Sailing World Cup Grand Final


Proposal

ISAF to investigate the possibility of an ISAF Sailing World Cup Grand Final. The outcome of this investigation shall be presented by ISAF before March 2011, with a decision on the Grand Final venue for 2013 to be made by Nov 2011. The ISAF Sailing World Cup Grand Final shall be a property owned by ISAF.

ISAF will appoint a group, including Olympic Classes' representation, to undertake the investigation.

Current Position

ISAF does not fully own the rights to any World Cup event and therefore is not able to maximise the opportunities for media coverage, event consistency/standards and revenue generation

Reason

1. Many venues around the world would like to host an ISAF Sailing World Cup event to promote the sport and their city.

2. Such venues cannot afford to host a regular ISAF Sailing World Cup event as they are very large to execute.

3. By creating a Grand Final, ISAF will be able to attract additional revenue to increase the media presence of sailing. In time, the marketability of the World Cup and World Cup Grand Final should make ISAF less dependent on Olympic Revenues.

4. The Grand Final will allow sailors to aspire to an event series conclusion, which currently doesn’t exist in the ISAF World Cup.

5. The winner of the ISAF Sailing World Cup will be the winner of the Grand Final, hence making each ISAF World Cup event more important as the sailors and MNAs aspire to qualify to the Grand Final.