

## **ISAF SAILING WORLD CUP©**

### **Concept**

A paper prepared by the ISAF Secretariat dated March 2007

#### **1. Background and Objectives**

ISAF Council Decision in November 2006:

- ISAF is the owner of all rights associated with the ISAF Sailing World Cup© series.
- ISAF will establish an ISAF Sailing World Cup© series for the Olympic Classes using the following events, subject to contract:
  - Sail Melbourne
  - Rolex Miami OCR
  - Princess Sofia Trophy
  - Semaine Olympique Française
  - Holland Regatta
  - Kiel Week
- The intention is to commence the ISAF Sailing World Cup© as soon as possible, and no later than 2008.
- ISAF will work with the event organizers through 2007, in order to promote the 2008 ISAF Sailing World Cup©, and to consider the inclusion of the Olympic Class World Championships and a Grand Final event.

The objectives of the ISAF Sailing World Cup were approved in November 2005 with the adoption of Submission 91-05:

- To provide a clear competition structure for the Olympics Classes.
- Provide a media tool in the countdown to the Olympics and throughout the Olympic quadrennial – to promote, educate and market the sport of sailing, and real heroes within and outside of the sport.
- Increase the media value of the grade 1 events and sailing globally.
- Enhance event quality for sailors and facilitate understanding of the sport and the series through consistency of format.
- Offer all stakeholders increased revenue opportunities.

#### **2. Concept**

- Series of existing major Olympic Classes events make up the first series in 2008.
- Olympic Class World Championships results counts towards the World Cup if this is not the last event of the World Cup in a year. The Class World Championships follow their own rules and format, not the one from the World Cup.
- Using the Olympic Equipment (classes).

- Enhance and improve the attractiveness of the current grade 1 outside of Europe.
- Introduce additional World Cup events outside Europe.
- Grand Final to be considered for 2010 but run the World Cup first with the existing events.
- Consistent format for all events in the World Cup based on the principles of the format of the Olympic Sailing Competition.
- ISAF involvement strengthening the 'quality' of the event and the appointment of ISAF Race Officials, Race Officers, Judges/Umpires, Measurers.
- Introduce ranking of all World Cup Events and possibility to introduce prize money.
- Consistent approach to media activities - promotion, marketing, TV-production' distribution – to benefit the events, competitors and the sport.

Partner with a transportation sponsor to provide transport and logistics package.

### 3. The Calendar

- Tour from January till September.
- Fixed (protected) date slots in the annual calendar. Proposed
 

2 <sup>nd</sup> week January	Melbourne - Australia
2 <sup>nd</sup> week February	Miami - USA
Week before Easter <sup>1</sup>	Palma de Mallorca – Spain
Last week April	Hyères – France
Last week May	Medemblik – The Netherlands
Last week June	Kiel – Germany
September	New World Cup Event
- 2008 Calendar may not follow the frame as applied above, but must be followed from 2009 onwards.

### 4. Grand Final

In discussion with the Events Organizers, at this stage due to concerns over the expense of staging and scheduling within an already full calendar, there was no consensus to support a Grand Final event. However it was felt that the Grand Final concept could be introduced in future years, once the ISAF Sailing World Cup has become established.

Grand Final Concept:

- Spectacular Venue.
- Number of boats entered in the grand final is based on the quota for the Olympic Games.
- Participants receive travel grants, free hotel accommodation and free food.
- Free or reduced cost transportation for the equipment.
- No entry fee.
- Substantial prize money.

---

<sup>1</sup> Except that the event shall always be at least 6 weeks after Miami and at least 2 weeks before Hyères.

## 5. ISAF Sailing World Cup Ranking

- World Cup individual scoring:

Place	Points	Place	Points
1	20	11	10
2	19	12	9
3	18	13	8
4	17	14	7
5	16	15	6
6	15	16	5
7	14	17	4
8	13	18	3
9	12	19	2
10	11	20	1

- The class World Championships are run by the classes under their own rules but also count for points as per the table. However they will not be promoted as World Cup events.
- No discard necessary (high point scoring system).
- Nation ranking to be considered.
- The current ISAF ranking system to continue with the World Cup events having grade 1. The maximum of grade 2 events to be increased.
- ISAF to publish a World Cup ranking based on 2007 results.

## 6. Venue and event Criteria

- Events should be owned or controlled by a national authority or a club affiliated to a national authority or an unaffiliated body with approval from the national authority.
- Venue should be able to cater for the maximum entry quota as set below.
- The format is mandatory.
- Minimum venue standards (parking, boat park, changing facilities etc).
- Standard (mandatory) sponsor village with the option of 'selling' space for individual sponsors or MNA Sponsors.
- Standard quality level of race management.
- Minimum accommodation (hotel, apartment, bungalow, camping etc) requirements.
- Health and safety minimum standards.

## 7. Rights

- ISAF owns the rights to the title and the concept of the ISAF Sailing World Cup, licensing these rights to the individual event organizers under a number of conditions, namely:
  - Adherence to an ISAF Sailing World Cup Marketing/Brand Manual

- Rights assignment to ISAF Sailing World Cup sponsors
- Single competition format
- The TV broadcast rights are owned and distributed by ISAF. A host country broadcaster may receive these rights for domestic use only, in return for a Value in Kind agreement for equipment supply. ISAF will in turn organise the production and distribution of TV coverage as a World Cup package – see 10 – Media.
- ISAF must be granted the rights for unlimited use of photography and images from each Event and will syndicate these via Getty Images or a similar provider.

## **8. Marketing**

- ISAF will create an ISAF Sailing World Cup brand, together with an associated Marketing and Branding Manual. This will give guidelines on:
  - Definitions and application of the World Cup Logo and any other marks
  - Required Livery and branding across events
  - Templates for communications (to sailors/sponsors/media)
  - ISAF sponsor/s branding guidelines
  - Event layout requirements (press/sponsors/VIPs)
- ISAF will produce World Cup marketing tools:
  - Promotional pack and DVD
  - Spectator and press information
  - ISAF Sailing World Cup website pages
- ISAF will develop a World Cup merchandise program with merchandise that must be made available at every Event.

## **9. Sponsorship**

- ISAF will seek a Title Sponsor for the ISAF Sailing World Cup and additional sponsors as appropriate.
- Existing Events Sponsors may continue their support of events and ISAF and the Event Organisers must ensure that Sponsor's brands do not conflict. All Event Organisers must notify ISAF before they approach a new sponsor.
- The title sponsor will receive the following rights at each Event:
  - Logo on all boats, position on bow (25%) or sail and/or boom
  - Logo on sailors bibs
  - Up to 40% of branding on ambient marketing
  - Primary branding on all printed material, the Event Website and communication templates
  - Branding on scoring
  - Hospitality/VIP area branding and allocation
- Individual event sponsors will share the following rights at each Event:
  - Up to 60% of branding on ambient marketing

- Hospitality/VIP area allocation
- Secondary logos on printed material and the Event Website

## **10. Media**

### **TV**

- ISAF will control the TV Production and distribution for all events to ensure high quality production, consistency and ownership of images. Every event shall contribute €25,000 towards TV production. This amount will be supplemented with an equal amount per event by ISAF.
- TV production will incorporate Track and Trace technology with attractive and animated 3D graphics
- ISAF will endeavour to distribute TV footage across the world, sold or given away as part of a World Cup Series Package.

### **Press Centre**

- ISAF will co-ordinate with the existing Event Press Centre to promote the World Cup to international press – traditional and online.
- ISAF will have the right to approve and brief photographers for the event
- ISAF will supply the templates to produce Event press packs and sailor biographies
- ISAF will produce, in print and on-line an ISAF Sailing World Cup brochure for general information
- Events are to supply press and media facilities according to ISAF specifications.
- ISAF will supply templates for all press release and media communications.

## **11. Prize money**

Substantial prize money for the Grand Final: (e.g \$20,000/ \$10,000/ \$5,000).

## **12. Format**

- Split fleet for events over 60 entries (30 for the skiff and Windsurfer events).
- Courses, target times and scoring like the Olympic Sailing Competition.
- Minimum 5 and maximum 6 competition days.
- Standard Notice of Race and Sailing Instructions.
- Standard Coach Boat Rules.
- ISAF appointed International Race Officers conducting the racing.
- ISAF appointed International Jury.

## **13. Measurement**

- Olympic Equipment all to be 'in house certified'
- Spot checks.

- Crew weighing if relevant.
- Hull weighing.
- ISAF Measurement Control Officer(s)

#### **14. Number of entries**

There will be no entry quota but a minimum number of entries will be accepted as follows:

Men's Windsurfer	120
Women's Windsurfer	80
Men's One Person Dinghy	150
Women's One Person Dinghy	120
Heavyweight Dinghy	80
Men's Two Person Dinghy	120
Women's Two person Dinghy	80
Skiff	100
Multihull	80
Men's Keelboat	80
Women's Keelboat	80

If the minimum quota is set the qualification system shall be:

If the maximum number of entries is achieved the number shall be first decided by having a maximum of six boats per nation in that event. Secondly a maximum of five etc.

#### **15. Management/ Administration**

- ISAF owns the rights to the World Cup.
- ISAF licences the participating Events in the World Cup for four years in line with the Olympic cycle. First agreement to 2012.
- The 'founding events' will be the start of the World Cup but it should be understood that after 2012 the participation of events is an open market.
- ISAF appoints a World Cup Management group with membership of all World Cup events for the co-ordination of World Cup.
- The ISAF Secretariat provides staff to assist the World Cup Management group.
- Each event contributes with a fee to ISAF to contribute to the overall management and the TV production and media services to be provided through ISAF.