



YOUNG EUROPEAN ENTREPRENEURS' REGATTA

Under management of
company In blue

SPONSORS' FILE



The logo features the letters 'Y', 'E', and 'E' in a bold, sans-serif font, separated by dots, all contained within a red rectangular border. Below this border, the word 'REGATTA' is written in a white, bold, sans-serif font on a red background. Underneath the red box, the text 'COMPANY IN BLUE' is written in a smaller, red, sans-serif font, and 'EDITION 2004' is written in a larger, red, sans-serif font.

Y • E • E
REGATTA
COMPANY IN BLUE
EDITION 2004

October 2003 has seen the realisation of the first edition of the **Y•E•E Regatta**. It was very successful, according to the number of yachts registered on very short notice and according to the enthusiastic participants.

This brings us closer to our goal: organizing a nautical event on a yearly basis but each year on different locations.

Driven by this first successful edition, we already prepared the programme and the budgets for the next edition. You will discover part of it in this file.

We nevertheless believe we can increase the quality of this event, without losing its specific atmosphere. We want to invite captivating speakers for our seminars, we want more intense team building activities, we want to offer better networking opportunities and finally, we will focus on improving the quality of the 'social events' like cocktails and parties.

This quality improvement will require the support of institutional and corporate partners.

Enclosed you will find basic information on this sportive business event of a new kind. We also like to explain how we could collaborate and inform you on what you can expect from it, and pointing out the results that your organisation could enjoy.

We strongly believe that your organisation, facing a business environment that still lacks enthusiasm, will be willing to seize the opportunities offered by this event.

We hope at least to have the chance to meet you and discuss any possible collaboration.

29th. December 2003

Emmanuel Baeten
and the YEE Regatta-team.



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1 Introduction

1.1 Who we are and what we do

Company in Blue was established in 1993 as a Sprl/Bvba.

Its core business is yacht charter brokerage. Having been engaged in corporate charters on a regular basis, Company in Blue also developed towards a second activity, being the organisation of meetings, incentives and events with a nautical character.

We continuously experience that sailing or cruising is an event in itself. Boarding a ship or a yacht is an exciting experience, and being at sea creates even stronger emotions. For these reasons, yacht charter and nautical events have increasingly been used as a means of communication towards (corporate) groups.

Communication agencies and individual companies of various sizes are relying on Company in Blue to organise nautical corporate events. These events range from sportive business meetings to luxurious incentive cruises, from original p-r actions to exclusive team building. Many of those events are set up in the frame of well known meetings (Cutty Sark Tall Ship's Races in Antwerp, Voiles de Saint-Tropez, or commercial fairs like MIDEM in Cannes, F1 Grand Prix de Monaco)

Company in Blue also organises independent events such as exclusive corporate regattas.

In combination with a full service travel agency, Company in Blue takes care of all the aspects involving the organisation of the event such as flights, transfers, hotels, catering, excursions, professional trainers, music bands, dj's, singers and entertainers.

The team of Company in Blue consists of Emmanuel Baeten, founder and managing director, and Evelien Baartmans, project manager. Larger projects are undertaken with free lance colleagues.

The original idea of the **Y.E.E Regatta** has been conceived by Company in Blue and remains under its full management.



1.2 The world of yachting and sailing competitions

The world of yachting became increasingly popular in the past 20 years. This is probably due to the democratisation of water sports on one hand, and the ever increasing media attention for sailing races.

International sailing competitions are becoming major social events, hitting the press throughout the world.

Some examples :

- The 100th. Anniversary of the Admiral's Cup (Isle of Wight)
- The 40th. Anniversary of the Louis Vuitton Cup, followed by the America's Cup (New Zealand)
- The Race, The Route du Rhum, Around Alone Race, ...

1.3 Evolution of Corporate sponsorship

For years manufacturers of 'luxury products' like champagne houses and watchmakers used their sponsorship as an essential marketing tool. More recently, manufacturers of 'mass consumption goods' also felt attracted by this world of racing and competition. With enhanced TV broadcast and the increasing high-tech profile of racing competition, very large corporate sponsors found their way to sponsorship of international races.

Some examples:

Long time sponsors from luxury sectors : Cordon Rouge, Mumm, Audemars Piguet, Rolex, Panarai, ...

Sponsors from mass consumption sector: Fujicolor, Olympus, GBR, Mount Gay Rum, ...

Sponsors from high tech sector: Oracle, Volvo, BMW, Daimler Benz, Prada, Belgacom, Toshiba, ...

Sponsorship also largely found its way to popular ***non-professional events***: the Heineken Regatta, the Prada Classic Cup, the Rolex Cup, UBS, Spa, Cutty Sark Tall Ship Races, ...

The reason for this, is that many persons are participating in the races themselves, even if they do not own a boat. Every yachtsman has at least once participated in a regatta. He or she can tell for hours about the excitement, the dedication, the team spirit and the sheer fun of such experience.

This brings us to the concept of the Fun Regatta.



2 Fun regatta

2.1 Description

Fun Regattas were first organized in the sixties, when sailing became popular. Some Regattas evolved into major events, like the Heineken Regatta (St Maarten, Caribbean), the ARC, Cowes Week, the Nioulargue (Voiles de St Tropez), Rolex Cup (Sardinia), King's Cup (Thailand), ..

Participants may be boat owners, groups of friends or colleagues forming teams of sailors and non sailors. The **benefits** are:

For the participating individuals:

- Encourage self development
- Develop leadership skills
- Build personal confidence

For the participating teams:

- Maximise performance of newly formed teams
- Build relationships between new teams
- Breakdown barriers between existing teams

For the participating companies:

- Associate their name to the world of sailing
- Adhere to the values of human adventure and sound competition
- Enhance leadership and teambuilding of their management and staff

2.2 It is our aim to create a new Fun Regatta

It is Company in Blue's aim to create a yearly Fun Regatta. But we want to add some new aspects, by focusing on young business people, offering them a full package with a dedicated programme. A minimum number of participating teams should be reached in order to guarantee a professional organisation and offering excellency in business relationship.



3 The YEE Regatta

3.1 Description

The idea is to offer an *'all inclusive' package* to (groups of) individuals and to companies. This 'all inclusive' package offers a 4 days sailing event based on a private regatta in Mediterranean waters.

The main ingredients of the package are : return flights from Brussels, all transfers, all insurances, a boat with all equipment, food and drinks, an optional skipper, organisation of the races (buoys, assistance motorboats, racing committee), all welcome drinks, parties with music bands, dinners and a prize-winning ceremony.

Each crew would consist of 6 passengers, excluding an optional skipper.

3.2 Location

Athens was the first location where this event took place.

The **gulf of Napoli** will be the next location.

Following reasons are to be taken in consideration for selecting locations:

- Well protected and beautiful sailing area
- Professional experience and support of local Yacht Club in race organisation
- Good relationship with a local yacht charter agency and availability of a sufficient number of similar sailing yachts
- Vicinity of international airport
- Minimum transfer time between airport and boarding place

3.3 Exclusivity

Our event is to remain limited to 15 yachts and 100 participants for each group.

3.4 Dates

In order to benefit from interesting air transport and yacht charter rates, and in order to avoid negative effects of high sailing season, a period in late October or early November is the best choice.

Dates for the 2nd. Edition in 2004 have been decided as:

1st group: 16th. To 20th. October 2004

2nd. Group: 20th. To 24th. October 2004.



3.5 Programme

A complete description of the (latest version of the) programme is enclosed (see Addendum 1)

3.6 Organisation

Company in Blue has teamed-up a pool of professionals for the organisation of the **Y•E•E Regatta**.

Mr. Emmanuel Baeten: founder and managing director, in charge of luxury yacht charter

Ms. Evelien Baartmans: project manager

Mrs. Safak Birkiye: in charge of groups and incentives

Mr. Benjamin Verheyen: trainee, experienced sailor, in charge of bareboat charter

Mr. Gérard Bermejo: independent agent, in charge of French speaking market.

The organisation of the YEE Regatta is to be shared between following persons and companies:

General coordination: Company in Blue

Promotion: Company in Blue and Virgin Express

Press Relations: Mrs. Catherine Braem, independent nautical journalist

Sales: Company in Blue

Travel organisation: Company in Blue

Flights: Virgin Express

Local services: Bombardieri Yacht Charter, Nettuno (I)

Yacht charter: Company in Blue and Bombardieri Yacht Charter

Racing committee: t.b.a.



3.7 Partnerships

From the beginning, it has been our goal to offer a very well organised event with much added-value for young and successful entrepreneurs.

For this reason it seemed necessary to open up the organisation to partners. One of the first partners with whom a relationship was established was the Brussels based airline Virgin Express. Some other partners joined us later: institutional, private companies and press.

As said earlier, we definitely want to increase the quality of the 2nd. edition, without losing its specific atmosphere (due to the limited number of participating yachts).

For this second edition we want to invite captivating speakers for our seminars, we want more intense team building activities, we want to offer better networking opportunities and finally, we will focus on improving the quality of the 'social events' like cocktails and parties.

This quality improvement will require more means. For this reason we will seek support of institutional and corporate partners in a well-considered way, following a clear strategy, and building long term relationships.

3.8 Budget

The first edition of the **Y•E•E Regatta** was a self-financed, non-profit event. Due to professionalizing both the organisation of the regatta and the 'business seminars and social events' we are heading towards more challenging budget issues.

A detailed budget has been prepared for the general organisation of the event. The budgets for 'business seminars and social events' are still being established and will remain flexible, as to accommodate our partners' wishes and expectations.

The 'all inclusive package' would be sold at a client's price of 900.- € + VAT per person.



3.9 Media Plan and press partnership

A lot of attention is being paid to relationship with press. This essential part of our marketing strategy is being enforced by a strict and ambitious media plan.

Objectives

Our goal is to gain attention of a broad business and yachting public through press attention in specialised media.

1. Before October 2004, we expect to have several articles in national and foreign press, announcing the Yee Regatta.
2. Once the YEE Regatta passed, from November on, we expect to have
 - 2 major articles and 5 smaller articles in Belgian press.
 - 1 major article in French and 1 major article in Dutch press.
3. Depending of coming negotiations, we are hoping for television broadcasti Contacts have been undertaken with Liberty TV, Jambers Filmfabriek and Kanaal Z. More contacts are eventually going to be taken with Sailing Channel (GB), Italian television and French television (Thalassa).

Instruments

1. **Press files** are to be issued on a regular basis. One has been issued to Belgian journalists in early November 2003. A second one is going to be issued at the end of February, to be linked with EMIF fair in Brussels Heyzel and eventually with the Belgian Boat show in Ghent.
2. A **press conference** is being planned on this occasion as well.
3. A very interesting **participation package** has been worked out for **journalists** willing to join the YEE Regatta. They register on a free basis, provided that they publish a major article within a period of 6 months.
4. Besides a partnership established with mediapartner Cxo (www.CXO-Europe.net), we are now considering another **media partnership** with Roularta Media Group, especially Trends/ Trends tendances.



4 Sponsorship

4.1 Sponsor research

We are seeking small, medium and large companies with a dynamic management interested in establishing a well balanced partnership in the long run.

Small companies

Young entrepreneurs making out the vast majority of our participants, we consider all of them as potential candidates for establishing partnerships. They might be interested in bench marketing, in product presentations, in bringing case-studies to discussion or they could just extend our common network with their own relations.

Medium and large companies

The Yee Regatta is a sailing race that induces values like high technology, competitive spirit and elegance. Those values are mainly carried out by businesses with high R&D content, working in a very competitive market and using marketing tools related to excellency, technical expertise, market leadership and pioneering design and trend. Only major players, both of medium or large scale, enhance those characteristics.

Dynamic management

Our partners will be people willing to communicate in an alternative way, in order to reach a select public with a dedicated message. Messages will be associated to concepts of dynamism, freedom, competition, exclusivity, life style, relaxing and nature.

We believe that the best results will be obtained by a companies whose management somehow gets involved in the organisation(s) they decide to support. We would be delighted if our main partner(s) would attend the seminars or invite a speaker or invite its management to race a yacht. We strongly believe that this interaction will only be to our mutual benefice.

Well balanced relationship

We make the choice to remain small and exclusive. We want our partners to be aware of this, together with other aspects of the event. We are open to discuss modifications to the programmes or new initiatives that our partners would like to see. We believe in flexible solutions and transparency, guaranteeing a well balanced relationship.



In the long run

The fact of choosing for a small and exclusive event instead of a public event, implies that the local impact of our partners' communication will be limited: only 100 participants per group will attend the seminars or will wear a t-shirt with a partner's logo.

But the global impact of this communication, through press, video and internet, should be even more powerful. The more exclusive it remains, the most interest it creates.

To enjoy more benefits out of any partnership, we would prefer to set up every sponsoring partnership on a two years basis.

The primary aims of Company in Blue will be to keep the sponsorship of each partner clear and transparent, and to ensure that the hierarchy of sponsorship is respected (Title, golden, silver, bronze and local sponsor partnership).



4.2 Marketing objectives

For our partner-sponsors:

- Gaining maximum visibility by promoting their company's products or services in association with high technology, competitive spirit and the elegance of sailing.
- This visibility can be obtained both locally, by reaching the participants to the Regatta, and globally, by reaching the sailors' and young entrepreneurs communities.
- To use the YEE Regatta as public relations opportunity towards their clients or employees. It is of course possible to build an event or a special programme such as a workshop, an incentive, a congresses and so on ...around the YEE regatta.
- To obtain an important media result by sponsoring a DISTINGUISHED SAILING event.

For Virgin Express:

- Associate Virgin Express to the world of yachting.
- Attract numerous business people, potential passengers of Virgin Express flights out of Brussels.
- Same campaign can serve for attracting business people from Barcelona, Copenhagen, Gothenburg and Stockholm.
- Demonstrate the possibility of connecting flights from other cities, first to Athens, now to Rome, through Barcelona, Brussels, Copenhagen, Gothenburg and Stockholm.

For Company in Blue:

- Develop charter business.
- Encourage (potential) customers to charter through Company in Blue for any company event or, for their family holiday.
- Attract media attention.



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4.3 Calendar of operations

November 2003: Fixing programme, destination, together with flights and yacht charter.

December 2003: Launching sales towards previous participants.

December 2003: Contacting potential partners.

January: 2004: starting promotion and sales towards new prospects.

February 2004: Setting up collaborations with partners and fixing seminars and presentations.

End of February: press conference
(to be linked with EMIF fair and eventually with the Belgian Boat show)

Late August: Closing subscription list, producing first passengers' list.

October 2004: Event taking place in Naples, Italy.

November 2004: Debriefing and development of similar project on new destination
(Palma in Balearics?).

December 2004: After-regatta party and launching third edition of the YEE Regatta.





4.4 Ways of Sponsoring

1. A button or a banner on the website of the YEE Regatta.

Your contribution:

- Button: 150 € + production costs (40*40 pixels)
- Banner: 500 € + production costs (max. 468*60 pixels – max. 14kb)

Our contribution:

- The website of the YEE Regatta is meant to be the central piece of the regatta's promotion and communication channel towards Belgian, French and Dutch nautical press, participants to the regatta and outsiders (mostly yachting people).
- The website of the YEE Regatta is going to be linked to several Belgian, French and Dutch nautical and yachting portals ; each of them enjoying thousands of hits per day (clubracer.be, sail4u.be, Varen.be, Nautique.nl, Zeilen.be, Zeilen.nl, Bateaux-online.fr, CXO-Europe.net). Still under discussion are some business links with Trends.be, Echo.net, Tijd.net.

2. Promotional clothing for staff and teams.

Various combinations are possible, going from caps, raincoats, t-shirts, polos, to a complete outfit. We can use your corporate colours or just keep the red colour of the event and add your logo.

Your contribution:

- Your company's logo on any piece of clothing of the participants: 800 €
- Your company's logo on any piece of clothing of the staff: 200 €
- Your company's color for any piece of clothing + your company's logo (staff and participants): 3.000 €

Our contribution:

- Production of the promotional clothing.
- Your company's colour and logo will be distributed to all participants. Consequently, they will appear on all pictures and videos, press releases and further promotional actions undertaken by organisers (trade fairs, website, brochures, posters ...). After the event, participants wear the casual and stylish promotional clothing that they will have received.
- Mention of your company's sponsorship, with logo and profile, in every communication (press releases, brochures, posters and website)

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3. Flags at the backstay of the yachts.

Long narrow flags have been especially designed to be fixed at the backstay of the yachts. In this way the flags are always visible – under every angle and under any wind circumstance - and provide a great unity of style for the fleet, both in the harbours and while sailing. It induces great visibility on pictures and video.

Your contribution:

- 2 x 15 permanent flags: 2.500 €

Our contribution:

- Production of the flags, placing, replacing if needed and removing flags after the regatta.
- Excellent visibility of your company's logo and colour on all pictures and videos.
- Mention of your company's sponsorship, with logo and short profile, in every communication (press releases, brochures, posters programmes and website).



4. Stickers on both sides of the boom of each yacht.

Especially designed stickers (or existing stickers) of your company are to be placed on both side of the boom of each yacht, providing visibility on each side of the yachts. Maximum visibility towards the participants (you continuously watch your sail while racing !).

Your contribution:

- 2 x 30 permanent stickers: 500 € + production costs (if needed)

Our contribution:

- Placing, replacing torn stickers and removing stickers after the regatta.
- Excellent visibility towards the participants
- Mention of your company's sponsorship, with logo and short profile, in every communication (press releases, brochures, posters, programmes and website).

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5. Stickers on both sides of the hull of each yacht.

Especially designed stickers (water resistant and paint friendly glue) of very large dimensions (minimum 120 cm x 40 cm) of your company are to be placed on both sides of the hull of each yacht. This provides dominant visibility and a great unity of style for the fleet. It induces great visibility on pictures and video.

Your contribution:

- 2 x 30 permanent stickers: 2.500 € + production costs (if needed)

Our contribution:

- Production of the stickers following the lay out of your company.
- Placing, replacing torn stickers and removing stickers after the regatta.
- Excellent visibility of your company's logo and colour on all pictures and videos.
- Mention of your company's sponsorship, with logo and short profile, in every communication (press releases, brochures, posters, programmes and website).

6. Physical or financial contribution to the organisation of seminars, cocktails and dinners.

At every regatta there are 4 business events planned: seminars, presentations or trainings. After every leg of the regatta there is a cocktail party and a dinner.

Your company may contribute both in a financial way or in a physical way (champagne, aperitive, food items, gifts, etc...) in the organisation of these events.

Your contribution (example):

- Sponsoring 1 cocktail evening : 500 €

Our Contribution :

- Hoist your company's flag (see picture).
- Announcement at the cocktail evening.
- Mention of your company's sponsorship, with logo and short profile, in every communication (press releases, brochures, posters, programmes and website).





7. Physical or financial contribution to the prize winning ceremonies.

After every leg of the regatta there is a prize winning ceremony following the cocktail party. When the last leg has been raced there are also over-all prizes granted. All together they are about 25 prizes per regatta.

Your company may contribute both in a financial way or in a physical way, providing the organisation with trophies, cups or other prizes. Prizes should be original, related to the presentations or trainings, or just distinguished or funny.

Your contribution :

- To be discussed

Our Contribution :

- Announcement at the Prize winning ceremony.
- Mention of your company's sponsorship in the programmes and on the website.

8. Organisation of a (series of) lecture(s), communication(s) or training(s).

Your company might be interested in communicating towards the participants of the regatta for a product presentation, for a bench mark, for promotion, etc... This should not necessarily occur during the regatta, but could be organised during the sales and promotion campaign before the regatta or it could be organised during the after-regatta meeting.

Your contribution:

- To be discussed

Our contribution :

- Introducing your company to a select group of young (and successful) entrepreneurs.
- Mention of your company's sponsorship, with logo and short profile, in every communication (press releases, brochures, posters, programmes and website).



9. Helping promote the Y•E•E Regatta

Your company might be in a position to help promote the YEE Regatta, by means of an advertisement campaign, combined marketing (e.g. associating a garment collection with the YEE Regatta), mailings, links on websites, email newsletters, etc...

We are open for every discussion, every exchange, every idea or every project.

All given ideas are flexible and can be combined in different ways. All given amounts are valid for the duration of 1 year and for all regatta's organised under the name Y•E•E Regatta (minimum 2 x 100 participants in 2004).



4.5 Title Sponsor

As the most important financial contributor to the programme of the **Y•E•E Regatta and seminars**, the title sponsor is invited to participate with Company in Blue in the development and marketing of the YEE Regatta.

There can be only one title sponsor. The Title Sponsorship package includes “ownership” of the YEE regatta. Your logo will be added to that of the entire Series, and it will always be referred to as the “Your Brand” Regatta or Cup. All media coverage will refer to the Series by this name.

Additional benefits for title sponsors include:

- Guaranteed exposure in the best Belgian and in a few European Business and yachting magazines
- High-profile ground branding at the Belgian race site and of the participants
- (Increasing) exposure through local and national TV broadcasting stations
- Company and representatives invited to all press conferences
- Branding on all YEE Regatta materials and merchandising
- Positioning of brand alongside the energy and power of high-performance sports
- An opportunity to present corporate aims to a global audience
- Web site links
- International exposure of your brand, due to the location of the Regatta that changes every year and due to the European character of the Regatta.
- Opportunities to use the events for consumer competitions and incentive trips
- Marketing presence and recognition
- Brand loyalty
- Interact with community and industry surrounding Company in Blue.

Your contribution: between 35.000 and 55.000 € depending of the detailed content of the campaign.



4.6 Some Sponsoring packages

GOLDEN – partnership	SILVER - partnership	BRONZE - partnership
- Every participant receives a raincoat in the main colour and with the logo of your company	- Every participant receives a polo of the main colour and with the logo of your company	- Your company logo appears on the back of the regatta polo
- a full page is dedicated to your company in the programme and on the website.	- half a page is dedicated to your company in the programme and on the website.	- a quarter of a page is dedicated to your company in the programme and on the website.
- A banner of your company appears on the website of the Yee Regatta. Dimension: 468*60 pixels	- A banner of your company appears on the website of the Yee Regatta. Dimension: 468*60 pixels	- A button of your company appears on the website of the Yee Regatta. Dimension: 40*60 pixels
- A huge sticker with your company's logo appears on both side of the hull of each yacht 60 x 120 cm	- Your company's flag is hoisted every day, before and after the regatta.	- A sticker of your company appears on both side of the boom of every yacht.
- Your company is mentioned as the sponsor of one of the after-sail cocktails. Valid for both groups (2 cocktails). A flag of your company is hoist in the place where the cocktail is offered.	- Your company is mentioned as the sponsor of one of the after-sail cocktails. Valid for only one group (1 cocktail). A flag of your company is hoist in the place where the cocktail is offered.	
- Your participation to the event is highly appreciated and therefore a discount of 10% on your teams participation fee is granted	- Your participation to the event is highly appreciated and therefore a discount of 10% on your teams participation fee is granted	- Your participation to the event is highly appreciated and therefore a discount of 10% on your teams participation fee is granted
- Your company's name is mentioned on one of the overall prices.	- Your company's name is mentioned on one of the leg prices.	- Your company's name is mentioned on one of the leg prices.
6 000 €	2 500 €	1 000 €



4.7 Local sponsorship

This programme is for local sponsors at each venue who wish to provide equipment or services to help support the event. It is a perfect opportunity for local companies, regardless of their size, to participate in this unique and exhilarating Series and is guaranteed to increase company exposure.

Local sponsors are regarded as companies that supply local products and services either free of charge or at cost price. The level of exposure guaranteed by Company in Blue will be proportional to the contribution value which each company supplies.



ADDENDUM 1

Programme and itinerary of the 2004 Edition

ADDENDUM 2

Memorandum of agreement for sponsor partnership



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1. PROGRAMME FIRST GROUP

Nettuno - Napels, 16th. – 24th. October 2004

Saturday, 16th. October

- 5.00 h Meeting at the airport in front of Virgin Express booth and check in.
- 7.00 h Flight from Brussels to Rome. Delivery of special breakfast and Regatta file.
- 09.15 h Arrival in Rome, pick-up luggage and transfer by coach to Nettuno.
- 10.15 h Arrival at the marina, dispatching of sailing yachts. Check-in and inventory of yachts
- 13.00 h Welcome drink at the Marina Club, provided by organizing team.
- 14.00 h Lunch served at the Marina Club, provided by organizing team.
- 15.00 h Completing provisioning and preparation.
- 17.30 h Time for meeting: Welcome, lecture and introduction by each participating company to the audience. Explanations on itinerary. Cocktail.
- 21.30 h Dinner.

Sunday, 17th. October *Nettuno – Isola di Ponza (33 Nautical miles).*

- 8.00 h Breakfast on board, provided by organising team.
- 10.00 h First departure of Regatta in front of Nettuno. Heading for Ponza.
- 13.00 h Lunch on board provided by organising team.
- 16.30 h First arrivals to island of Ponza.
- 18.30 h Latest arrivals to Ponza.
- 19.30 h Welcome drink and lecture.
- 20.30 h Cocktail party sponsored by
- 21.30 h Dinner.



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Monday, 18th. October

Ponza - Ventotene (21 Nautical miles).

- 9.00 h Breakfast on board provided by organising team.
- 10.00 h Meeting ashore.
- 12.00 h Departure of Regatta.
- 16.00 h First arrivals to island of Ventotene.
- 17.00 h Latest arrivals to Ventotene.
- 18.00 h Lecture.
- 19.00 h Cocktail party in local taverna, sponsored by
Alternatively rowing competition.
- 20.30 h Dinner in independent groups or teams, free choice of restaurant.

Tuesday, 19th. October

Ventotene - Ischia (22 Nautical miles),

- 8.00 h Breakfast on board, provided by organising team followed by briefing ashore.
- 10.00 h First departure of Regatta, heading for Ischia.
- 13.00 h Lunch on board, provided by organising team.
- 15.30 h First arrivals to island of Ischia.
- 16.30 h Latest arrivals to Ischia and sail together to Capri.
- 20.00 h Cocktail offered by COMPANY IN BLUE in local taverna.
- 21.00 h Prize winning ceremony, sponsored by ALFA ROMEO in local hotel.
- 22.00 h Walking dinner and dancing party.



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Wednesday, 20th. October

Sail together Ischiai - Castellamare(25 Nm).

- 7.00 h Breakfast on board, provided by organizing team.
- 8.00 h Sailing together to Castellamare.
- 12.00 h Arrival at Castellamare.
- 12.30 h Check out.
- 13.30 h Coach transfer for excursion to Pompei with pic nic lunch on the way.
- 16.15 h Transfer from Pompei to Rome Fiumicino.
- 18.45 h Check in at Virgin Express booth. Departure from Rome to Brussels.
- 20.40 h Take off
- 22.55 h Arrival in Brussels. End of operations for 1st. Group.



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2. PROGRAMME SECOND GROUP

Napels - Nettuno, 21th. – 24th. October 2004

Wednesday, 20th. October **Sail together** Castellamare–Capri (13,5 Nm).

- 5.00 h Meeting at the airport in front of Virgin Express booth and check in.
- 7.00 h Flight from Brussels to Rome. Delivery of special breakfast and Regatta file.
- 09.15 h Arrival in Rome, pick-up luggage and transfer by coach to Pompei for main group. Skippers'group going straight to Castellamare.
- 11.45 h Arrival of Skippers'group in Castellamare.
- 12.00 h Welcome drink and lunch for Skippers'group.
- 14.00 h Check-in and inventory of yachts, while yachts are still being cleaned and eventually small reparation works are going on.
- 16.00 h Arrival of main group, joining respective boats and unpacking.
- 16.30 h Departure of all yachts to Capri (no regatta, just sailing together and getting used to the boats).
- 19.30 h Arrival in Capri.
- 20.30 h Cocktail party in local taverna. Explanation on itinerary.
- 22.00 h Dinner in local restaurant. Get-to-know-each-other and fine-tuning of tactics.



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EDITION 2004

Thursday, 21th. October

Capri – Procida (22 Nautical miles).

Sailing together to Ischia (5 Nautical miles).

- 8.00 h Breakfast on board, provided by organising team.
- 10.00 h First departure of Regatta in front of Capri. Heading for Procida.
- 13.00 h Lunch on board provided by organising team.
- 15.00 h First arrivals to island of Procida.
- 16.00 h Latest arrivals to Procida and sailing together to Ischia.
- 19.00 h Arrival in Ischia. Mooring
- 20.00 h Cocktail party sponsored by
- 21.00 h Dinner in local restaurant.

Friday, 22th. October

Ischia - Ventotene(22 Nautical miles).

- 9.00 h Breakfast on board provided by organising team and time for visit to Ischia.
- 11.00 h Meeting ashore.
- 12.00 h Departure of Regatta.
- 17.00 h First arrivals to island of Ventotene.
- 18.00 h Latest arrivals to Ventotene.
- 19.00 h Lecture.
- 20.00 h Cocktail party in local taverna, sponsored by Prize winning ceremony.
- 21.30 h Dinner in independent groups or teams, dinner at own cost.



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Saturday, 23th. October *Ventotene - Ponza (21 Nautical miles).*

- 8.00 h Breakfast on board, provided by organising team.
- 10.00 h First departure of Regatta in front of Ventotene. Heading for Ponza.
- 13.00 h Lunch on board provided by organising team.
- 16.00 h First arrivals to island of Ponza.
- 17.30 h Latest arrivals to Ponza.
- 19.30 h Welcome drink and lecture.
- 20.30 h Cocktail party sponsored by Final Prize winning ceremony.
- 21.30 h Dinner followed by dancing party.

Sunday, 24th. October **Sail together** *Ponza - Nettuno (33 Nm).*

Early departure if weather makes it necessary.

- 8.00 h Breakfast on board, provided by organizing team.
- 9.00 h Sailing together to Nettuno marina.
- 15.00 h Arrival at Nettuno.
- 15.30 h Skippers' group starts check out. Main group has lunch at the Marina Club.
- 17.00 h Check out and packing finished.
- 17.30 h Transfer from Nettuno to Rome Fiumicino.
- 18.45 h Check in at Virgin Express booth. Departure from Rome to Brussels.
- 20.40 h Take off
- 22.55 h Arrival in Brussels. End of operations for 2nd. Group.



ADDENDUM 2

Memorandum of agreement for sponsor partnership



Memorandum of agreement for sponsor partnership

Between ... (partner)

And

Company in Blue
Rue Emile Bouilliotstraat 36, B – 1050 Brussels,

Related to following trade-off:

Contribution by the partner:

(21% VAT excluded)

Contribution by Company in Blue:

1. This trade-off is being established in view of the YEE Regatta edition 2004, taking place in Naples, Italy, from 16th. October to 24th. October 2004.

2. Payment terms / date of delivery:

3. Company in Blue agrees to deliver the ordered sponsor items (clothing, flags, printing work, ...) ready for service and agrees to allow demurrage pro rata to the partner for any non or partial execution, delay in delivery, or any event under Company in Blue's control that does not allow visibility as initially announced. Should it be impossible for Company in Blue to make proper delivery as stipulated through causes beyond its control such as acts of God including severe storm, mechanical breakdown, accident or sickness, strike, lock out, etc... then partial compensation will be granted to the partner by the next edition of the yearly event.



4. Cancellation

It is further agreed by the parties hereto that in case Company in Blue has to cancel the event, all the monies will be refund to the partner, pro rata to the time that this agreement has been valid and based on the planned dates of execution of this event.

Cancellation by Company in Blue within 1 month after signing this agreement : 100 % refund.

Cancellation by Company in Blue 3 months before the end date of event: 95 % refund.

Cancellation by Company in Blue 1 week before the beginning of event: 90 % refund.

Cancellation by Company in Blue on the first day of the event: 70 % refund.

Cancellation must be done by facsimile or by registered mail.

In case the partner has to cancel his support, Company in Blue will refund him pro rata to the time elapsed since the agreement was signed.

Cancellation by the partner within 1 month after signing this agreement: 50 % refund.

Cancellation by the partner 3 months before the end date of event: 30 % refund.

Cancellation by the partner after 1 week before the beginning of event : no refund.

The partner will also cope for all costs supported by Company in Blue in this relative agreement (printing work, ...). Company in Blue remains free to decide to keep the name or brand of the partner on sponsor items, unless the partner accepts to cover the costs of replacing all sponsor items already printed with his logo.

5. Defaults in Payments

Should any installment of agreed contribution not be paid on the date designated, or within 1 month thereafter, Company in Blue shall have the right to cancel this Agreement without prejudice to its rights in respect to any point out of this agreement.

6. Delays or alteration of itineraries and programmes

As Company in Blue is conducting operations at sea, all itineraries and programmes are considered weather permitted. For this reason, itineraries and programmes are subject to change without notice. Some harbours or bays may be subject to occasional closures due to drought, storms, floods, canal or lock repairs; sea passages may be considered too rough regarding to the experience of participants and other unforeseen circumstances may occur that result in conditions unsafe for navigation. In the unlikely event of such occurrences, the following conditions may apply:

a) if navigation must be suspended, Participants will continue to be accommodated on the yachts and the regular programme (business meetings, excursions, ..) will continue to be made, with cruising to be continued as soon as possible. By way of compensation for any absence of cruising or racing, additional activities will be provided by Company in Blue.

b) in any decision related to navigation and security, the judgement of the racing committee and / or Company in Blue on any action or inaction will be considered final.

c) All possible measures will be undertaken by Company in Blue to avoid that Partners would suffer any decrease in visibility or lose reputation from eventual programme alterations. Any claim made by a Partner consequently to delay or alteration of a programme or itinerary will be deemed not receivable by Company in Blue.



7. All general conditions of the YEE Regatta apply for Participants and Partners.

8. Collaboration

8.a. Our partner sponsors are encouraged to proudly display the YEE Regatta sponsorship level graphic in all printed and electronic literature.

8.b. On the other hand, partner sponsors are enticed to call for support by Company in Blue, under the form of printed work, power point presentations or even physical presence, in all their marketing operations. This offer is valid for a period of 6 months before the event and 6 months after the event, within the limits of Company in Blue's means and available time.

9. Images

The title sponsor will have rights to all images as per contract that are used in conjunction with the YEE Regatta.

Our partner – sponsors will be entitled to make good use of all images produced by the YEE Regatta, provided that their logo or corporate or brand/colours appear on the image and provided that copyright has been paid to the legal owner of those images..

8. Arbitration

Both parties to this memorandum agree to submit to binding judgement by the Brussels Court to resolve any dispute that should arise as to the provisions of this agreement.



- Notes -