

# Regata Storica

The most traditional event in Venice



# Regata Storica

First Sunday of September



The **Regata Storica** (historical regatta) is the main calendar date for annual Venetian rowing events. It is a unique sport and has been played for more than a thousand years in the area. In modern times it has become more spectacular due to the famous **parade** held before the races - with participants in historic attire, about a **hundred boats, some historic, others characteristic, all with oarsmen in costume**, moving in procession from St. Mark's Basin along the Grand Canal.

Following the procession, along the same route, there are four **competitions** with young people, women, zonal, island and coastal teams, and finally champions, competing for the red flag that is given to the winners.

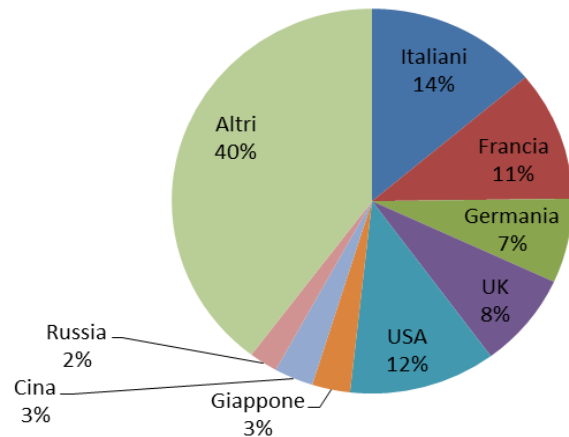


# Numbers

Participants: 100.000 people

Boats: 2.000 along the Grand Canal

Visitors: 60.000  
14% from Italy  
12% from the USA  
11% from France





# The Regata Storica

Become a partner of the most important Venetian event

The Historical Regatta, like the Palio di Siena (a famous horse race), is used to represent Italian traditions and considered so famous worldwide, that the Ministry for Tourism recognizes it as a part of the “Italian heritage” in the world.

## The numbers:

- ✓ 100.000 spectators along the Grand Canal
- ✓ 1 million of TV audience (7% share) through the live broadcast on RAI2 (non-stop since 1957)
- ✓ 150.000 radio listeners

## Target audience:

- ✓ Tourists
- ✓ Lovers of the standing-up Venetian rowing
- ✓ VIPs
- ✓ Film lovers (during the Venice Film Festival)





# Partnership

The communication project





# Sponsor of the event

- ✓ Exclusive product sector
- ✓ Use of logo and official event image

## Mass Media

- ✓ Official press conference – folder
  - *insertion of company press conference statement*
  - *insertion of company promotional material*
- ✓ Backup from Event's press office personnel
  - *direct contact with journalists and authorized TV networks*



# REGATA STORICA

Venezia

[www.regatastoricavenezia.it](http://www.regatastoricavenezia.it)

CITYPASS  
VENEZIA  
UNICA

# Brand Communication

- ✓ Insertion of the sponsor's logo in all official communication:
  - posters circulated on all municipal territory;
  - official brochure of event distributed to main commercial enterprises (hotels, restaurants, bars and shops) to tourist information agencies, and privately "hand2hand" in the main areas of the city;
  - internet website [www.regatastoricavenezia.it](http://www.regatastoricavenezia.it) with link to sponsor;
  - advertising space in the mass media by/for Vela SpA.
- ✓ Insertion of advertising space or page in the official brochure;





# Field Marketing

- ✓ Placement of banner with logo or other message from sponsor on structures along the Grand Canal (route of the race), such as the floating grandstands or ACTV public transport pontoons.
- ✓ Possibility of setting-up flash-mob activities, hand2hand and guerrilla marketing activities in areas with high turnouts (efficient for advertising and sampling).





# Hospitality

- ✓ Seating reserved for sponsor's guests on the *machina* special VIP grandstand (entrance only with invitation), with possibility of extra services-transfers to and from the grandstand.
- ✓ At the *machina* VIP grandstand, possibility for company hostesses to operate and distribute promotional material to guests.







Watch the video





**Contacts:**

[marketing@velaspa.com](mailto:marketing@velaspa.com)