

# **INCREASING THE VALUE OF ELITE-LEVEL OLYMPIC SAILING**

(increasing the value of sailing at all levels as a result)

Presentation to the

**ISAF COUNCIL**

15<sup>th</sup> November 2013, Oman

## Our Mission:

To build a clearly understood and professionally organised Olympic sailing annual **calendar** that each year crowns one **undisputed World Champion** in each Olympic event and enables elite-level athletes, national teams, the Olympic classes and ISAF to generate significant sporting & **commercial value** beyond the Olympic games

## Our Mission:

To build a clearly understood and professionally organised Olympic sailing annual **calendar** that each year crowns one **undisputed World Champion** in each Olympic event and enables elite-level athletes, national teams, the Olympic classes and ISAF to generate significant sporting & **commercial value** beyond the Olympic games

via sponsorship and other funding streams thanks to dramatically improved media coverage & VIP hospitality delivery

A much clearer career path for the ambitious young sailor

Eliminating confusion and feeding a much simpler / more powerful story to the media

## Desired Outcome:

To provide all nations, all sailors and all events with  
**a clearer structure to operate within,  
clearer goals and a better way of  
measuring progress** resulting in increased  
alignment and hence value at all levels from  
beginner to elite

# Current Situation

Olympic  
Games



ISAF Sailing World Championships (every 4 years)

ISAF Sailing World Cup (every year)

Class World Championships, Major international multi-class regattas; Class Continental Championships, Major Regional Games

Class National Champs; Other National & Regional Regattas

# Our Objective 1



**An annual & 'elite level' event ...**

... between the Olympic Games (above)  
& 'open to all comers' racing (below)

Eliminating  
confusion and  
feeding a much  
simpler / more  
powerful story  
to the media

# Our Objective 2



A simpler & more coherent structure that increases the relevance and hence value of ALL events included within it (not just the elite events)

# Focus on the Annual and Elite-Level Event

The best sailors from all over the world

World-class race management (formats, documentation, umpiring, scoring, tracking)

Excellent athlete & team services (shared services, team paddocks)

Global media coverage (TV series, multi-channel output, press materials & relations)

Gold-standard sponsor delivery inc. onsite VIP Setup



# Transition: Step I



Post Santander, the ISAF Sailing World Championships becomes a new annual event, replacing the current ISAF Sailing World Cup

Entry reserved for Olympic & Paralympic Classes only (subject to discussions with IFDS)

# Transition: Step 2



Olympic Class World Championships elevated into this new event, resulting in significantly enhanced media coverage & VIP delivery & hence sponsorship value for the Olympic classes

Olympic Class World Championships



Non-Olympic Class World Championships

Note: The classes retain all rights.

Our aim is to help them develop their event as part of the ISAF Sailing World Championships

Next step to engage the Class Associations to discuss this concept and agree benefits package

# Transition: Step 3



Olympic Class World Championships naming is fully integrated into the ISAF Sailing World Championships becoming e.g.

*“ISAF Sailing World Championships - <Class Name> Championships Round”*

Perhaps add ‘Pro-Am’ label to position this event as the one where sailors ranked outside Top-25 can win their way into SWC?



Top 10 battle it out in  
'winner takes all'  
Grand Final

**ISAF Sailing World  
Championships  
Grand Final**

Open entry  
to Round 5  
providing a  
pathway  
into the  
SWC for  
tomorrow's  
stars

Top 25 in  
Rounds  
1-4

Round 1  
e.g. Oceania

Round 2  
e.g. Europe

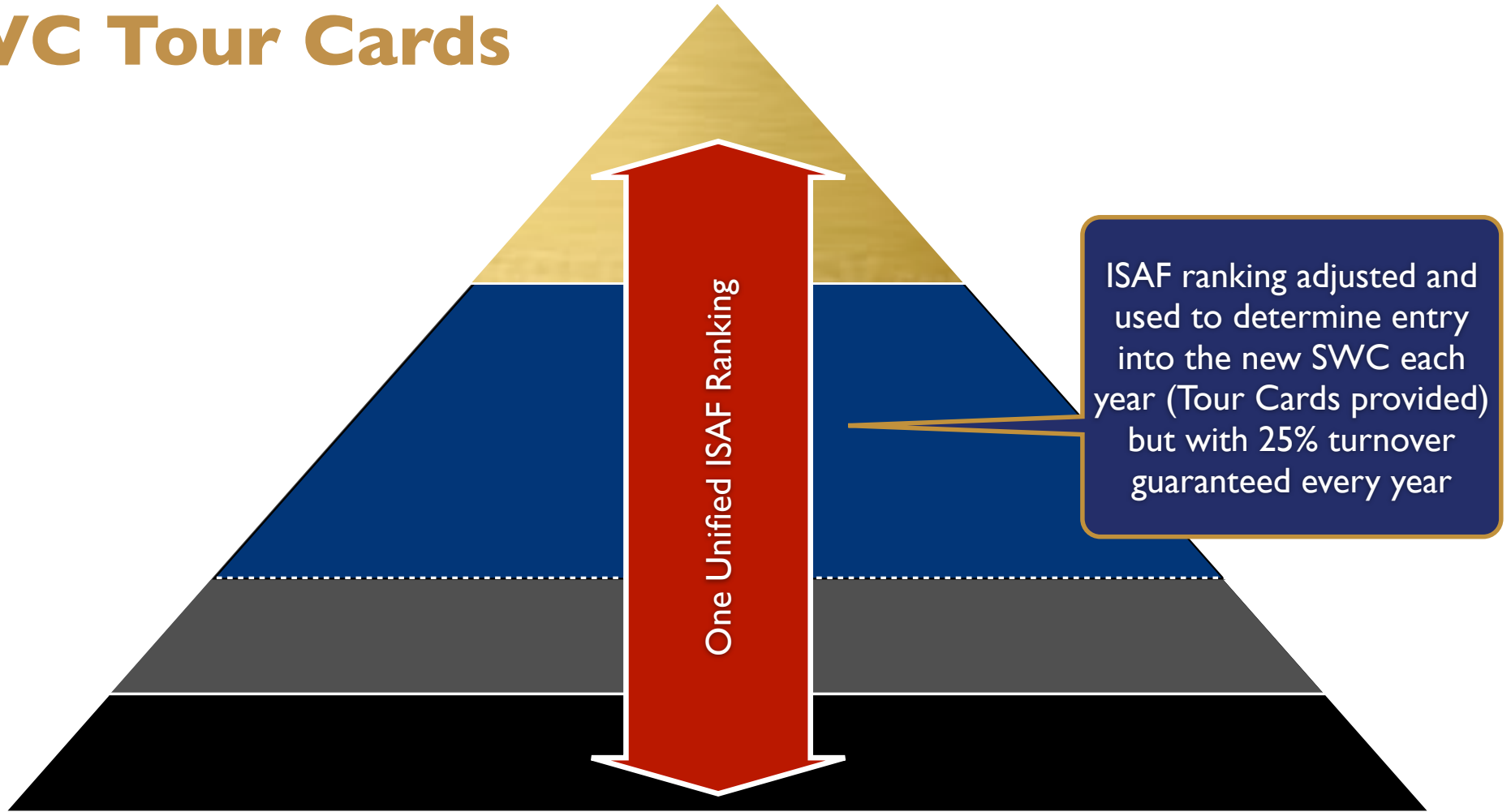
Round 3  
e.g. Americas

Round 4  
e.g. Asia

Round 5  
Class  
Championships  
Rounds

*Note: Olympic Nation Qualification to be considered once this structure is approved. Possible that a small percentage of places are defined in this way - leaving other events to fulfill the IOC's 'universality' criteria*

# SWC Tour Cards



# **An elite-level event platform capable of enabling sailors, national teams, the Olympic classes, event organisers & ISAF deliver sustained value over time**

**For elite-level sailors & stronger national teams:** True Olympic-level competition; Much increased profile & sponsorship potential; A better product to sell all-round

**For aspiring elite-level sailors & developing national teams:** A clear path to follow that is open to all comers (via Round 5) and which provides a very credible & measurable foundation for funding applications

**For Olympic classes & their Class World Championships:** Clear distinction vs non-Olympic classes; Sponsorship potential increased via improved media & VIP delivery & greater profile/standing

**For media:** A much clearer story/less confusion; Professional on-the-ground and remote delivery and support

**For sponsors:** A predictable & professionally run platform delivering better ROI

**For other event organisers:** Tighten the link between all events and increase their relevancy & importance as ways to gain ISAF Ranking points to qualify for the SWC (and hence the Olympic Games)

**For ISAF:** A valuable platform for developing the Olympic aspect of the sport - and beyond

# Format & Fleet Sizes

**Sporting credibility** - a mixture of near-shore and offshore racing (similar to the Olympics), likely varying by class

Gold-standard delivery across all areas from sporting to media to commercial/VIP

A simpler format for media and commentators to understand and communicate

**A format that enables year-on-year development of the sport at elite level**



**Rounds 1-4** shall have fleet sizes of 25 and shall seek to provide a sporting test equivalent to the Olympics

**Round 5, Class Championships Round:** fleet sizes, regatta formats & qualification decided by the class (subject to ISAF approval)

**Round 5 provides extra opportunity to access SWC** with X top performers (not already in SWC) winning chance to take part in the following year's event

*Next stage (pre Oman) discuss integration with the Olympic classes and present benefits (media coverage, VIP hospitality, sponsorship, etc*

# Tour Cards

## **Majority of Round 1-4 entries via annual 'Tour Card'**

In addition to Tour Cards, ISAF will retain a small number of 'Wild Card' entries to support commercial efforts & manage transition

## **Link to ISAF Ranking**

Top ISAF rankings made up of SWC Tour Card holders exclusively i.e. their ranking is protected (if necessary)

Competitors not in the SWC make up the lower rankings, (using similar ranking system to that which exists currently)

## **Tour-Card allocation designed to achieve approx. 25% turnover (promotion/relegation) of athletes each year**

Bottom ranked 25% from each years SWC are relegated and invites extended to top-ranked non SWC sailors instead

## **Tour Cards awarded only to those who commit to take part in all Rounds in the following year**

Where appropriate, centralised services (e.g. global logistics, coach boats, physios, food & drink) will be developed to reduce costs for athletes, particularly those not part of a big team

## **Getting it going (example only)**

Year 1 (2015 season) Tour Card allocation ...

*50% invites based on ISAF Rankings in June 2014 (early enough  
to go look for funding)*

*50% invites based on Santander results*

# Grand Final

# **Grand Final optimised to raise media interest and hence sponsor value for the sport's elite sailors**

**Only 10 competitors / class** will qualify to make it a consistent and challenging goal (all raced umpired)

Qualification to the Grand Final shall be based on performance in ALL ISAF Sailing World Championship Rounds including the Class Championships Round (i.e. no discards)

In Olympic years, medalists will automatically qualify with remainder of slots filled as normal



Winner of the Grand Final in each class shall be crowned  
the undisputed

**“ISAF Sailing World Champion <Class Name>”**

*... plus shall be added to the short-list for “Rolex Sailor of the  
Year”*

# **2014 Grand Final**

The only new event in 2014 (no other Rounds, etc)

Will be introduced as a “proof of concept” only (as the 2014 World Champions will be crowned at Santander)

# Timing & Locations

ISAF Sailing World Championships may run from December to November but shall be **labelled annually** e.g. 2017

The Grand Final shall be held between September and November (after the Olympics)

*Potential for ISAF Annual Meeting to be bundled with the Grand Finals to enhance the value of both*

The intention is to spread the SWC Rounds globally and visit today's key sailing and commercial markets (i.e. with one Round in each of Europe, Asia, Oceania and Americas)

**Venues will be chosen through a bidding process**

Venues for the Rounds are likely to be multi-years deals. Venue for the Grand Final likely to move more frequently

*Potential for a venue link to upcoming Olympics (a Round or the Grand Final)*

# Funding

## **Event Budget**

In outline - build up to full value with 10-12m Euros  
costs based on 5 Rounds plus Grand Final

## **Funding for teams/sailors**

In recognition that government / National Olympic Committee funding is the dominant source for athletes and teams today, we will aim to communicate that the new ISAF Sailing World Championship (including Round 5, the 'open' Class Championship Rounds) is THE way elite athlete performance will be judged for future funding

In parallel, our key objective shall be to help sailors and teams develop other sources of income (e.g. sponsorship)

Key part of this, we need to review the whole branding split of rights between sailor / national team / event (*likely sailors/team to decide split between themselves but recognising that sailors rights need developing*)



# Rollout Plan

2013

2014

2015

2016

2017

Announce Vision  
+ Transition Plan

Engage MNAs,  
athletes and key  
commercial  
stakeholders

Reflect in contract  
renewals & ISAF  
2018 Worlds bid  
process

First engagement with  
existing event organisers

Shared infrastructure  
(entry, tracking, results,  
etc) & cost packages for  
MNAs/athletes

June ISAF Ranking used  
for Grand Final and for  
2015 "Tour Card"

Oct/Nov:  
Standalone Grand Final  
"Proof of Concept"

(not yet named World  
Championship)

First full year of the  
ISAF Sailing World  
Champs

Still in transition  
and so may not yet  
have full control of  
all events

"Tour Card"  
introduced for the  
first time inc.  
qualification  
for "Grand Finals"

Full event run with  
ownership and  
commercial rights  
increasing over time

Olympic Year so  
Grand Final is run  
mostly as a sponsor  
activation event

Latest we will have  
full control and  
commercial  
ownership of this  
new event