

HOW SPONSORS ACTIVATED AT AMERICA'S CUP CHICAGO



The Louis Vuitton America's Cup World Series sailing competition is a race for the oldest trophy in international sport, and Chicago made history as the first fresh water venue to host the event. From June 10-12, flying, foiling catamarans hit Lake Michigan, and over 200,000 fans visited iconic Navy Pier to witness the spectacle. Chicago didn't disappoint, offering two different VIP hospitality suites, on-water viewing boats and a massive Race Village generating endless fan engagement. This three-day event offered brands a unique opportunity to showcase their assets to consumers. rEvolution was on-site to check out the sponsor activations and programming to see how they measured up.

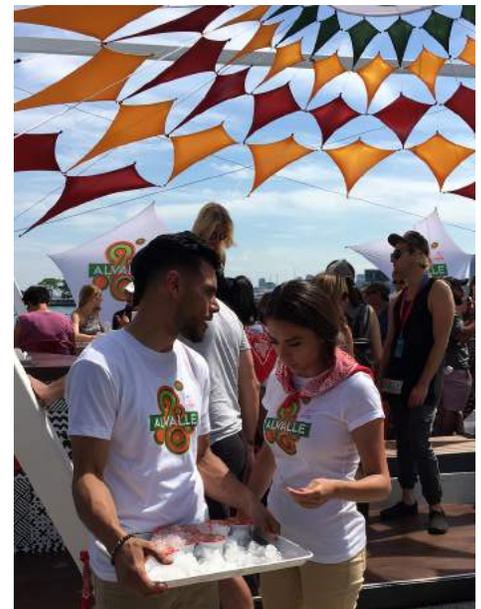
BMW

The luxury car brand BMW, the official technical partner for Team Oracle USA and a major sponsor of America's Cup, highlighted the brand's technological and engineering prowess by modeling two of its 100% electric-powered vehicles under a polished, wooden awning. The i8 electric sports car was a standout with scissor doors, offering fans a unique photo opportunity in and around the vehicle.

Fans had the chance to "recharge" at the extended footprint adjacent to the cars, serving free hot and iced coffee. Additionally, spectators could enter a contest to win a trip for two to Bermuda. Though BMW had the sleekest footprint aesthetically, consumer engagement fell in the middle of the pack. Aside from being the technology partner for Team Oracle USA, BMW stands as a Global Partner of America's Cup Event Authority. This is the car brand's fourth time being involved in the international sailing competition, and they have one of the deepest rooted alliances to the event.

Alvalle

Alvalle turned heads with what was arguably the most eye-catching footprint on the pier. The Spanish gazpacho company, distributed by PepsiCo, drew in crowds with a brightly colored tent, where brand ambassadors distributed individual samples. The footprint, featuring seating, high-top tables and ice bars of free gazpacho, which was never in short supply, invited spectators to enjoy a refreshing snack and some of the best race-watching real estate. Capitalizing on both its water's-edge location and the heat of the sun, Alvalle offered sailing fans an oasis with a festive, summertime atmosphere.



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The gazpacho brand was integrated digitally, as well as experientially. Spectators interacted on social media by using the hashtag #goAlvalleUSA, and the space hosted a live broadcast of the popular podcast What's Trending. Alvalle broke through the clutter by offering a tasty treat to fans, while also benefiting from added exposure as the official namesake of the Alvalle Race Village for America's Cup World Series Chicago.

Goslings

Apart from the daily rum tastings in the VIP Chicago Club, Goslings made its presence known in the Race Village as well. Walking around amidst the sea of spectators, it was impossible not to notice the larger-than-life inflatable Black Seal Rum bottle marking the activation site for Goslings Dark 'n Stormy® Roof Bar. The footprint above the crowds offered fans a cocktail with a view. Consumers enjoyed a taste of Bermuda from Goslings-exclusive bar menu (the Dark 'n Stormy is the island's national drink). The family-owned brand made its mark in Chicago, demanding attention through conspicuous activation and offering fans full glasses to enjoy with unparalleled views.

Gosling's was named an Official Partner of America's Cup at the start of racing last year, and this is the first partnership for the rum brand. With the America's Cup Finals being held in Bermuda in 2017, it was a natural partnership for Goslings, and they are benefiting from exposure to the American market as an Official Sponsor of the competition.



Toast Vodka

As the official vodka of America's Cup, this up-and-coming brand leveraged a celebratory theme in its first partnership with the sailing event. The Race Village footprint included a public-facing bar and a lounge seating area that brought a fresh Miami spirit to the Midwest. Toast Vodka also hosted the Toast to America's Cup Concert held in the Aon Grand Ballroom on Friday night. The concert, featuring notable artists Wyclef Jean, DJ Irie and Julian Marley, offered premium open bar and a Toast



to America's Cup gift to VIP ticket holders. Concert-goers celebrated a weekend of racing and engaged by using the hashtag #toasttoamericascupChicago. Additionally, Toast had extensive signage and branding throughout the Race Village and was poured exclusively in the VIP hospitality suites.



There was no shortage of action during this ACWS Chicago weekend, on the water or in the Race Village, proving that yes, the "Windy City was made for this." Navy Pier transformed into an international sailing mecca, and most sponsors hit the mark with their activations, footprints and fan engagement experiences. The sponsorships evaluated here were able to draw meaningful connections between their brand message and the consumers and the event. Ultimately, America's Cup World Series Chicago was a resounding success and solidified Chicago as a versatile sports city.



FOR MORE INFORMATION PLEASE CONTACT

Evan Vladem
Senior Manager, Public Relations
evladem@revolutionworld.com
312.529.5847