



# Bathtub Races Sponsorship Proposal

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# The Berlin Bathtub Races

June 9th, Main Street Berlin

Last year saw an incredible change in the Bathtub Races. What was once a spectacle more akin to a one-night-only stage play has moved to the big screen! Well, at least the small screen anyways. Our partners at Draper Media have committed wholeheartedly to our goofball celebration and we couldn't be happier. The Chamber of Commerce wants to make the most of that relationship and yours this June.

This is an opportunity for your organization to connect with the community and the people who support their business because the Berlin Chamber of Commerce is committed to:

## **Constantly improving the event**

After thirty years, the Races still need a little grease and a LOT of effort to come off without a hitch. Most of our efforts in improvement are streamlining and promotion. Those zones allow us to make sure that all of our sponsors and our racers get their hard-earned five minutes of fame.

## **Improving sponsor visibility**

This comes down to having a good plan and a knack for efficiency. Working closely with long-time allies, we're dialing in our efforts during live MC announcements, our signage and camera placement and online promotions. The races are a tight two hour event, and every second will count to all of us!

## **Laying the foundation for a more robust business community**

As we saw during our Spring Celebration, our focus on family friendly events has been under utilized. Drawing in families in a post covid and remote-working America means ensuring that our local businesses will struggle less with seasonality and see what we hope will become a steady trend of growth in a younger demographic.

# Our attendees

The Berlin Bathtub Races intentionally attract a diverse, inclusive (and sometimes kinda weird) audience. And its those weirdos that represent a significant cross-section of your business' real and potential clients. Families line the streets, children hula-hoop for Ice Cream Cones and the most dedicated among us charge down Main Street at ludicrous speed. And all the rest of Delmarva looks on. They see it on their phones, they hear about it on the radio and for the second year in a row they'll watch it live on Delmarva Sports Network.

In Berlin, event sponsorship is a great way to engage and introduce yourself, not just as a business, but as the same kind of goofballs who serve our community and call it home.

# The Event

Different people, places and cultures throughout history are defined not just by how they walk or talk, but by the traditions that make them distinct. The races are what happens when just having a good time with friends is so intrinsic to the culture in Berlin that the decades-old tradition becomes an institution.

We're especially excited that this will be the second year that Berlin's coolest institution is on the small screen, sharing our good times -and those who celebrate them with us- with the wider world. There's a lot to look forward to this year, we're sure of it. But we're also sure that a nod to our roots is 100% in order.

That being said, in Honor of the late Mr. Jesse Turner, the founder of our Bathtub Races, this year we will be renaming it's principal winner-takes-all award **the Turner Cup**.

# Sponsorship Packages

These sponsorship packages are available in a limited quantity

<b>Golden Goose</b> 2 @ \$1000	<b>Silver Swan</b> 6 @ \$500	<b>Bronze Bufflehead</b> \$50 / \$125
1 Bathtub Racer Entry		
2 dedicated Finals heat sponsorships and call-outs by our MC	2 dedicated heat sponsorships* and call-outs by our MC	
24" x 48" signage at the backstop	24" x 48" signage at the backstop	
4 x Event Tees	2 x Event Tees	
18" x 24" sign along the course	18" x 24" sign along the course	18" x 24" or 24" x 48" sign along the course

\*heat sponsorships are based on a 16 team bracket and determined by drawn lot

## Special Considerations for 2022 Sponsors

While acknowledging the significant increase in both demand and value of the The upper tier sponsorship packages, the Chamber of Commerce would like to express its gratitude to previous years' sponsors by offering them their same tier of support at a reduced rate. 2022 Golden Goose sponsors may renew their support at a rate of \$600. 2022 Silver Swan sponsors may renew their support at a rate of \$300.