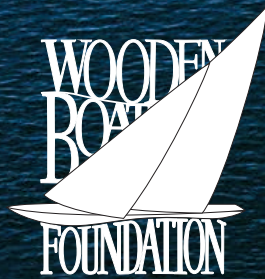


CREATING POWERFUL
PARTNERSHIPS

BUILDING AN AUTHENTIC
RESILIENT & COURAGEOUS WORLD

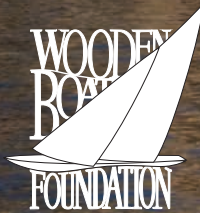


NORTHWEST MARITIME CENTER: STRONG & DIVERSE AS AN ORGANIZATION

The Northwest Maritime Center (NWMC) is a non-profit organization dedicated to creating transformative and educational experiences for a global audience. Race to Alaska, SEVENTY48, and the Wooden Boat Festival represent the highest profile maritime events the West Coast offers.

Sponsoring events supports a bold organization making a difference in the region, aligning with our shared regional history while always working towards access, inclusion, and belonging for those most marginalized; celebrating all the voices and experiences of our region.

Working with us through our events will elevate your organization while supporting this vision.



A PARTNERSHIP WITH NWMC EVENTS SUPPORTS NWMC AS A WHOLE

HOW WE MEET OUR MISSION

EDUCATION & SAIL TRAINING

Maritime Discovery Program
Bravo Team
Regional School Group Programs
Salish Sea Expeditions
Girls' Boat Project
Youth Sailing Classes & Camps
Port Townsend High School Sailing Team
Adult Sailing & On-the-Water Classes
Navigation & Seamanship Classes (virtual and in-person)
Maritime High School

VOCATIONAL TRAINING

Port Townsend Maritime Academy Skills Center
Real World Readiness for Adjudicated & At Risk Youth

PROFESSIONAL MARINER TRAINING

In partnership, we provide:
US Coast Guard Credentialing Courses
Pilothouse Simulator Training

BOATSHOP

Community Workshop Rental Space for Boat Work
Youth Boatbuilding & Woodworking Classes
Adult Boatshop Workshops

EVENTS

Wooden Boat Festival
Race to Alaska
SEVENTY48
WA360
Salish 100
48° North Cruising Rally
Admiral Jack Waterfront Tours
Flotillas & International Trips
Sail Like a Girl

MEDIA

48° North Magazine

HOSPITALITY

Swan Hotel



Like a Girl are programs committed to providing female-forward offerings including the Race Like a Girl skipper training programs, and Girls' Boat Project—a yearlong woodworking, sailing, and maritime trades class for middle school girls.

Real World Readiness is a maritime Education and Employment Training program for teens caught in our justice system. 70% of graduates have successfully been employed in our communities and 90% have not committed another crime.

48° North is the Pacific Northwest's sailing magazine of record for 40-plus years, advancing maritime engagement for a new generation of sailors and boaters.

Salish Sea Expeditions has involved young people in vessel-based, inquiry-driven science expeditions on the water and in our public schools for 20 years.

Maritime High School is the region's first standalone maritime public high school. It prepares students to enter the workforce or post-secondary education and engages communities and students of color in the educational and employment opportunities of the sea.

EVENT CULTURE



Race to Alaska

750-mile engineless boat race from Port Townsend, WA, to Ketchikan, AK.

- Feral humanity
- Resilience & teamwork
- Improbable, not impossible
- Celebration over competition
- Competition is still good
- Stewardship
- Elemental adventure



SEVENTY48

Seventy miles. 48 hours. Rules are simple: Human power only.

- Resilience & teamwork
- Adventure lifestyle
- Everyday heroes
- Challenge is personal
- Life does not wait
- Torment by choice for 48 hours



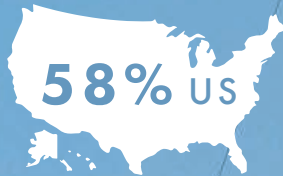
Wooden Boat Festival

The largest wooden boat festival in North America.

- Hands-on, proud, & inclusive
- Innovation & creativity
- Environmentally sustainable
- Craft
- Passion
- Multi-generational
- Interactive education

150
PRODUCED VIDEOS
766,000
VIDEO VIEWS

32,500
WATCHED HOURS
OF VIDEO



38%
ABROAD

25K
DAILY RACE
TRACKER VIEWS

MOST POPULAR
WITH AGE RANGES
25-34
&
55-64

RACERS TRAVELED
40x
AROUND THE MOON



RACE TO ALASKA

THE HARDEST KIND OF SIMPLICITY



When: June 13–July 9, 2022 | Where: Port Townsend, WA, to Ketchikan, AK | 40–60 teams; 150 participants

Damn few rules. No engines, one checkpoint—use whatever boat and whatever route. No nanny boats, no check-ins—teams manage danger themselves.

“Like the Iditarod, with a chance of drowning, being run down by a freighter, or eaten by a grizzly bear.”

Race to Alaska is founded on audacity, simplicity, and the get-it-done mentality forged by the rugged Northern coast, and is the longest race of its kind in North America.

Popular with racers and fans, participants come from across the globe. The spectator experience relies heavily on our free, 24-hour racer tracker and quality reporting. This digital popularity creates a terrific platform for brand sponsors and community interaction. Sponsors enjoy year-round integration with online and in-person events, a large mailing list, and a steady social media stream.

A culture within itself, R2AK is known for rugged camaraderie and true adventure.

Our unifying rule for every race we operate:

RULE 8: IF WE DECIDE WE NEED TO CONSULT A LAWYER TO FIGURE OUT IF YOU ARE DISQUALIFIED OR NOT, YOU ARE AUTOMATICALLY DISQUALIFIED.

OUTSIDE MAGAZINE

“THE GREATEST BOAT RACE EVER

(DREAMED UP OVER BEERS)”

TEAM DARK STAR

“RACING UP THE INSIDE PASSAGE
IS THE DUMBEST THING ANYONE
COULD DO. IT'S LIKE BICYCLING
THROUGH THE LOUVRE.”



SEVENTY48

FINDS STRENGTH IN NUMBERS



When: June 10–12 | Where: Tacoma, WA, to Port
Townsend, WA | 100–125 teams; 300+ participants

An anchor event of the Tacoma waterfront, SEVENTY48 is a 70-mile, human-powered boat race over 48 hours, weather be damned. Considered a test of fortitude for the everyday hero, racers are pitched against the worst Puget Sound has to offer: currents, traffic, terrible sea states, and worst of all—the racers' own self-doubt.

With a regional draw, SEVENTY48 has inspired young and old alike: a Colorado high school team, a school for the Deaf and Blind from Utah, family teams, professional racers, racers raising funds for charities, and one person who tried to paddle it with their arms.

Partnering with SEVENTY48 means aligning with an inclusive sense of adventure, flinty determination, and a community celebrating achievements—not victory.

5K

INSTAGRAM &
FACEBOOK FOLLOWERS

LARGEST TEAM

20 CREW
MEMBERS



75% US

25% ABROAD

50/50

FEMALE & MALE
FOLLOWERS

40

AVG.
RACER AGE

30,730

MILES COMPLETED
BY RACERS



JESSE WIEGEL, RACE MARSHAL

“THE MOST PERMANENT THING
IS A **TEMPORARY FIX.**”

RACER AKEYLA BEHRENFELD, 14 YEARS OLD

“THE GIRL WHO STARTED THIS RACE WAS NOT THE
SAME GIRL WHO CROSSED THE **FINISH LINE**—IT
FOREVER CHANGED MY LIFE THE **INSTANT THAT**
STARTING HORN SOUNDED.”

© Katrina Zoe Norbom

TOM JACKSON, SENIOR EDITOR WOODENBOAT MAGAZINE

"IT'S A **CELEBRATORY**, SPIRITED,
AND **PROUD** GATHERING OF
WOODEN BOATS, DESIGNERS,
BUILDERS, OWNERS, AND
DREAMERS."

NIGEL CALDER, GLOBAL MARITIME EXPERT

"THE **LARGEST** GATHERING OF
CRAZY ROMANTICS
IN THE **WORLD**"

30K

ATTENDEES OVER
THREE DAYS

200+

WOODEN VESSELS

UP TO **137'**

IN LENGTH



100+

PRESENTERS FROM
AROUND THE WORLD

45

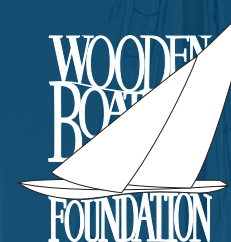
YEARS OF THE LARGEST
WOODEN BOAT FESTIVAL
IN NORTH AMERICA

20K

SOCIAL MEDIA FOLLOWERS

70%

OF VISITORS RETURN
YEAR TO YEAR



WOODEN BOAT FESTIVAL

COME FOR THE BOATS, FIND A WAY OF LIFE

When: 9–11, 2022 | Where: Port Townsend, WA

Eco-conscious, human-centered, international renown

After 45 years as an iconic waterfront festival of North America and the second-largest of its kind in the world, Wooden Boat Festival is a family-friendly event known to our partners as community-focused, interactive, and an annual hub for the best trade artisans in the world. The popularity of the festival is rooted in wooden boats, but its draw also includes high-quality presentations, workshops, and foot-stomping musicians.

Every detail is meticulously curated, creating an environment that is welcoming to a universal population. Sponsors of the Festival become part of the celebration during the 3-day event and year-round in our active and vibrant social media channels and winter presentation series—Ask an Expert—and She Tells Sea Tales.

PARTNERS IN ACTION

We offer opportunities of value and seek to support our stakeholders through collaboration. We hold community, strength in togetherness, and the willingness to laugh at what's truly funny in high regard. The Northwest Maritime Center is a dynamic and flexible organization that leads with the highest reverence for the human experience, but isn't afraid to laugh at the absurd.

We offer strong and engaged audiences from our social media channels, a loyal and passionate participation pool, and a **combined mailing list reach of over 29,000 people.**

PARTNERSHIP CONTENT

Use of Content

- The rights to use or reproduce content produced by our media teams.
- Use of names and marks in your promotional efforts.

Website(s)

- Logo rank order listing all pages where sponsors are listed.

Logo Placement on 24-hour Tracker

- Logo and link on racer tracker map. (Up to 25K daily views.)

Events and presentations

- Featured logo on event presentations. Inclusion on select banners and signage.

PR and Media

- List in event press releases.

PREMIUM PARTNERSHIP CONTENT

PR and Media

- List in direct mailings to our targeted audience, with opportunities to submit promotional articles.

Exclusive Event Inclusion

- Inclusion in our annual events throughout the year in the US, Canada, and online.

Sponsor a Team

- Added to the sponsored team name. Additional mentions and posts of the team on social media during the race.

"Official" Designation

- Listed as the "Official" for promotions and specific activities within each event. (Actual designation title to be agreed upon.)

Social Media

- Targeted posts on event feeds, with mentions, hashtags, and timed for higher view rates.

Curated Video

- Premium logo placement on our curated video productions.

Exclusivity: Identify competitors, enjoy exclusivity

Bundled Crossover Opportunity

- Promote your brand year-around when people are paying the most attention.
- Engaged email list of over 29,000 subscribers.
- Tie in your message across multiple viewer populations and demographics.

Multi-year partnership, which would allow us to further tailor our relationship and guarantee a successfully targeted sponsorship campaign.

ACTIVATE, ELEVATE, CELEBRATE

Unique events, enthusiastic followers, backed by a mission-driven organization.

We're a family that knows success and the power of collaboration. We do this right, and we'll do this together. Be part of the story.

THANK YOU!

Daniel Evans

RACE BOSS FOR NWMC ADVENTURE RACES
HARBORMASTER FOR WOODEN BOAT FESTIVAL
raceboss@nwmaritime.org | +1 360.531.0898
431 Water Street, Port Townsend, WA
nwmaritime.org

The mission of the Northwest Maritime Center is to engage and educate people of all generations in traditional and contemporary maritime life, in a spirit of adventure and discovery.

NWMC is a 501(c)(3) non-profit organization.



NORTHWEST MARITIME CENTER

nwmaritime.org

[f](#) @northwestmaritimecenter

[@nw_maritime](#)



WOODEN BOAT FESTIVAL

woodenboat.org

[f](#) @woodenboatfoundation

[@woodenboatfestival](#)



RACE TO ALASKA

r2ak.com

[f](#) @racetoalaska

[@racetoalaska](#)



SEVENTY48

seventy48.com

[f](#) @seventy48race

[@seventy48](#)

Photos by Jeremy J Johnson, Mitchel Osborne, Drew Malcolm, Liv von Oelreich, Katrina Zoe Norbom, Sean Trew, Miller Hull, Nick Reid, Melanya Nordstrom, and Northwest Maritime Center