

BOSTON IS GOING BARKING MAD



WEDNESDAY AUGUST 13, 2008
THE LIBERTY HOTEL, BOSTON

BOSTON IS GOING BARKING MAD WEDNESDAY AUGUST 13, 2008



This event is a salute to Barking Mad, the Boston-based champion racing team in the Formula One of yacht racing and includes some of the most elite sailors of the strategic Farr 40 Sailing Class. A fun racing circuit associated with a strong Rolex partnership, the Farr 40 aims high with its worldwide yacht races in nearly identical boats with Barking Mad at the pinnacle of achievement and wins.

A part of the strategic Farr 40 Class, Barking Mad is the leading yacht, and when you're talking fast, you have to be talking Farr. The man and his team have dominated yacht racing for the last two decades with this One Design Class.

Boston attorney James B. Richardson (Jim), owner and champion sailor, will bring together over 150 guests with an exclusive group of co-sponsors at The Liberty Hotel, one of the Leading Hotels of the World. In addition to brand awareness, the event provides a unique opportunity for customer entertainment, prospecting and business and community engagement in a social environment.

Target audience for this event includes select members of the Boston high net-worth elite, providing a unique opportunity to socialize and network with a highly targeted group of customers and prospects.

You are invited to join us for a night of fun and social gathering as we highlight the journey of yachting enthusiast Jim Richardson, and his victorious Barking Mad racing team. You have the opportunity to align with a team defined by excellence that sails around the world, competing in national and international regattas. With a year of recent victories to celebrate, Boston Is Going Barking Mad!



ALLIANCE PARTNERS



This special evening, which showcases Barking Mad and its team of racers, as well as our selected sponsors, will not only generate greater awareness of Barking Mad and the Farr 40 Class, but it will also provide an opportunity to better connect with local and national partners. In addition to brand awareness, this partnership provides participants with an entire package of benefits they can use to market and grow their businesses.

Barking Mad Alliance Partners benefit from the following:

- Professional sales representatives' attendance
- Designated area for product displays
- Opportunity to submit up to 25 names for the mailing invitation
- Access to the mailing list as generated from the event
- Ability to decorate with
 - Visual Merchandising
 - Sample Product(s)
- Gift bags
 - Insertion of collateral & Promotional material
 - Sample Product(s)
- Branding
- Invitation
 - Welcome signage and within hotel space
 - Networking
 - Opportunity to meet other luxury event partners and associates
 - Business-to-business relations

Event Sponsors

- Bombardier Skyjet
- Exclusive Jeweler
- Luxury Auto Company
- The Liberty Hotel
- Law Firm
- Destination Travel Club
- Private Client Insurance Services
- Wealth Management
- Veve Clicquot
- Vicomte Arthur Sportswear



EVENT DETAILS



Wednesday, August 13, 2008

The Liberty Hotel

6:00PM to 9:00PM

Cocktails/Wine

Gourmet Food Stations: Sample Seasonal Specialties with
Menu Highlights, Crab and Cucumber Salad
with Trout Caviar, Chicken Souvlaki with Lemon
and Extra Virgin Olive Oil & Wild Mushroom Empanade

