

MarkSetBot Sponsorship Expectations

We are thrilled to have you using MarkSetBot and are happy to support your event and provide access to the future of setting courses for sailboat racing! And, while we are happy to help out, we have just a few expectations in terms of recognition of MSB as a sponsor! Reach out to doug.wake@marksetbot.com with questions!

Social Media

- MarkSetBot maintains an active social media presence and would like to connect with your club/regatta on Facebook and/or Instagram! Please reach out to doug.wake@marksetbot.com to coordinate posting or ask questions! If a regatta/host club is on social media, organizers should post once per every two days of scheduled sailing to their media platforms and should directly tag “Marksetbot” on Facebook and “@marksetbot” on Instagram. Our preferred hashtags are **#markofthefuture** and **#botterway**. MSB may repost your pictures with credit; this is great publicity for both parties!

Debriefs/Opening & Awards Ceremonies

- MarkSetBot should be mentioned and thanked at opening and closing ceremonies (or the Skipper’s/competitors meeting if there is no opening ceremony)
 - o In doing so, organizers should note how to be in touch with MarkSetBot with more questions
 - o Reference the business cards/informational sheet you’ve been provided with
- If there are post-race debriefs being held, MSB should be mentioned and giveaways should be coordinated (see next section)

Giveaways

- In certain circumstances, MSB will provide clubs with branded merchandise to be distributed to competitors. Examples of this may include: stickers, t-shirts, hats, buffs, belts
- If enough stickers are provided to give one to each team, do so with registration materials. If there are not enough stickers for each boat, hand them out as door prizes
- Other articles of clothing for giveaways are great to coordinate with debriefs or raffles. Ideas include giving away “SWAG” to people who ask questions at debriefs
 - o If you are provided with this sort of merchandise to give away, please thank MarkSetBot at the time of the giveaway

Displaying the Bot

- MSB receives its most inquiries and interest when displayed prominently around regatta parties
- After racing is done for the day, please bring the bot to a prominent location where people are hanging out. You will be provided with a number of business cards to set with the bot and a QR code linking to more information. These should all be readily available next to the bot. Please laminate/protect the QR or it won’t work

Logos

- You will have access to a folder with a number of versions of the MarkSetBot logo. Please include this in your regatta program or on sponsorship banners, if possible