Olympic Sailing Competition

Event Names – New Regulation 23.1.10

A submission from the Chairman of the Events Committee

Purpose or Objective

To allow for the name of Olympic Events to be changed without changing the underlying event/equipment.

Proposal

Insert new Regulation 23.1.10 as follows:

23.1.10 The Board may decide from time to time the descriptive names of the Olympic Events having received the recommendation of the Events Committee. The Board shall consult the relevant Olympic class association before making any decision. In deciding on the names, the Board shall have regard to:

(a) event naming standards used at the Olympic Games;
(b) common sailing parlance and the history of the Event;
(c) the marketability of proposed name, in particular to international broadcast audiences; and
(d) the vision and objectives of World Sailing for the Olympic Games.

For the avoidance of doubt, the power of the Board to decide or change a descriptive name does not change or alter the Events or Equipment chosen for the Olympic Sailing Competition nor the decision-making process set out in Regulation 23.

Current Position

As above.

Reasons

There is a need to improve the branding and promotion of the Olympic Events through the names used. This proposal would allow World Sailing to review and change the event names without affecting the underlying Events or Equipment chosen.