PARTNER WITH SAILING’S INTERNATIONAL GOVERNING BODY IN A GLOBAL SPORTS AND SOCIAL INITIATIVE
An opportunity for marine and lifestyle brands to enter into a unique partnership with ISAF’s **Connect to Sailing**.
A programme specifically designed to deliver the breadth and depth of rich content to empower sales, business development and marketing activities.
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About the International Sailing Federation (ISAF)

Established in 1907, the International Sailing Federation is officially recognised by the International Olympic Committee as the governing authority for sailing worldwide.

ISAF’s principal responsibilities are in:
- Promoting the sport internationally.
- Authorizing and regulating competitive sailing classes.
- Managing sailing at the Olympic Games.
- Developing and managing the International Racing Rules of Sailing and Regulations for all sailing competitions.
- Training of Race Officials.
- Professionalizing Standards of training through Technical Courses for Coaches and sports administrators.
- Development of the sport globally.
- Representing member nations and their sailors in all matters concerning the sport.

There are currently 137 member nations* who as Member National Authorities, are actively involved in the decision making process governing the world of competitive sailing and the 100 ISAF International, Recognised and Classic Classes - ranging from small Dinghies, right up to the largest, 100ft plus MAXI class.

ISAF Sailing Events around the world include: ISAF Sailing World Championship held once every four years as the principal qualifying regatta for the Olympic Sailing Event. ISAF Sailing World Cup an annual circuit of the key regatta for the Olympic classes. ISAF Youth World Championships - the World’s premier youth sailing event and stepping-stone to Olympic sailing.

ISAF Official Partner: ISAF Official Suppliers:

ROLEX  SUNSET & VINE  Atlantia  DB SCHENKER

*See Appendix 1
INDIVIDUAL MEMBER NATIONS

- Europe
- Asia
- Oceania
- Africa
- North America & Caribbean
- Central & South America

Member Nation
In many countries, the sport of sailing is still inaccurately perceived as being of an elitist nature; a notion which not only denies many the pure enjoyment of competitive sailing but deters potential business partnerships from developing. This document sets out to dispel that notion and with the Connect To Sailing Programme, outline the commercial opportunities through varying degrees of active participation.
The ISAF Connect to Sailing Opportunity

The inspirational Connect to Sailing programme concept was established in 2004 with the aim to grow grassroots participation in all categories of sailing outside elite activity with a specific focus on engaging with lifelong sailors at all ages in both developed and new territories.

Since the programme was successfully introduced in 2009 with the appointment of dedicated Training and Development Manager, over 20 Member National Authorities have reaped the rewards through the activities and initiatives that Connect to Sailing has made possible.

Connect to Sailing brings together stakeholders involved in the sport of sailing in a country, including Member National Authorities, the marine industry, government and non-government organisations, sports councils, boat show organisers, commercial sailing schools and the media to ensure that as many people as possible, regardless of race, religion, gender or political affiliation - have the opportunity to participate in and benefit from the sport of sailing.

Through national ISAF Member National Authorities, the education sector and community outreach initiatives, Connect to Sailing provides the means for young people to enter the sport and experience the challenges and excitement of sailing across recognised Olympic disciplines such as Windsurfing and Dinghy / Keelboat Sailing and other types of recreational and competitive sailing activities including Kiteboarding, Multihull Sailing and Yacht Sailing.

Current official partners of the Connect to Sailing programme include:

- Official Supplier
- Official Supplier
- Official Supplier
- Official Supplier
- Official Supplier
- Official Supplier
Connect to Sailing Partnership Benefits

The marketing and communications opportunities will provide the means for lifestyle brands and businesses in the marine industry to align with the inspirational and inclusive values expressed and associated with the Connect to Sailing Training programme and the reputation, integrity and sustainability of the sport’s international governing body.

The Partner Benefits Package is designed to offer partners the opportunity to access ISAF Member National Authorities (MNA) and those stakeholders they reach through Connect to Sailing, including all those people engaged in the programme at every level.

This will enable partners to interact with decision makers in each MNA via education, training, product placement and endorsement on specific marine equipment and other lifestyle products and services.

Basic benefits include:

• Product and service placement where appropriate.
• Endorsement of products and services where appropriate.
• Targeted online, offline and experiential branding and advertising opportunities.
• Business networking opportunities with Connect to Sailing stakeholders.
• Transferring Connect to Sailing’s inclusive values to a partner’s CSR policy.
• Media and communications coverage.
• An all-media marketing platform.
• Introduction to new markets.
• Reaching a wider audience/new audiences.
• 12 dedicated Connect to Sailing newsletter releases annually.

Extended benefits include:

• Access to the comprehensive ISAF MNA Database including 55,000 registered entries including Sailors, Coaches and Race Officials.
• Being featured on Connect to Sailing pages in the ISAF Website (over five thousand unique users access the ISAF website every day and over 1.9 million visits in the last year alone).
• Participation in ISAF Social Media (Twitter and Facebook) activities.
• Inclusion in all Connect to Sailing communications activities to MNAs.
• Branded presence at practical Connect to Sailing access sites such as Regional Seminars and Technical Courses for Coaches.
• Branded presence in the Learn to Sail training programme and other ISAF Programmes.
• Access to ISAF Training and Development team.
• Access MNAs, other stakeholders and participants of Connect to Sailing.
• Name and logo in monthly internal Connect to Sailing ‘Partner Update’ bulletin (outlining current projects and progress areas from training and Development Department).
• Inclusion in the ISAF Yearbook annual mail-out to all members.
• Product Stand at annual ISAF conference. This includes pull out banner and brochures.
Over five thousand unique users access the ISAF website every day and more than 1.9 million visits were made in the last year alone.
Connect to Sailing Partnership Packages

PARTNERSHIP CATEGORIES

OFFICIAL SUPPLIER PARTNERS
Open to all companies and organisations providing products and services to the programme on a National or International basis

PERFORMANCE PARTNERS
Exclusivity in category
Priority will be given to companies and organisations operating outside of the marine sector

REGIONAL PRINCIPAL PARTNER
Regional Category Exclusivity
Open to all appropriate companies and organisations wishing to sponsor activity in one of the six ISAF continental regions

CO-NAMING PARTNER
Global Category Exclusivity
Open to all appropriate companies and organisations
## Summary of Rights and Benefits

<table>
<thead>
<tr>
<th>Rights &amp; Benefits</th>
<th>COMMUNICATION PARTNER OBJECTIVES</th>
<th>OUTBOUND MARKETING FOCUS</th>
<th>CUSTOMER / BUSINESS RELATIONSHIP FOCUS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Branding &amp; Marketing</strong></td>
<td>Co-naming rights across ISAF C2S marketing schedule and training programme</td>
<td>Global</td>
<td>Regional</td>
</tr>
<tr>
<td>Dedicated Partner Account Manager</td>
<td>✔</td>
<td>✔</td>
<td>x</td>
</tr>
<tr>
<td>Partner logo on the ISAF website home page with link</td>
<td>✔</td>
<td>✔</td>
<td>x</td>
</tr>
<tr>
<td>Inclusion on ISAF C2S website section - dedicated page to position and promote your company product / services</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Reciprocal links from ISAF C2S website to partner site</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Branding on ISAF Trainers Clothing for C2S Programmes</td>
<td>Primary</td>
<td>Secondary</td>
<td>x</td>
</tr>
<tr>
<td>Right to use ISAF C2S logo and mark on company website and marketing materials</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Right to include product / service promotional content on ISAF C2S website page</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Right to be incorporated in ISAF C2S communication literature and email communications including quarterly newsletter</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Right to have partner logo inclusion in ISAF training manuals (e.g. “Personal Logbook” &amp; “Coaching Fundamentals”)</td>
<td>Primary</td>
<td>Primary</td>
<td>✔</td>
</tr>
<tr>
<td>Access to ISAF MNA Database under ISAF custody - email shots per year</td>
<td>12</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Access to ISAF C2S Training + Development Manager (e.g. introductions to stakeholders + MNAs around the globe)</td>
<td>Primary</td>
<td>Primary</td>
<td>✔</td>
</tr>
<tr>
<td>Assistance to identify and set up distribution lines in overseas countries through MNA network and other national stakeholders</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Access to ISAF Development and Youth Committee</td>
<td>Primary</td>
<td>Primary</td>
<td>✔</td>
</tr>
<tr>
<td>Monthly updates from ISAF C2S department outlining projects in train, progress from Training and Development initiatives and partner opportunities</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Invitations to ISAF C2S Technical Course for Coaches including partner inclusion in communication materials, seminar and workshop programmes</td>
<td>Primary</td>
<td>Primary</td>
<td>✔</td>
</tr>
<tr>
<td>Complimentary advertisement in ISAF Year Book</td>
<td>Full Page Inside Cover</td>
<td>Full Page</td>
<td>Inclusion in Partner Logo Panel</td>
</tr>
<tr>
<td>Branding at ISAF Annual Conference (banners and poster sites and space provision around display stand)</td>
<td>Primary</td>
<td>Primary</td>
<td>Inclusion in Partner Logo Panel</td>
</tr>
</tbody>
</table>
## Summary of Rights and Benefits

<table>
<thead>
<tr>
<th>Rights &amp; Benefits</th>
<th>Co-Naming Partner</th>
<th>Regional Principal Partners</th>
<th>Performance Partners</th>
<th>Official Supplier Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Minimum three year term</td>
<td>Minimum three year term</td>
<td>Minimum one year term</td>
<td>Minimum one year term</td>
</tr>
</tbody>
</table>

### COMMUNICATION PARTNER OBJECTIVES

<table>
<thead>
<tr>
<th>Content</th>
<th>OUTBOUND MARKETING FOCUS</th>
<th>CUSTOMER / BUSINESS RELATIONSHIP FOCUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category Advertising Rights</td>
<td>Global Territory</td>
<td>Regional Territory</td>
</tr>
<tr>
<td>PR Rights</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Endorsement Rights</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Trade Marketing Rights</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Image Rights</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Social Media Rights - inclusion in ISAF Twitter and Facebook, e-learning and forums where appropriate</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Photo Calls</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Press Events and Announcements</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>ISAF film and image archive</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

### Connecting & Networking

| Invitations to attend the ISAF Beppe Croce Trophy presentation – (annual event in recognition of outstanding voluntary contribution to sailing)* | ✔ | ✔ | ✔ | ✔ |
| Invitations to ISAF annual Conference as observers* | ✔ | ✔ | ✔ | ✔ |
| Right to 1x pull up banner and brochure display case (supplied by sponsor partner) sited within the ISAF Annual Conference venue | ✔ | ✔ | ✔ | ✔ |
| Access to ISAF Sailing Championship Events and International Boat Shows* | ✔ | ✔ | ✔ | ✔ |

### Annual Cost

| Europe - £25,000.00 | N. America + Carib. – £25,000.00 | Centr. and S. America – £17,500.00 | Africa – £10,000.00 | Asia – £25,000.00 | Oceania – £10,000.00 |

* exc any costs associated to travel, accommodation and subsistence
Contact Details

To find out more about the ISAF Connect to Sailing Partnership programme opportunities, please contact:

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ISAF
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Southampton
Hampshire
SO14 2AQ
United Kingdom

Telephone: + 44 (0)2380 635111
Email: dan@isaf.co.uk
### ISAF Member National Authorities

Member National Authorities currently working with ISAF in fulfilling the key objectives of the Connect to Sailing programme are denoted with an asterisk (*).

#### Europe
- Andorra
- Armenia
- Austria
- Belarus
- Belgium
- Bulgaria
- Croatia *
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Macedonia, FYRo
- Georgia
- Germany
- Great Britain *
- Hungary
- Iceland *
- Ireland
- Israel
- Italy
- Latvia
- Liechtenstein
- Lithuania
- Luxembourg
- Malta
- Moldova
- Monaco
- Montenegro
- Netherlands *
- Norway
- Poland
- Portugal
- Romania
- Russia
- San Marino
- Serbia
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Ukraine

#### North America & Caribbean
- Antigua
- Aruba
- Bahamas *
- Barbados
- Bermuda *
- British Virgin Islands
- Canada
- Cayman Islands *
- Cuba
- Dominican Republic *
- El Salvador *
- Grenada
- Guatemala
- Jamaica
- Antilles, Netherlands
- Puerto Rico
- St Lucia
- Trinidad and Tobago *
- US Virgin Islands

#### Central & South America
- Argentina
- Belize
- Brazil
- Chile
- Colombia
- Ecuador
- Mexico
- Panama
- Paraguay
- Peru *
- Uruguay
- Venezuela

#### Africa
- Algeria
- Angola
- Botswana
- Djibouti
- Egypt
- Kenya
- Libya
- Madagascar
- Mauritius
- Morocco *
- Mozambique *
- Namibia
- Nigeria
- Senegal
- Seychelles
- South Africa *
- Sudan *
- Tanzania
- Tunisia
- Uganda
- Zimbabwe

#### Asia
- Azerbaijan
- Bahrain
- China, PR
- Chinese Taipei
- Hong Kong
- India *
- Indonesia *
- Iran
- Japan *
- Kazakhstan

#### Oceania
- American Samoa
- Australia
- Cook Islands *
- Fiji *
- Guam
- New Zealand
- Papua New Guinea *
- Samoa
- Solomon Islands
- Tahiti
- Vanuatu

#### Korea
- Korea *
- Korea, DPR
- Kuwait
- Kyrgyzstan
- Lebanon
- Malaysia
- Myanmar *
- Oman *
- Pakistan
- Palestine
- Philippines
- Qatar *
- Saudi Arabia
- Singapore *
- Sri Lanka
- Thailand
- UAE *

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