



Dear Master Mariners Enthusiasts,

The Master Mariners Benevolent Association was founded in 1867 and re-established in 1965 to promote preservation and stewardship of well-designed, well-maintained traditional wooden sailing craft. We look forward to you returning or joining us as a valued sponsor of one of the oldest organizations of its kind.

Your sponsorship is valuable beyond estimation and is vital to the continued success of our organization. Sponsorship is what enables us to put on this Classic Yacht Regatta. Your contribution will also be used to promote the preservation of classic sailing vessels, with scholarships, grants and matching funds to individuals and organizations who are keeping our honored traditions alive. Recent recipients include Wooden Boats for Veterans, the Matthew Turner Educational Tallship as well as passage making scholarships aboard the schooner Seaward.

This year, our sponsor's luncheon will be held at the St. Francis Yacht Club on Friday, May 19th at 11:30am. The luncheon is a time for us to give thanks to our sponsors, share in the history of our organization and the vessels and simply all be together. At the luncheon, sponsors will present their company's flag to the skipper of the yacht on which the flag will fly during the regatta, at the Awards Ceremony and again on the day of the Wooden Boat Show at the Corinthian Yacht Club in Tiburon. Sponsors also receive two tickets to the Wooden Boat Show hosted by and benefiting our 501(c)3 Master Mariners Benevolent Foundation (MMBF). As always, if you do not have a specific vessel in mind to sponsor, or if you would like to sail aboard said vessel in the regatta, please inform us and allow us to pair you in advance of the luncheon.

We are also pleased to announce the Master Mariners Regatta will start on Saturday, May 27th at 12:00pm in front of the St. Francis Yacht Club. Following the regatta, you are invited to join the awards ceremony, dinner and live music at the Encinal Yacht Club in Alameda.

Please complete the attached reservation form and return it with a check payable to MMBA by May 6th. Please also submit any digital or proof images for inclusion in our website and newsletter. Thank you again for your support. If you have any questions, please don't hesitate to reach out.

Sincerely,

Liz Diaz
Sponsorship Co-Chair
415-730-2842

Hans List
Sponsorship Co-Chair
415-729-6043

**2023
REGATTA
SPONSORSHIP**



The Master Mariners Benevolent Association

A non-profit organization based in San Francisco fostering participation in the preservation of traditionally designed, properly constructed, and well maintained classic sailing craft.

Established 1867 sfmastermariners.org

SINCE 1867

JOIN US

2023 REGATTA SPONSORSHIP OPPORTUNITY



sponsorship@
sfmastermariners.com

The Master Mariners is dedicated to fostering participation in, and the preservation of traditional sailing craft and the maritime traditions, skills and trades that keep them alive on San Francisco Bay.

As a Regatta Sponsor, you are joining a tradition which goes back to 1867 and the original Boatmen's Protective Association of San Francisco, later named the Master Mariners Benevolent Association.

Your Sponsorship of the Master Mariners Regatta will make a significant contribution to continuing one of the longest running regattas in North America. Combined with the charitable giving of the Master Mariners sister organization, the **Master Mariners Benevolent Foundation**, your Sponsorship also supports a variety of initiatives to preserve and foster the interest, skills, trades and organizations that keep maritime traditions alive and well for the benefit of the public and our youth.

Sponsorship brings brand exposure in the form of your "House Flag" and Sponsor's roll call during the Sponsors Lunch at the St. Francis Yacht Club, on board a racing vessel that will fly your House Flag during the regatta, at the Awards Banquet after the Regatta, during the Annual Meeting and Wooden Boat Show in June at the Corinthian Yacht Club, and on the Master Mariners Website.

Funded initiatives over the years include:

The Master Mariners Regatta – one of the oldest Regattas in the United States, started in 1867 and re-established in 1965.

Youth Scholarships for callofthesea.org voyages aboard the schooner Seaward, and educational sailing programs aboard the tall ship Matthew Turner.

The Wooden Boats for Veterans organization.

The Arques Boat Building School scholarships for tool purchases, and in support of the Dolphin project.

The Master Mariners Wooden Boat Show – the longest running classic boat show on the west coast open to the public.

IMPORTANT DATES

May 6, 2023 Sponsor Fees Due

May 19, 2023 (Friday)

Sponsors' Luncheon:
St. Francis Yacht Club, San Francisco

May 27, 2023 (Saturday)

Master Mariners Regatta:
City Front Start / Treasure Island Finish
Trophy Ceremony & Party
Encinal Yacht Club, Alameda

June 17, 2023 (Saturday)

Master Mariners Annual Meeting & Party,
Corinthian Yacht Club, Tiburon

June 18, 2023 (Sunday)

Wooden Boat Show,
Corinthian Yacht Club, Tiburon

The Master Mariners Benevolent Association



2023 REGATTA SPONSORSHIP RESERVATION

SPONSORSHIP LEVELS

- After Guard \$2,000 or more Master \$1,000 Mate \$500
 Deck \$350 Bosun \$200
 In kind donations : please contact sponsorship Co-Chair

Sponsorship Amount: \$ _____ Additional Donations: \$ _____

Additional Luncheon: # _____ x \$60 = \$ _____ **Total: \$ _____**

Make checks payable to: **MMBA**

Or Online: sfmastermariners.org/regatta-sponsorship

MAIL TO:

Sponsorship Chair C/O MMBA
PO Box 70640
Richmond, CA 94807
Email: sponsorship@sfmastermariners.com

WILL YOU ATTEND

Please Check as Applicable

- Sponsors' Luncheon
 Regatta Crew (Placement Dependant)
 Membership Party
 MMBA Boat Show

sponsorship@sfmastermariners.com
DUE, MAY 6

2023 Sponsorship Co-Chairs:

Liz Diaz
(415) 730- 2842

Hans List
(415) 729-6043

Email: sponsorship@sfmastermariners.com

**Reminders: Skippers
and Sponsors'
Luncheon at the St.
Francis Yacht Club.
May 19, 2023, 11:30am**

**The Master Mariners
Regatta - May 27, 2023
followed by dinner,
awards & party held at
Encinal Yacht Club,
Alameda.**

JOIN US
SENIOR

2023 REGATTA SPONSORSHIP

Please complete this form and return by May 6, 2023 to receive full benefits and exposure. Or go online to: <https://www.sfmastermariners.org/regatta-sponsorship>

Sponsor: _____
Years in Business: _____ Years as Sponsor: _____
Representative: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Website: _____ Phone: _____
Email: _____
Yacht chosen to sponsor: _____



sponsorship@
sfmastermariners.com
DUE, MAY 6

**The Master
Mariners
Benevolent
Association**

JOIN US

Do you have a house flag to display during the race? Y/N

If yes, do you need assistance in tracking down your flag from last year? Y/N

If no, do you want a copy of the Sponsor's Flag Guide? Y/N

Will you or a representative be presenting your flag at the Sponsors' Luncheon? Y/N

If not, **PLEASE DELIVER THE FLAG TO THE SPONSORSHIP CO-CHAIRS NO LATER THAN MAY 12, 2023.**

Please email or enclose your logo or similar art work for recognition in our newsletter and website. Write a brief description of your business' products/services:

“

_____”

REMINDERS

Deck, Mate, Master & Afterguard level sponsors receive two complimentary lunches.

Bosun Sponsors receive one complimentary lunch. Please add \$60 for each additional guest you plan to bring.

MMBA Boatshow and Membership Party at the Corinthian Yacht Club **June, 17 & 18 2023.**

Master Mariners Benevolent Association Regatta Sponsor's Guide to House Flag Preparation

Sponsor:

2023

If you are sponsoring the MMBA regatta and do not yet have a house flag, this guide should help get you started. Your sponsorship funds help further participation and preservation of classic sailing yachts and are greatly appreciated.

In addition to the goodwill you receive from our membership, you also get a great advertising opportunity with your flag. Since each flag is a custom work, the effort you take in creating a wonderful flag will help you get the most for your sponsorship dollar. A large, well designed flag that lets your name be known pays dividends. A good flag will last many years, so I urge you to do it right. This guide should help you get the job done.

Flags are an age-old maritime tradition and a key part of our organization's roots when companies sponsored the old San Francisco Bay Schooners at our annual Regatta. They'd fly their flags then, and we continue the tradition today.

Your flag will be first viewed when your representative presents it to the skipper of the sponsored boat at the annual Sponsors' Luncheon. Each flag is shown in turn to the audience of about 150 or more. A great looking flag will help you get recognition right from the start!

Just for clarification, sponsorship funds go toward the MMBA organization proper and not the sponsored yacht. However, your flag will fly from a selected yacht, nonetheless. The presentation of your flag to the skipper is a ceremonial event and a great time to show off your flag. This is a good time to arrange for the return of your flag with the skipper when you meet at the Sponsors' Luncheon.

The first task is to determine your flag design and size. Sponsor flags come in sizes ranging from about 18"x 24" on the small side to 36"x 60" at largest. Flags larger than that may interfere with the operation of all but the largest vessels. Proportions may vary as needed. The flags we recommend are the cut and stitched type (both sides finished of course). These are generally made of a UV protected heavy nylon background in whatever color or colors needed and text and graphics are cut out of other fabric and finally glued and stitched on.

A word from experience: Keep your design simple, clean and straightforward so it looks nice up-close and is legible at a distance. Consider that it will be flying from a yacht out on the water. One year a certain unnamed bank made a fancy stagecoach on their flag, it looked great up-close, but couldn't be seen on the water. The following year they came back with the two large

words in their signature colors, burnt orange and gold, and it was more effective. Also, the cost of your flag will increase as you make it more complicated. Although not recommended, if your design has a lot of text or complex artwork and multiple colors, you may have to go with the silk-screen process. Silk-screening can handle more complexity but often these flags come out looking cheap and they certainly don't hold up like a proper cut and stitched flag.

Sponsors may need look no further than their favorite sail maker to get a flag made at perhaps bargain rates. For a full-service flag maker, you can look to Prestige Flag in San Diego. They have done a fantastic job for the MMBA and its membership for many years. Mention that you are a Master Mariners sponsor when you call. The MMBA is not affiliated with Prestige Flag. There are no doubt other good flag makers out there.

Prestige Flag
www.prestigeflag.com
1-619-497-2220
591 Camino De La Reina, Suite 917
San Diego, CA 92108

Prestige gets busy in the spring, so try to give them several weeks for production. The biggest slowdown is getting the artwork in and approved. If you get your flag made in early April, you are assured you will have your flag in hand for the Skippers' and Sponsors' Luncheon at the St. Francis Yacht Club on May 19th, 2023 at 11:30 am.