



Burns House to Continue Regatta Sponsorship

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After a quiet few months, Burns House Ltd. has finally gone on the record as to whether or not it would continue to sponsor regattas in the country once its five year contract expires on Tuesday, December 31.

Yesterday, Nikki Reid, vice-president of marketing and sales announced that Burns House had extended its partnership with the Bahamas Boat Owners and Sailors Association, but it would be on a year-to-year basis, at an undisclosed amount.



The contract which expires at the end of the year was for \$5 million over a five-year period.

But two years ago, Burns House CEO Neko Grant had intimated that the company may not have renewed their partnership ties with sloop sailing after 2002, because they were not pleased with the results they had gotten for the money they had given the sport.

Yesterday, according to Ms Reid, up to a month ago, Burns House was still looking to pulling the plug on their sponsorship of regattas.

"What Mr. Grant had said two years ago pretty much was the case up to a month ago," said Reid. "However we have decided because sailing is very important to The Bahamas as a part of our culture, Burns House felt we should continue to participate and be a part of enhancing our culture, however we will not be doing a five -year contract, but on a year-to-year basis," she said.

BBOSA commodore Rev. Philip McPhee was elated that Burns House had continued to support the organisation.

BBOSA immediate past commodore "King" Eric Gibson was also present at the press conference and he impressed upon the sailing community to live up to the commitment to Burns House, so that the corporate citizen could continue its support of sailing.

"In my mind Burns House went to year-to-year because some of the venues did not live up to the contract we signed (under his commodoreship). But I would definitely impress upon them that they try to live up to the commitments so that Burns House can continue their sponsoring. If they don't live up to it this year, then don't look for Burns House's sponsorship in 2004. While Burns House is encouraging us to do well and carry on the sport, Burns House needs to be encouraged too, to keep this programme going," added Gibson.