



World Sailing Offshore World Championship 2019-2024

Event Management Partner
Information for bidders

sport / nature / technology



Contents

Introduction

Welcome to World Sailing	3
Our Vision	4
Our Mission	5
The World Sailing Offshore World Championship 2019-2024	6
The Future of Universal Offshore racing	7

Rights & Requirements

Event Management Partner Rights & Requirements	8
1. Overview	10
2. Event Daily Schedule	10
3. Venue Requirements	11
4. Meteorology	11
5. Courses	11
6. Local Authorities and Safety	11
7. Launching / Haul-out	12
8. Pontoon	12
9. World Sailing & EMP offices	12
10. Press Centre and Media Services	13
11. Facilities & Equipment for Doping Control	13
12. Other Venue Facilities / Equipment	13
13. Official Boats	14
14. Competition Management Equipment	15
15. World Sailing Officials & Staff	16

16. Event Management Partner Staff, Officials & Volunteers	17
17. Equipment & Quotas	17
18. Entry Fees	17
19. Spectators & Hospitality Introduction	18
20. Event Village	19
21. The Home of Sailing	20
22. Hospitality	21
23. Award Ceremony	21
24. Participation / Learn-to-sail Event	21
25. Accreditation	21
26. Communications	22
27. Broadcast	22
28. Tracking & Scoring	22
29. Event Branding	23
30. Sustainability	23
31. Commercial Rights	24
32. Sanction Fee	27
33. Host Venue Fee	27
34. Broadcast & Technology Fee	27

Appendices

Bid Process Deadlines	29
Bid Document Guidelines	30
Contact	31

Welcome to World Sailing

World Sailing (WS) is the world governing body for the sport of Sailing, officially recognised by the International Olympic Committee (IOC). Founded in Paris in 1907, World Sailing now has 144 Member National Associations.



Our Vision

World Sailing has a clear and ambitious vision:

A world in which millions more people fall in love with sailing; inspired by the unique relationship between sport, technology and the forces of nature, we all work to protect the waters of the world.

Our Mission

To make sailing more exciting and accessible for everyone to participate or watch; and use our reach and influence to create a sustainable future for our sport and the waters of the world:

- To create, and regulate, exciting competition events to showcase the natural power of wind-driven water sport;
- To build a strong profile and image for sailing, using our key points of difference to resonate with people and give them a lifetime of sport;
- To create a tangible sustainability programme that maximises the positive effect that the sailing community can have on our environment.



The World Sailing Offshore World Championship 2019-2024

This guide is intended for organisations (Event Management Partners) wishing to bid to manage the commercial and operational delivery of the Offshore World Championship 2019 through 2024.

The Future of Universal Offshore racing

The World Sailing Offshore World Championship will be a powerful platform to accelerate the interest and growth of offshore one-design sailing amongst the sailing community. The objective is the creation of a pinnacle endurance competition to be pursued by the best sailors from all nations of the world.

The Championship is a new annual offshore double-handed mixed competition between nations. It is designed to cater to the fast growing double-handed offshore community worldwide. An important goal is to engage with new countries by providing turnkey equipment ready to use at the event venue as well as a training academy.





Event Management Partner Rights & Requirements

World Sailing are seeking an Event Management Partner (EMP) capable of delivering a high-quality event, in partnership with World Sailing. It is intended to generate value for both parties from 2019 through 2024, and beyond.

The EMP will hold responsibility for procuring the event Host, managing key aspects of the event, promoting and marketing the event, creating commercial value, and through this, generating revenues from both the Host Venue directly and through commercial partnerships and activities.



1 Overview

Entry will be open to all Member National Authorities (MNAs), with a qualification system to be determined by the Event Management Partner (EMP) and approved by World Sailing (WS).

For 2019 it will be a single final event, but qualification events may be run in future editions and should be included in proposals from bidding EMPs. The maximum entry quota for the event is 20 boats, which means 20 nations, 40 sailors.

The event will run from Saturday to Saturday, during the local summer period for any venue and will include competition and social/sponsorship activities surrounding the competition. The regatta will include a 30 mile coastal race, a 90 mile coastal race and the final offshore race elapsing more than 72 hours, 3 days and 2 nights.

On the social/commercial side, the opening ceremony will take place on the 1st Sunday, with after-sail receptions on the coastal race days and a welcoming of the fleet on the following Saturday. An Award ceremony will conclude the event on Saturday evening. A race village will accommodate commercial and social activities.

2 Event Daily Schedule

The outline event schedule will be as described below:

Day(s)	Competition activities	Social/Commercial activities
1st Saturday	Registration, Boat allocation, Measurement and Safety checks, Training	
Sunday	Training	Opening Ceremony Event Village opening
Monday	30 mile coastal race	Hospitality active After-sail reception
Tuesday	90 mile coastal race	Hospitality active After-sail reception
Wednesday-Saturday	Offshore race (3 days, 2 nights)	Hospitality active Welcoming of the fleet
Saturday evening		Awards Ceremony

3 Venue Requirements

World Sailing (WS) in conjunction with the Event Management Partner (EMP) will seek an integrated and compact venue that includes all Administration, Race Management, Pontoon, Press Centre, Broadcast Facilities, Event Village, Hospitality space, Partner Activation space and Spectator facilities. The overall scale of resources of the venue, and the plan for marketing and logistics are key to the success of the event.

Full details of spectator requirements are covered later in this guide, but the venue should ideally have a spectator area adjacent to the finish line for the coastal and offshore courses and the public should be able to view the pontoon during the event.

It is essential that the competition venue delivers a lasting legacy to the sport of sailing in the region; and should be run in a sustainable and environmentally sensitive way in accordance with the World Sailing Sustainability policies.

The decision on final Venue appointments for each annual event, and potential qualifiers, will be subject to WS approval.

The EMP will be responsible for running a bid process for host venues. For the event in 2019, the EMP will produce a host venue bid process before September 15th 2018, with final bidders to be presented for World Sailing approval by October 15th.

The EMP should propose a growth strategy for future events to include the potential for qualifying rounds as part of their bid.

4 Meteorology

Excellent offshore sailing conditions will be one of the key requirements for the selection of any venue. World Sailing is committed to a key aspect of offshore racing, which is routing and navigational decisions, the EMP should propose venues and courses with excellent offshore conditions and potential routing/navigational challenges for the competing teams.

5 Courses

The EMP bid should include 3 sailing courses in the proposal:

- One daylight coastal 30 mile race
- One daylight coastal 90 mile race
- One offshore 3 days, 2 nights, 600-700 mile race with the potential to increase, decrease its length depending on weather conditions.

6 Local authorities and safety

World Sailing is committed to safe sailing; during offshore races, boats and competitors are often situated in remote locations that increase the timings to be rescued or recovered. The successful EMP should arrange for all appropriate permits and safety measures to be in place throughout the entire length of the courses.

7 Launching / Haul-out

The EMP shall liaise with the Equipment Partner to provide with all necessary launching facilities prior to the race. Arrangements for an on demand haul out during training and coastal race days should be made in case of severe damage to the boat.

8 Pontoon

The successful venue will have a centralized pontoon accessible to the public in which the boats can be viewed, sailors are accessible and media can perform their duties. Boats should be moored preferably alongside the pontoon for a better appreciation of the particular characteristics. The Pontoon will function as mixed media zone prior to the departure and during the welcoming of the fleet.

9 World Sailing and EMP offices

The following office space/meeting rooms are required. All offices require basic office furniture, power, hi-speed internet connection, etc. Additional requirements such as computers, photocopiers and printers shall be provided as required.

a Event Management Partner and Administration Staff including:

- Registration Office
- Regatta Office and Official Notice Board
- Competition management team offices

b World Sailing Staff Office

c International Jury room

- An air-conditioned room, that must be able to seat ten people on chairs on one large table. Need to provide whiteboards, flipcharts etc.

d World Sailing Officials lounge

e World Sailing Officials office

- A room with enough office space for all race officials, as listed in the section below.

f On Venue Results and Tracking Centre

g Technology (scoring/tracking) office

h Room for storage/charging of tracking units & equipment

i Medical Centre:

- First aid facilities and doctor in case of serious injuries for athletes, team support personnel, Organizing Committee personnel and volunteers should be available.

10 Press Centre and Media Services

The Press Centre should accommodate a minimum of 50 Journalists / Press Officers and must be of a major international sporting event standard, including a dedicated 100 MB/s wireless high speed internet and cable connections for the exclusive use of accredited media. The media centre should be within close proximity of the main venue.

A high-speed photocopier and black and white printing facility should be available as well as a noticeboard for key regatta information, storage for photographer and media personnel items and a minimum of one big screen monitor to broadcast live tracking and television coverage. Air conditioning and adequate refreshment provision should be available within the media centre.

11 Facilities and Equipment for Doping Control

Rooms for Doping Control are required with individual male and female toilet facilities. There should also be a desk and normal office equipment for the doping control officers and a seated waiting area for 6-8 athletes. Lockable cupboards and filing cabinets should be provided.

12 Other Venue Facilities / Equipment

Recycling and non-recyclable material collection facilities need to be provided within all areas and should be emptied daily.

Adequate toilet and shower facilities need to be available for the sailors within the boat park.

Drinking water fountains must be available throughout the boat park for use by all competition stakeholders.



13 Official Boats

World Sailing shall approve all official boats and boat drivers. The following is an estimate of required boats:

a Race Committee

- Starting vessels (Primary Race Committee Boat)
- Pin end starting vessels (rib with mast or other)
- 2 Mark-laying boats
- 4 Marshall boats to patrol the starting area
- 1 Rescue boat (rib)
- 3 Jury boats (rib)
- 1 Equipment Inspector boat (rib)
(Equipment inspector could be on board a Jury boat)

b Press/TV Boats/Tracking & Scoring/VIP

- Press Boats – sufficient boats for the number of registered journalists.
- Photo Boats – 2 boats minimum, each capable of handling up to 5 photographers (including 2 WS-appointed photographers) and 740mm x 460mm x 265mm protector cases. The Host may be required to provide additional boats if the number of registered photographers exceeds 8.
- Sufficient number of boats for the number of registered broadcasters, each boat capable of handling up to 5 personnel
- Tracking & Scoring – 1 boat
- Minimum of 1 boat for VIPs, with a capacity of 50 people
- Official World Sailing Broadcaster Boats: the following boats including fuel and English-speaking drivers who are experienced in keelboat racing:
 - i. Two 7 m RIB boat for the duration of the Championship Period (one of which will be used for the launching and retrieval of drones);
 - ii. One 7m RIB boat for the two coastal race days as well as the offshore departure and arrival days; and
 - iii. One Protector boat (or similar) for the Cineflex rig for the offshore departure and arrival days (and one day preceding the departure day for testing).



14 Competition Management Equipment

The Event Management Partner shall supply the following equipment, which is essential for organising the event:

a Communications Equipment: VHF radios or equivalent, mobile phones and GPS units.

b Visual Signals

All visual signals (flags) shall be a minimum size of 80x100cm and be displayed at least six meters above the water surface.

c Sound Signals

Starting signals shall be given with guns or horns and should be able to be heard at a distance of at least 500 metres. Other sound signals shall have a similar effect.

d Marks & Ground Tackle

- Each mark should be approximately 3 metres high and 1.5 metres in diameter.
- The Marks shall have facilities for the attachment of tracking devices and will be suitable for carrying branding material.

e Competitor Identification

- Boat identification decals and event sticker for all competitors.
- Bow number identification decals for all competitors
- Yellow, blue and red discs to affix to the sail to identify first, second and third positions.

World Sailing can provide a complete list of all competition equipment required.

World Sailing will provide leader flags for all competitors.



15 World Sailing Officials & Staff

The following people will be present at the Championship:

- a** 1 WS Technical Delegate*
- b** 1 WS Technical Specialist*
- c** 3 WS Judges and Umpires*
- d** 1 WS PRO*
- e** 2 WS Equipment Inspectors*
- f** 1 WS Brand/Marketing/Commercial Manager*
- g** 1 WS Communications and Digital Manager*
- h** 1 WS Assistant Communications Manager*
- i** WS President, WS VPs, WS CEO and other Senior Managers
- j** 4 Tracking & Scoring operators
- k** 15 WS Appointed Host Broadcast Personnel

Travel (including travel to and from all airports), food (good quality and healthy) and accommodation (with free Wi-Fi) for those indicated with a * shall be the financial responsibility of the EMP.

The costs for travel and accommodation for up to 2 site visits for 3 WS delegates (Technical, Brand/Marketing/Commercial and Communications) shall be the financial responsibility of the EMP.

The WS Race Officials shall be accommodated in a nearby hotel, in single rooms, minimum of a three-star level, which should be a reasonably close walking distance from the Competition Venue.

The WS Delegate, Technical, Marketing and Media team, who will be onsite before the Championships begin, should be accommodated as close to the competition venue as possible.

WS President or Vice-Presidents, WS CEO and other Senior Managers shall be accommodated in a four-star level hotel. A maximum of 15 double rooms may be requested for WS VIPs. The hotel should be at least a four star hotel and preferably in the area of the competition venue.

Accommodation (at least 3*) for the Host Broadcasting and Technology Partner teams should be secured by the organizers at preferential rates.

The competitors are responsible for their own accommodation during the Championships.

16 Event Management Partner Staff, Officials & Volunteers

The EMP will require a large range of experienced, professional staff to manage and deliver the Championship.

A large number of volunteers will be required for the successful running of the Championship to include:

- a Race Committee Teams (International & National Officials, mark layers, safety officers)
- b Venue Services (registration, regatta office, boat parks, VIP, transport, security, catering, general runners, setup and pack-down pre/post event)
- c Media (press centre, broadcasting, timing & scoring, ceremonies)

17 Equipment & Quotas

The equipment will be of a one make design and will be defined by World Sailing following a tender process.

For 2019, the event will be a single event World Championship with the following quotas and sailors:

Event	Quota	Sailors
World Sailing Offshore World Championship	20 entries	40 sailors

Other quotas may be considered for 2020-2024 events as appropriate for potential continental qualifying round structures and should form part of your proposal.

18 Entry Fees

The entry fee paid by competitors and coaches shall be approved by World Sailing as part of the contractual negotiations.

The entry fee shall include local taxes (where applicable) and will be paid directly by competitors to World Sailing via the WS event registration system in Euros. The repayment of entry fees from WS back to Event Management Partner and Equipment Partner will also be made in Euros.

Rights & Requirements

WS, through the EMP, are seeking venues that meet both the sports criteria set out within this bidding guide, but also are attractive to spectators. It is beneficial that they are in a location that is already an existing visitor destination with good visitor traffic.

Ideally, the venue will have an existing walk-up audience that could be engaged by the World Sailing Offshore World Championship. Should this not be the case, the EMP will need to demonstrate how they will attract spectators to the event and associated travel and parking arrangements.



20 Event Village

WS wish to create a compact Event Race Village for the World Sailing Offshore World Championship. This will be to provide excellent facilities for the sailors outside of competition time, opportunities for hospitality programmes and a fan engagement aspect.

Stage Area

The Event village will be centred around a main event stage which should include 1-2 screens, dependent on Event village layout, (minimum size of 21m²) that will enable spectators to watch the live departure and welcoming of the fleet coverage, but also packaged content that has been produced at or in advance of the event by WS and/or the EMP.

The stage will be used for medal ceremonies (on the Saturday) and will be the focal point for event spectators from 1100-1830 each day. World Sailing will work with the EMP to define the most suitable layout for the event village (e.g. position of screens etc.).

In addition, the EMP will need to propose a daily event programme for the event stage to engage the Public. The content could include live music, cultural displays, athlete and coach interviews, daily leader flag presentations and other entertainment complete with MC / Presenters, and should be planned around the live streaming of the departure and welcoming of the fleet.

WS will provide final approval of the daily event plan. This plan must also include plans for the Opening and Award Ceremony in advance.

A suitable public address system will be required that operates across all of the village and spectator areas of the event.

Central Shelter

Adjacent to the Main stage, will be a temporary structure (if no existing suitable space exists) for a minimum of 400 persons that can be used to provide shade or protection from inclement weather and will contain the digital notice board and all event result/tracking information.

The main stage and adjacent temporary structure will also be used for the official Opening Ceremony and Opening Reception, which will take place on the first Sunday night. The objective of this Opening Ceremony event will be to create excitement about the upcoming competition, welcome and showcase the athletes and also to provide the opportunity for WS, sponsors and event funding partners to be featured.

Concessions

Within the Race Village, WS and both local and global sponsors will require space to have exhibition structures and showcase goods and technology. The Event Organizer should plan to have a range of food and beverage concessions for spectators and there should be the provision of space for retail concessions such as apparel and equipment. WS will provide final approval of the event village plan.

Rights & Requirements

Race Viewing

The EMP will need to provide a viewing facility for a minimum of 1,000 persons to be able to watch the live departure and welcoming of the fleet from the shore. The provision of grandstand seating will depend on the specific venue but should be considered by event organizers.

In addition, a digital screen (minimum size of 21m²) and PA for the departure and welcoming of the fleet will allow spectators to see the live broadcast and hear the live commentary whilst viewing the racing on the water. (Please note: this digital screen is in addition to the 1-2 screens required at the main event stage, unless the main event stage is adjacent to live race viewing area).

The EMP will be responsible for providing the above facilities. Sponsors will be responsible for the provision of their own exhibition stands and any showcasing of products and services.

21 The Home of Sailing

The EMP will need to provide adequate space for WS to run a Home of Sailing Hospitality area for VIPs and the World Sailing family (sailors, coaches, officials).

Ideally, we could run this from an existing venue that we can take over, that can host up-to 150 PAX in a flexible lounge space, has high speed Internet, has storage space, is as close to the boat parks/field of play as possible, is accessible and not hidden away, has toilet facilities, catering options and with the ability to dress the venue as we see fit. The space must be exclusive to World Sailing only.

Ideally, there would be an indoor and outdoor space we can utilize as sun terrace and lounge. We would also require volunteers to run security on the door and check accreditations for entry.

Alternatively, if this is not available, the EMP will need to provide adequate space for a temporary Home of Sailing structure which should be located at the heart of the event facilities. The ideal location of the Home of Sailing will depend on the venue. World Sailing will work with the EMP to define the exact requirement and best options.



Rights & Requirements

22 Hospitality

The World Sailing Offshore World Championship needs to establish itself as a prestigious stage in the annual sailing calendar, offering high-quality facilities for VIPs and sponsors, as well as creating a festival atmosphere building up to the offshore race and award ceremony.

The EMP should present their ideas for the way this will be achieved.

23 Award ceremony

The EMP will provide a suitable space (that may be the Home of Sailing) for a final celebration event and awards ceremony for c.150 guests. This is to be held on the Saturday evening at 19.00hrs. Drinks and 'finger food' to be supplied by EMP, as well as waiting staff as needed. Stage with raised section for awards, large screen backdrop and side repeater screens. Lighting for stage as required. Music through PA for pre and post ceremony. Event ends at 21.30.

24 Participation / Learn-to-sail Event

Where the venue allows, WS would like the Event Organizer to develop a plan to provide the opportunity for young people to try out sailing, perhaps from an adjacent beach if available.

25 Accreditation

An accreditation system will be required to ensure key venue areas are secure, at the cost of the EMP. The proposed system will need to be approved by World Sailing.



26 Communications

The EMP will be responsible for appointing an Event Media Manager and Event Media Executive for the lead up and during the Championship. They will be expected to formulate a media plan for national media outreach and management of all on-site press operations.

An international media plan for the event will be established by World Sailing working in collaboration with the Event Media team who will be expected to deliver elements of the plan.

27 Broadcast

WS together with its appointed Host Broadcaster for the Championship will be responsible for live broadcast/OTT services and distribution at the event. The EMP may have the opportunity to secure local broadcast rights in the event that the WS appointed Host Broadcaster is not already active in this market.

The EMP will provide the following facilities to be utilised by WS in the delivery of national and international TV coverage of the Championship at its cost:

- a** TV compound space which shall include the following minimum areas:
 - Production gallery area (3 m x 4 m);
 - Commentary area (3 m x 4 m);
 - Editing facility area (5 m x 4 m);
 - Production office (3 m x 4 m);

- RF kit and engineering space (5 m x 4 m); and
- Kit store (3 m x 4 m);

- b** Power facilities (32 amp single phase with distribution to 16 amp single);
- c** One hoist or cherry picker lift (minimum 20 metres) with a suitable cradle to house camera operator for the duration of the Championship;
- d** Dedicated hard-wired symmetrical internet access with a minimum 50 MB/s for the duration of the Championship;
- e** Two English-speaking local assistants to act as a fixer and runner for the production team;
- f** Dedicated parking facility for Satellite News Gathering (SNG) Truck on welcoming of the fleet day within close proximity of the TV compound space.

28 Tracking & Scoring

WS will be responsible for providing tracking, scoring and results data services via its global partner.

29 Event Branding

The presentation of the event venue and all communications need to reflect the standard of a world-class sporting competition.

The EMP will work closely with the WS Marketing team to ensure branding execution is of the right standard, and that all WS, Event and partner assets are used effectively.

A branding plan for the event venue will be agreed and all designs will be approved by WS ahead of production.

The branding plan should include all overlay: wayfinding signage, entrance signage, event signage throughout venue, local and global partner recognition, stage and podium backdrops / dressing, leader boards, event programmes, etc.

Additional public-facing engagement initiatives should be considered. For example: a hall of fame, explanations of the competing boat, athlete biographies, virtual reality zone, eSailing competitions etc.

30 Sustainability

The EMP will be expected to put forward a sustainability plan defining what initiatives will be delivered at the event, in line with World Sailing's Sustainability Strategy, for WS to approve.

Organisers should adopt the guidelines for ISO 20121 – 'A specification for sustainable events' which will be audited by World Sailing.

Furthermore, as a minimum, organisers should:

- a** Know local regulations and location of any designated areas nearby.
- b** Record and report on utility use during the event such as electricity, water, gas and diesel with reduction targets in place year on year.
- c** Have adequate pollution plans i.e. spill kit and refuelling procedures to ensure no fuel enters the water.
- d** Source wood that is FSC certified.
- e** Mark all surface water drains at the venue.
- f** Ensure no single use plastics are used on site.
- g** Have a program where teams are able to donate unwanted team clothing/sailing equipment to be redistributed to local sailing institutions.
- h** Organise a beach/shore litter pick
- i** Have adequate recycling facilities
- j** Make careful material choices (eg. non-PVC branding)
- k** Organise shuttle services if required, to minimise vehicles travelling to/from the venue.

31 Commercial Rights

The World Sailing Offshore World Championship commercial rights are a key element of the overall WS global commercial rights structure. This structure is designed to maximise commercial revenues for the benefit of the sport of Sailing. The assignment of rights between the EMP and WS is constructed to allow the EMP to optimise event revenues, and for WS to optimise global partnership revenues.

The EMP and World Sailing will work in partnership to maximise the sponsorship revenues. The EMP and World Sailing will agree on a threshold level of sponsor revenues, whereby up to that threshold (to be agreed between parties) the sourcing party will retain 100% of the revenue, and any sum over this will be split 50:50 between the two parties.

WS and the EMP will both have the opportunity to sell title sponsorship rights for the World Sailing Offshore World Championship, albeit it cannot be in an excluded category. The Title sponsor will be granted headline naming rights for the event, with major branding on all collateral (as part of the EMP branding execution cost), as well as access to hospitality and sales activation space. The latter two elements will be at the expense of the Title sponsor in terms of execution.

In addition, WS have a range of Tier 1 and Tier 2 global partners. These partners have exclusive category rights across the full asset base of WS, which includes WS events such as the World Sailing Offshore World Championship. The specific rights vary between Tier 1 and Tier 2, with few branding rights granted to the latter.

WS will provide details of the specific rights that need to be made available to the partners as these may vary from time to time.

Event partners / sponsors, contracted by the EMP, must not operate within the WS defined excluded categories outlined below. All EMP potential partners must be approved by WS in writing, and if not prohibited by the excluded category clause, will not be unreasonably refused.

The table on the following page summarises the rights and obligations of World Sailing and the EMP.



Rights & Requirements

Rights Category	WS Rights & Obligations	Host Rights & Obligations
Event Advertising (within the host nation)	The right to have the name and logo of the Title Sponsor of the event, branded at the venue and on all collateral material. Also the right for all WS global Tier 1 and Tier 2 sponsors to be recognised as such in all promotional materials and on event collateral such as (but not limited to) backdrops, marker buoys, boats, sails and bibs etc.	Exclusive Rights, save for rights granted to WS
Event Advertising (outside the host nation)	Exclusive rights	No Rights
Broadcast and Media (within the host nation)	Exclusive rights	No Rights
Broadcast and Media (outside the host nation)	Exclusive Rights	No Rights
Concessions Food & Beverage	No Rights	Exclusive Rights
Website	Exclusive rights, with shared sponsor inventory between WS and the Organiser	No rights other than shared sponsor inventory between WS and the Organiser
Ticketing	No Rights	Exclusive Rights
Data	Exclusive Rights	No Rights
Merchandising	Shared between WS and the EMP	Shared between WS and the EMP
Publishing	Shared between WS and the Organiser	Shared between WS and the Organiser
Video Games	Exclusive Rights	No Rights
Betting & Gaming	Shared between WS and the EMP	Shared between WS and the EMP
Social Media	Shared between WS and the EMP	Shared between WS and the EMP
Sponsorship	Title and Presenting Partner rights shared between WS and EMP. The right for all WS global Tier 1 and Tier 2 sponsors to be recognised as such in all promotional materials and on-event collateral such as (but not limited to) backdrops, marker buoys, boats, sails and bibs etc.	Title and Presenting Partner rights shared between WS and EMP. Exclusive rights to the Presenting Partner status, as well as Tier 1 and Tier 2 sponsors in categories not in the Excluded Sponsor Categories.

Rights & Requirements

Rights Category	WS Rights & Obligations	Host Rights & Obligations
Hospitality	Exclusive Rights to provide hospitality to all WS Partners either via a bespoke scheme or using the event hospitality programme. Exclusive rights to international hospitality sales*	Exclusive Rights to domestic hospitality sales
Apparel	Exclusive Rights	No Rights
Catering Rights	No Rights	Exclusive Rights
On event branding	Overarching right for Title Sponsor to be granted rights to appropriate branding on all on-event materials. Rights for the inclusion of all WS Partners on event collateral wherever local partners have been granted rights e.g. scrim, marker buoys, stage backdrops etc.	Rights for local partners to be granted branding e.g. scrim, marker buoys, stage backdrops etc.

* WS has the right to provide hospitality to its sponsors and guests within the Home of Sailing.

** Retained categories and WS partners:

Technology (SAP)

Sustainability (As advised by WS from time to time)

Insurance (As advised by WS from time to time)

Automotive and Transportation including buses, trucks, marine engines etc (Volvo)

Energy, Oil and Gas (Conventional and Renewable) (As advised by WS from time to time)

Watches, Chronometers (Rolex)

Shipping, Logistics and Freight Forwarding (GAC Pindar)

Clothing Technical (Zhik)

Clothing Non-Technical (As advised by WS from time to time)

Broadcast, audio-visual capture and distribution (As advised by WS from time to time)

Data management and scoring (SAP)

*** The EMP would have rights for merchandise using the World Sailing Offshore World Championship / venue specific logo only (i.e. Not the standalone World Sailing logo). All merchandise design / use of event logo assets would need to be approved by WS.

32 Sanction Fee

The Sanction fee to acquire the rights for the event between 2019 and 2024. This fee is to be paid annually on January 1st of each year. The fee is waived in 2019 in recognition of the short timeframe to organize and commercially develop the event.

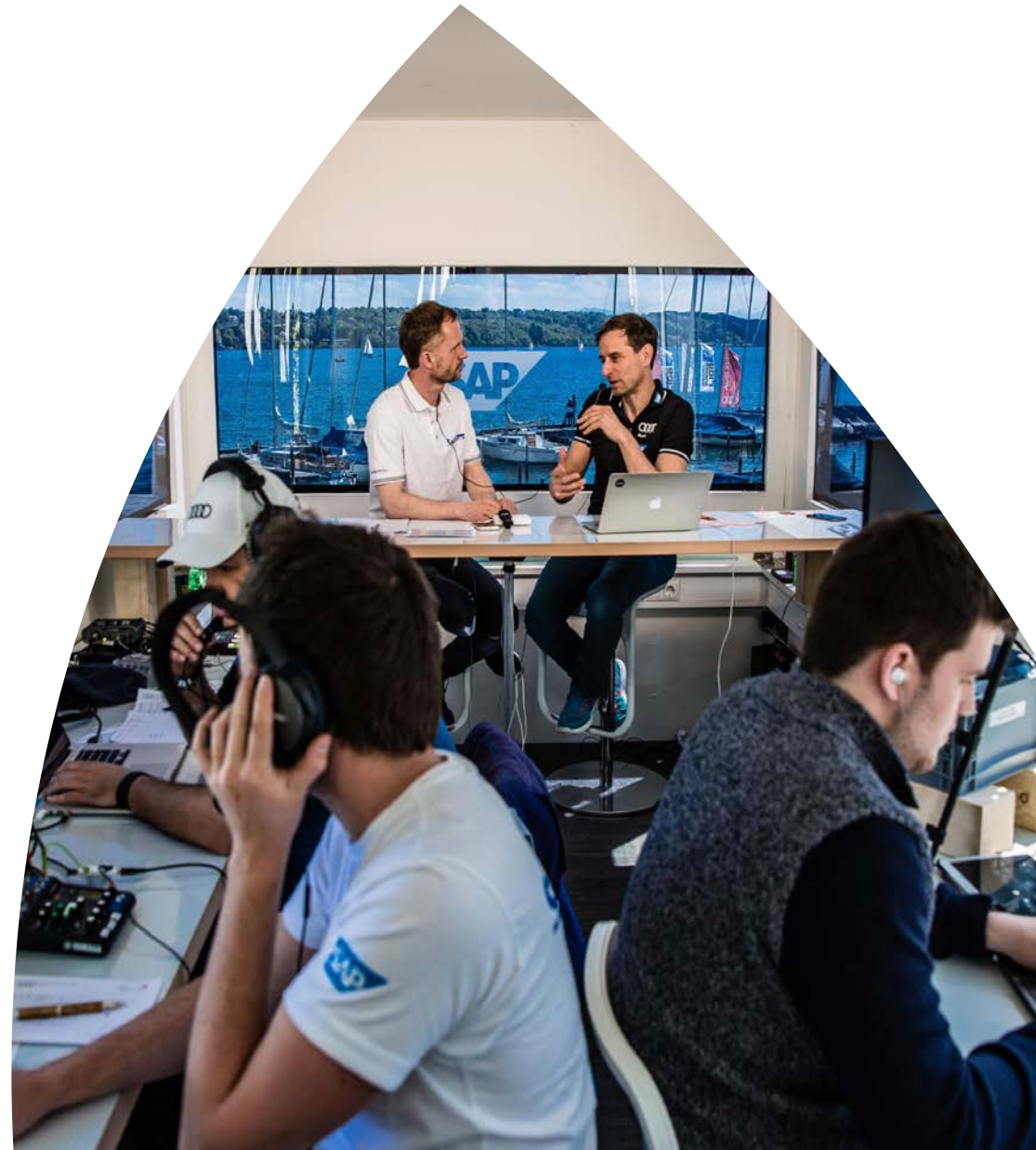
The Sanction fee for 2020 is set at €100,000. With an annual 20% uplift for the following years (2021, 2022, 2023, 2024). This recognizes the commercial potential of the World Sailing Offshore World Championship.

33 Host Venue Fee

The EMP will be able to charge a host venue fee to the host city. The level of fee will be determined by the EMP, but needs to be set at a 'market' level that does not inhibit top venues from bidding for the event. We would anticipate this to be in the region of €300k to €500k excluding VIK as the profile of the event develops over the contract period.

34 Broadcast & Technology Fee

This is the fee to fund the provision of all broadcast production, distribution and technology services. The fee is paid to World Sailing, who will manage the bidding and selection process, with input from the EMP. This annual fee will be set at circa €300k (based on current estimate) to cover live OTT broadcast and highlights packages for TV, as well as boat tracking services and data analytics. This fee is based upon a single annual event.



Appendices

1 Bid Process Deadlines

Publication of the World Sailing Offshore World Championship Guidelines	18 April 2018
Final bid deadline	18 May 2018
Further questions to bidders	21-25 May 2018*
Decision by the World Sailing Board of Directors	4 June 2018

World Sailing reserves the right at any point and at its discretion to make amends to this timetable and process and will advise all parties immediately if this occurs.

*There may be a requirement to make a presentation of your bid at the World Sailing office in London.

2 Bid Document Guidelines

Information to be submitted by the bid deadline.

As part of the bid, please ensure the following issues and questions are addressed:

Motivation

Principal motivation for hosting a World Sailing Offshore World Championship.

Event Management Partner

Event Management Partner structure and short bio of key individuals.

Proposed structure of staff within the EMP.

Please indicate if you intend to outsource any specific areas (e.g. marketing/sponsorship/media) and if you have any details of the proposed partner organization(s).

Please provide relevant case studies showing relevant experience in delivering similar events.

Concept

Explain your vision and operational approach for the delivery of the World Sailing Offshore World Championship.

Finance

Should you be accepted as a Candidate to manage the World Sailing Offshore World Championship, describe how your

candidature will be financed. What is your budget (in Euros) for staging the event? And potential Qualifiers in 2020+

How will your budget be structured (private vs. public financing vs. other financing) and any other assumptions?

Please indicate source, estimated amount and background information on how these estimates were reached.

Explain the structure and key elements of your commercial plan.

Venues

Please detail the following:

Potential Competition Venue(s):

Indicate potential example competition venue(s), which you expect may be interested in hosting the event.

Please give a summary of why you think the venue would be suitable and attracted to the event.

On The Water

Describe your approach to race management and safety at the Offshore World Championship.

Academy

Describe how you would approach providing an Offshore Academy initially in Europe with a minimum of 5 boats (provided by the equipment partner) that are available for charter by MNAs, to include the provision of race training opportunities.

3 Contact

All bids must be received by World Sailing by 17.00 (UTC) on 18 May 2018.

World Sailing will confirm receipt of all documentation. All bids received will be treated as confidential.

For further information about these bid guidelines and to submit a bid please contact:

Carlos De Beltran Gutierrez

Technical & Offshore Director

Tel +44 (0)2039 404894

Email carlos.debeltran@sailing.org



World Sailing

World Sailing,
20 Eastbourne Terrace
London W2 6LG, UK
Tel: + 44 (0)2039 404 888
www.sailing.org

sport / nature / technology

Official Partners



VOLVO