

# What is the Delta Doo Dah?

## For Sponsors



**Q: What is the Delta Doo Dah?**

**A:** Created by *Latitude 38* in 2009, the Delta Doo Dah is a sailing rally from the Bay to the Delta that is as laid back as the Delta itself.

**Q: When is the Doo Dah and what kind of events are planned?**

**A:** Some of the events planned for 2019 include:

- Delta seminar/kickoff party at Richmond Yacht Club on May 18.
- Doo Dah Ditch Run race/cruise from Richmond Yacht Club to Stockton Sailing Club on June 1.
- Owl Harbor's 10-year anniversary celebration on August 16-18.
- Bay View Boat Club's BBQ and dance party on Bradford Island, on August 17.

We welcome suggestions for events from Delta businesses and organizations.

**Q: Aren't the Delta's rivers and sloughs too narrow to accommodate very many boats?**

**A:** The rally is spread out over whole season. The more casual DIY format we've been using makes it possible for more than 100 boats to participate each year.

**Q: How can we get involved?**

**A:** For sponsorship, advertising or event opportunities, contact Mitch Perkins, (415) 383-8200 x107 or [mitch@latitude38.com](mailto:mitch@latitude38.com) to get started. Here are some ideas for sponsors:

- Marinas can offer discount coupons, two-fers, gift certificates or free nights.
- Marinas and other venues could host an official DDD party or special event.
- Other Delta establishments, such as stores, restaurants, marine services, etc., that are on the water or walking distance to docks could offer discount coupons.
- Supply us with a gift basket, gift certificate(s), or product(s) to give away as door prizes at our kickoff party in May.

**Q: How much does it cost and what do we get for our sponsorship?**

**A:** There's no fee to be a sponsor, so you control your cost depending on what you want to offer our sailors. Here's what our sponsors receive:

- A logo and line listing on our website sponsor page, "Hosts, Prizes, Swag."
- Inclusion in verbal announcements made at events.
- A listing in the Delta Doo Dah feature to run in the October issue of *Latitude 38* with web addresses (live links in our digital editions).
- Opportunity for additional mentions in 'Electronic Latitude' at [www.latitude38.com](http://www.latitude38.com), on our Facebook page at [www.facebook.com/deltadoodah](http://www.facebook.com/deltadoodah) and Tweets on [www.twitter.com/deltadoodah](http://www.twitter.com/deltadoodah)
- Use of our 'Official Sponsor' logo (pictured above) in your marketing.

*On behalf of all Delta Doo Dah sailors, the rally committee wants to thank our sponsors for supporting this year's event. Thanks to you the Delta Doo Dah gets better each year.*

[www.deltadoodah.com](http://www.deltadoodah.com)