

BE AN INTEGRAL PART OF THE LARGEST EVENT TO VISIT RI!



The Volvo Ocean Race is the most challenging sailboat race in the world, requiring from athletes extreme levels of courage, strength, endurance and intelligence. The teams of sailors will face severe weather, human challenges and mountainous ocean conditions during the eight-month race. The only North American Stopover is Newport, Rhode Island!

Here are two ways your store, restaurant or attraction can participate in the Volvo Ocean Race Newport Stopover celebration and help send the message **WELCOME TO NEWPORT!**

1 – VOLVO OCEAN RACE NEWPORT VALUE CARD PROGRAM

Offer a discount and/or incentive to shop, visit or dine in your establishment to all VALUE CARD carriers. We will produce approximately 3,000 Value Cards, valid from May 1-21, 2018 only and all of the folks from Volvo Group will receive the card and guests that stop by the Visitor Info Van at the Volvo Village. Sign up now thru this link: discovernewport.org/industry/volvo-ocean-race-newport/

2 – VOLVO OCEAN RACE STORE/RESTAURANT WINDOW COMPETITION

The competition will commence on May 6 and run through May 21. Judging by a community panel will be Monday, May 7 and the announcement of the winners will be at the opening of the Race Village at Fort Adams State Park on May 8 at 4pm. There will be two categories for the competition and two awards given in each category, First Place and Second Place. Sign up now thru this link: discovernewport.org/industry/volvo-ocean-race-newport/

▶ BEST DISPLAY SALUTING VOLVO OCEAN RACE INDIVIDUAL TEAM OR ENTIRE FLEET

TEAMS: Team AkzoNobel, Team Dongfeng, Team Mapfre, Team Vestas 11th Hour Racing, Team Brunel, Team Turn the Tide on Plastic, Team Sun Hung Kai/Scallywag (view teams at VolvoOceanRaceNewport.com)

▶ BEST DISPLAY SALUTING THEME “JOIN US FOR THE WORLD CLEAN SEAS PLEDGE” (for more information: CleanSeas.org and #cleanseas)

FIRST PLACE WINNER (in each of the two categories) will receive:

- Four tickets aboard the Official Spectator Boat of the Volvo Ocean Race Newport to watch the start of the 9th Leg (Newport to Cardiff) with complimentary drinks and a catered lunch on Saturday, May 20th at 12 noon
- Two official Volvo Ocean Race jackets and hats
- One \$50 gift certificate to a local restaurant from Discover Newport
- One \$25 gift certificate from the Newport County Chamber of Commerce
- Two free Adult Learn-to-Sail Sessions at Sail Newport, any skill level

SECOND PLACE WINNER (in each of the two categories) will receive:

- Two tickets aboard the Official Spectator Boat of the Volvo Ocean Race Newport to watch the Pro-Am race with complimentary drinks and a catered lunch on Friday, May 18th
- One official Volvo Ocean Race hat
- One \$50 gift certificate to a local restaurant from Discover Newport
- One \$25 gift certificate from the Newport County Chamber of Commerce
- Free 2-hour Try Sailing! for you and three guests aboard Sail Newport boat



Volvo Ocean Race Promotional Materials

Once you have registered your business, we will provide free of charge a selection of props to decorate your businesses for the Storefront Competition including pennants, posters and welcome banners and buttons. **You must pick up props between April 25-26 at the Newport Visitor Information Center, 23 America's Cup Avenue, from 9-12 and 4-6pm. Limited quantities.**

