



PAINT THE TOWN!

THE OCEAN RACE PROMOTIONAL MATERIALS

Once you have registered, we will provide free of charge a selection of promotional materials to decorate your businesses for the Paint the Town promotion. This includes pennants, posters, rack cards and buttons. You must pick up promotional materials between May 4 and May 7 at the Newport Visitor Information Center, located at 21 Long Wharf Mall, Newport from 10 a.m. – 5 p.m. – Limited quantities.

THE OCEAN RACE FREE PROMOTIONAL MATERIALS:

Join **"Paint the Town"** – Take advantage of free promotional materials including welcome pennants, posters, and pins



THE OCEAN RACE DIGITAL PROMOTIONAL KIT:



JOIN THE ADVENTURE

BE PART OF THE OCEAN RACE NEWPORT

COMING TO NEWPORT • MAY 13-21, 2023



Newport has hosted two extremely successful Ocean Race stopovers in 2015 and 2018. The hospitality in Newport is legendary, and still talked about in the international community. This May, when the boats arrive from Brazil, we want to surpass those great expectations and give the sailors and international visitors a spectacular welcome. This is the global race's only stop in North America so we are representing!

theoceanracenewport.com

THE OCEAN RACE NEWPORT WINDOW DECORATING COMPETITION

The event isnt just at Fort Adams, it's all over Newport – Here's how your store, restaurant, hotel or attraction can participate in the Ocean Race Newport Stopover celebration and help embrace the race!

The competition will start on May 8 and run through May 21. Judging by a community panel will be May 11 and May 12. The announcement of the winners will be at the opening of the Ocean Live Park race village at Fort Adams State Park on May 13 at 12 Noon. There will be two categories for the competition and two awards given in each category, First Place and Second Place. Sign up now using the url below or by scanning the QR code:

discovernewport.org/industry/the-ocean-race-window-decorating-competition



SCAN HERE!



BEST DISPLAY SALUTING AN OCEAN RACE INDIVIDUAL TEAM OR THE ENTIRE FLEET

View teams at: theoceanrace.com/en/teams

Please be careful to avoid using plastic or anything that can't be reused or recycled for your decorations.

BEST DISPLAY SALUTING THE THEME: "RACING FOR A PURPOSE AND OCEAN SUSTAINABILITY"

theoceanrace.com/en/racing-with-purpose/sustainable-sports-and-innovation

Please be careful to avoid using plastic or anything that can't be reused or recycled for your decorations.

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

- Two official Ocean Race jackets and hats
- One \$50.00 gift certificate to a local restaurant from Discover Newport
- One \$25.00 Greater Newport County Chamber gift card
- 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 official Ocean Race hats
- One \$50.00 gift certificate to a local restaurant from Discover Newport
- One \$25.00 Greater Newport County Chamber gift card
- Free 2-hour Try Sailing! for you and three guests aboard Sail Newport boat

DISCOVER
NEWPORT



GREATER NEWPORT
Chamber of Commerce



TRY SAILING!

Free for all ages every day at
The Ocean Race Newport

© Sailing Energy/The Ocean Race



EMBRACE THE RACE

HELP WELCOME THE OCEAN RACE TO NEWPORT!

Embrace the Race – how to follow, enjoy and share the great adventure of The Ocean Race

- **Visit the Ocean Live Park at Fort Adams** from May 13–21, admission is free every day (Parking fees will apply on weekends)
- **Follow the race** and learn about the teams and their home countries
- **Learn about our home town team 11 Hour Racing.** Come and welcome them when they arrive in Newport May 10–11 (depending on weather). We will be at Fort Adams in full force!
- **Sign up** to receive email press releases, race announcements and and SHARE them!
- **Volunteer for Ocean Race** (check out the list of jobs!)
- **Become a Newport ambassador** and welcome the Ocean Race Newport by educating your waitstaff, bartenders, front desk staff, neighbors, friends and family about the Ocean Race Newport
- **Retailers**, keep your shops open later on the busiest days (May 19, 20 and 21) The Ocean Live Park closes each evening at 7:00 p.m. (6:00 p.m. on the 21st) and will be promoting **"Tonight in Newport"** to encourage all visitors to downtown Newport for activities.
- **Check out the Digital Promotional Kit:** (see other side)
 - Link to the race (oceanracenewport.org) on your website
 - Take advantage of digital assets and messaging
 - Connect to social media (Facebook, Instagram, You Tube, LinkedIn)
 - Forward press releases and the latest race news to your customers

