Sponsorship Packages 2025

Where we are proud to offer a range of sponsorship packages that cater to any budget



THE ROYAL YACHT CLUB OF TASMANIA

The Royal Yacht Club of Tasmania is a true testament to the strength of passion and perseverance.

Our rich history began in 1859 as the Tasmanian Yacht Club and despite early challenges, the club was revived in 1874 as the Derwent Sailing Club.

Over the years, the club went through several name changes until finally being granted a Royal Warrant in 1908 - a true mark of its excellence and prestige.

Through all the changes and challenges, The Royal Yacht Club of Tasmania remained steadfast in its dedication to promoting and encouraging yachting in Tasmania. Today, the club is one of the major sporting clubs in Australia, with a proud tradition of competitiveness on the water and a reputation for warm hospitality to all visitors. Its magnificent waterfront club-house and excellent facilities for yachts and crews make it a destination that no yachting enthusiast should miss. The club's journey to its current location on Marieville Esplanade is a true triumph, and it serves as a shining example of what can be achieved through passion, perseverance and unwavering dedication.



Welcome Aboard

Welcome to The Royal Yacht Club of Tasmania (RYCT) - Tasmania's premier sailing institution and the official finishing partner of the Rolex Sydney Hobart Yacht Race.

We are proud to offer a range of tailored sponsorship packages designed to suit a wide variety of business objectives and budgets. Whether you're looking to build brand visibility, engage with Tasmania's marine and lifestyle community, or support the development of sailing in the region, we invite you to partner with us.

Why Partner with the RYCT?

- Unrivalled Brand Exposure as the host club for the finish of the Rolex Sydney Hobart Yacht Race, attracting global media attention.
- A loyal, and engaged Membership of over 1,600 members, plus more than 200,000+ annual visitors.
- Access to Tasmania's most prestigious sailing events, a historic clubhouse and a passionate sailing community.
- Opportunities for exclusive event access, signage, digital promotion, and direct engagement with guests, crew and sponsors.



Let's Set Sail Together

Whether you're looking to elevate your brand, expand into new markets, or simply support the sport of sailing in Tasmania, RYCT offers a dynamic platform to achieve your goals. As the finishing partner of the Rolex Sydney Hobart Yacht Race, we are proud to carry Tasmania's reputation on the world stage - and invite you to be a part of this story.

Contact us today to begin your sponsorship journey

Sponsorship Tiers

We offer four core sponsorship tiers, and specialised opportunities each with tailored benefits to maximize your brand's exposure and engagement.

- Platinum Sponsorship - $30,000+
- Gold Sponsorship - $20,000+
- Silver Sponsorship - $10,000+
- Bronze Sponsorship - $5,000+

Specialised Sponsorship Opportunities

Elliott 6 Sailing Boat Sponsorship - $250 per boat/month or $3,300 annually (inc. GST).

Support grassroots sailing by sponsoring one of six Elliott 6 yachts used for match racing, training, and youth development.

Benefits include:

- Logo displayed on both sides of the stern of the boat.
- Year-round brand exposure during training, weekly racing, and public hire.
- Direct contribution to the maintenance and accessibility of this important fleet.

Wheelbarrow Sponsorship - $250 per cart/year

Your brand on high-visibility, practical asset used throughout the club and marina.

Benefits include:

- Signage on wheelbarrows seen daily by members, marina users, and event guests.
- Long-term brand visibility to discerning audience.
- Association with Tasmania's most historic and respected yacht club.

Custom Partnerships and In-Kind Contributions

We understand that every business has unique goals and resources. That's why we offer:

- Tailored sponsorship solutions aligned with your brand objectives.
- In-kind opportunities, such as services, equipment, or expertise.
- Event-specific sponsorships, product launches, and activations.
- CSR-aligned community programs supporting youth sailing education.

Platinum Package

Our premier sponsorship package for brands seeking the highest level of exposure and engagement

Benefits include:

- Naming rights for major RYCT-hosted race.
- Premium logo placement across signage, website and digital assets.
- Speaking opportunity at key events.
- VIP invitations to exclusive functions and club events.
- Honorary Club Membership.
- Product showcasing or brand activations at select events.

*full list sponsorship inclusions are listed on page 6.

Gold Package

Design for businesses looking to make a bold impact in the marine and lifestyle space



Benefits include:

- Naming rights for high-profile regattas or club events.
- Prominent logo placement on RYCT website, social media and newsletters.
- VIP access and invitations to events.

*full list sponsorship inclusions are listed on page 6.



Silver Package

An effective way to align with Tasmania's leading yachting institution

Benefits include:

- Race naming rights or co-sponsorship opportunities.
- Logo featured on website and in event materials.
- Complimentary venue hires for a private function.
- Invitation to sponsor recognition events.

*full list sponsorship inclusions are listed on page 6.

Bronze Package

Perfect for smaller businesses and emerging brands.

Benefits include:

- Logo placement on website and promotional materials.
- Invitations to sponsor recognition events.

*full list sponsorship inclusions are listed on page 6.



Package Inclusions

Benefit	Platinum	Gold	Silver	Bronze
Naming Rights	3x Major race event Twilight season events OTB juniors	2x Major race event Twilight season events OTB juniors	1x Major race event Twilight season events OTB juniors	Twilight season events
Logo & Website Link	Including partnership story	Including partnership story	Including partnership story	
Social Media Placement	Minimum 5 posts	Minimum 3 posts	Minimum 3 posts	Minimum 1 post
In The Wind Newsletter	Logo Advertising 12 Months	Logo Advertising 8 Months	Logo Advertising 6 Months	Logo Advertising 3 Months
Complimentary Room Hire	Unlimited	Unlimited	Unlimited	Limit of 3 occasions
Invitation to sail Opening of The Sailing Season	12 People	8 people	4 people	2 people
Display Signage	Business signage on premises 2.5mx4m			
Flags (supplied by business)	Displayed as agreed	Displayed as agreed	Displayed as agreed	Displayed as agreed
Banners & Bunting	Displayed as agreed	Displayed as agreed		
Prize Night Tickets	8 people	4 people	2 people	2 people
Product Displayed at Club	Displayed as agreed	Displayed as agreed	Displayed as agreed	
Honorary Membership	4 people	2 people	1 person	
Local Media Coverage	Where possible	Where possible	Where possible	Where possible
At Home	8 people	4 people	2 people	2 people
Trophy Branding	Where naming rights granted	Where naming rights granted	Where naming rights granted	Where naming rights granted



At The Royal Yacht of Tasmania, we understand that every business requires customised sponsorship opportunities that meet your specific needs and objectives. Our team will work with you to create a tailored package that aligns with your brand values and maximizes your exposure to our loyal and engaged audience.

In addition to traditional sponsorship packages, we also welcome in-kind contributions to the club. This could include anything from equipment or supplies to services and expertise. We are always looking for ways to improve our facilities and offerings, and in-kind contributions provide a great opportunity for business to support our club while promoting their brand.

We believe that partnerships should be mutually beneficial, and we strive to create long-term relationships that provide value for both parties. By partnering with us, you will not only gain access to our members and audience but also demonstrate your commitment to the sport of sailing and our local community.

In addition to the benefits outlined in our sponsorship packages, we can also offer custom opportunities such as event sponsorships, product showcases, and more. Our team is open to creative ideas and will work with you to develop a unique sponsorship opportunity that meets your specific needs.

At The Royal Yacht Club of Tasmania, we are passionate about sailing and committed to creating a community that supports the sport. By partnering with us, you will be able to align your brand with one of Australia's most prestigious yacht clubs and connect with loyal and engaged audiences. Let's work together on the many opportunities available and create a partnership that will set sail towards success.



Major races include the Bruny Island Race, and Maria Island Race. Twilight Series, Winter Series, and two Summer Series'. There are many other sailing events, races and coaching events held by RYCT.



For any sponsorship enquiries please contact the Club.

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