainland. Radio ads are broadcast on FM, online and to loudspeakers on The Parade and The Green.		
10 second TV advert (one an hour, 24 hrs a day)		<del>£880</del> £395
20 second TV advert (one an hour, 24 hrs a day)		<del>£1700</del> £695
30 second TV advert (one an hour, 24 hrs a day)		<del>£2500</del> £995
30 second radio advert (one an hour, 24 hrs a day)		<del>£2500</del> £995
PRINT MEDIA		
Official Programme Full Page Advert	Distributed in Skipper Packs for each boat and freely distributed to Spectators	£2,000
Skipper pack Inserts	Distributed in Skipper Packs for each boat	£750 to £1,500 depending on insert
FLAGPOLES, BANNERS AND HANDRAILS		
Flagpole rental	Trinity Landing, Cowes Parade, other	£400 to £550 depending on location
Banner (above street)	High Street	£350 to £450 depending on size and location
Handrail banners	Trinity Landing, Town Quay (by Red Jet), Shepards Marina	£200+