

# 2016 Promotional Opportunities at Junior Sailing Assn. of Long Island Sound Events

Event	Date/Time	Location	Audience (description and count)	Marketing Opportunity (donation or discounted price)
1. Spring meeting	June 6, 7pm	Larchmont YC	Junior program chairs and directors (85)	In-person networking and distribute marketing material or handouts into 42 club boxes.
2a. Head instructor workshop	June 16	Larchmont YC	Jr. program head instructors and directors (45)	Provide swag for each person, sponsored by one or two vendors.
2b. All instructor symposium	June 22	Larchmont YC	Jr. program head instructors, coaches, and directors (220)	Provide door prize items to be raffled during the day (about 25 - 30 total items among 8-12 vendors).
3. McIntyre Team Race Champs	July 13 - 16	SUNY Maritime	Teams of six junior sailors from 12 clubs, plus club coaches (84)	Provide cap, tee or other swag for each person.

In 2016, JSA of LIS has three types of ***promotional opportunities for sailing vendors***. We hope one or more of these ideas may fit your 2016 marketing plans to target almost 2300 junior sailors and parents on Long Island Sound, as well as their instructors and club junior program leaders.

**1. Spring Meeting Box Stuffers:** On June 6 the junior sailing program adult leaders from the 42 JSA clubs meet to get pre-season tips and pick up boxes stuffed with the annual JSA calendar, yearbook, information for summer regattas and reference materials from vendors, such as you, whose products and services target juniors and sailing programs. If you wish to send your flyers or brochures we need 85 copies in the JSA office by June 3). If you are in the area on the evening of June 6, you are very welcome to attend for informal networking.

**2. Instructor Meeting Swag:** a) The Head Instructor Workshop has 45 senior staff from the club junior programs. b) The All Instructor Symposium is attended by 220 instructors, coaches, directors and staff from the club junior programs. The instructors/coaches/directors at these meetings are typically aged 18-35. For these meetings we are seeking raffle/door-prize items (donated or available at a discounted price). We seek items from multiple vendors who want to get their names in front of this elite group of sailing coaches and program directors (gloves, shirts, caps, bags, jackets, knives, gift certificates, etc. have all been very appreciated as raffle items in past years). Perhaps you have some items that could be used regularly by instructors and be displayed as part of their favorite sailing gear when they attend JSA regattas this summer (need these in the JSA office by June 13).

**3. Team Race Clinic and Regatta Swag:** JSA runs a 3-day team-race clinic and championship at SUNY Maritime in mid July. Each of the 84 participants receives a tee shirt, cap, water bottle or other swag as a memento. Your logo may be placed on the item(s) to defray the costs.

**Would you like to participate in some of these programs? Please contact Bob Whittredge, 914-834-4202 or [info@JsaLis.org](mailto:info@JsaLis.org)**

[JSA office shipping address: JSA of LIS, 1 Woodbine Ave, Larchmont NY 10538]

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