INCREASING THE VALUE OF ELITE-LEVEL OLYMPIC SAILING
(increasing the value of sailing at all levels as a result)

Presentation to the ISAF COUNCIL
15th November 2013, Oman
Our Mission:

To build a clearly understood and professionally organised Olympic sailing annual calendar that each year crowns one undisputed World Champion in each Olympic event and enables elite-level athletes, national teams, the Olympic classes and ISAF to generate significant sporting & commercial value beyond the Olympic games.
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via sponsorship and other funding streams thanks to dramatically improved media coverage & VIP hospitality delivery.

A much clearer career path for the ambitious young sailor.

Eliminating confusion and feeding a much simpler / more powerful story to the media.
Desired Outcome:

To provide all nations, all sailors and all events with a clearer structure to operate within, clearer goals and a better way of measuring progress resulting in increased alignment and hence value at all levels from beginner to elite.
Current Situation

Olympic Games

ISAF Sailing World Championships (every 4 years)

ISAF Sailing World Cup (every year)

Class World Championships, Major international multi-class regattas; Class Continental Championships, Major Regional Games

Class National Champs; Other National & Regional Regattas
Our Objective 1

An annual & ‘elite level’ event …
… between the Olympic Games (above) & ‘open to all comers’ racing (below)

Eliminating confusion and feeding a much simpler / more powerful story to the media
Our Objective 2

A simpler & more coherent structure that increases the relevance and hence value of ALL events included within it (not just the elite events)
Focus on the Annual and Elite-Level Event

The best sailors from all over the world

World-class race management (formats, documentation, umpiring, scoring, tracking)

Excellent athlete & team services (shared services, team paddocks)

Global media coverage (TV series, multi-channel output, press materials & relations)

Gold-standard sponsor delivery inc. onsite VIP Setup
Post Santander, the ISAF Sailing World Championships becomes a new annual event, replacing the current ISAF Sailing World Cup.

Entry reserved for Olympic & Paralympic Classes only (subject to discussions with IFDS).
Olympic Class World Championships elevated into this new event, resulting in significantly enhanced media coverage & VIP delivery & hence sponsorship value for the Olympic classes.

Olympic Class World Championships

Non-Olympic Class World Championships

Note: The classes retain all rights.

Our aim is to help them develop their event as part of the ISAF Sailing World Championships.

Next step to engage the Class Associations to discuss this concept and agree benefits package.
Olympic Class World Championships naming is fully integrated into the ISAF Sailing World Championships becoming e.g. “ISAF Sailing World Championships - <Class Name> Championships Round”

Perhaps add ‘Pro-Am’ label to position this event as the one where sailors ranked outside Top-25 can win their way into SWC?
Top 25 in Rounds 1-4

Round 1
e.g. Oceana

Round 2
e.g. Europe

Round 3
e.g. Americas

Round 4
e.g. Asia

Round 5 Class Championships Rounds

Top 10 battle it out in ‘winner takes all’ Grand Final

ISAF Sailing World Championships Grand Final

Open entry to Round 5 providing a pathway into the SWC for tomorrow’s stars

Note: Olympic Nation Qualification to be considered once this structure is approved. Possible that a small percentage of places are defined in this way - leaving other events to fulfill the IOC’s ‘universality’ criteria
ISAF ranking adjusted and used to determine entry into the new SWC each year (Tour Cards provided) but with 25% turnover guaranteed every year.
An elite-level event platform capable of enabling sailors, national teams, the Olympic classes, event organisers & ISAF deliver sustained value over time

For elite-level sailors & stronger national teams: True Olympic-level competition; Much increased profile & sponsorship potential; A better product to sell all-round

For aspiring elite-level sailors & developing national teams: A clear path to follow that is open to all comers (via Round 5) and which provides a very credible & measurable foundation for funding applications

For Olympic classes & their Class World Championships: Clear distinction vs non-Olympic classes; Sponsorship potential increased via improved media & VIP delivery & greater profile/standing

For media: A much clearer story/less confusion; Professional on-the-ground and remote delivery and support

For sponsors: A predictable & professionally run platform delivering better ROI

For other event organisers: Tighten the link between all events and increase their relevancy & importance as ways to gain ISAF Ranking points to qualify for the SWC (and hence the Olympic Games)

For ISAF: A valuable platform for developing the Olympic aspect of the sport - and beyond
Format & Fleet Sizes
**Sporting credibility** - a mixture of near-shore and offshore racing (similar to the Olympics), likely varying by class

Gold-standard delivery across all areas from sporting to media to commercial/VIP

A simpler format for media and commentators to understand and communicate

A format that enables year-on-year development of the sport at elite level
Rounds 1-4 shall have fleet sizes of 25 and shall seek to provide a sporting test equivalent to the Olympics.

**Round 5, Class Championships Round:** fleet sizes, regatta formats & qualification decided by the class (subject to ISAF approval)

**Round 5 provides extra opportunity to access SWC** with X top performers (not already in SWC) winning chance to take part in the following year’s event.

Next stage (pre Oman) discuss integration with the Olympic classes and present benefits (media coverage, VIP hospitality, sponsorship, etc).
Tour Cards
Majority of Round 1-4 entries via annual ‘Tour Card’

In addition to Tour Cards, ISAF will retain a small number of ‘Wild Card’ entries to support commercial efforts & manage transition
Link to ISAF Ranking

Top ISAF rankings made up of SWC Tour Card holders exclusively i.e. their ranking is protected (if necessary)

Competitors not in the SWC make up the lower rankings, (using similar ranking system to that which exists currently)
Tour-Card allocation designed to achieve approx. 25% turnover (promotion/relegation) of athletes each year.

Bottom ranked 25% from each year's SWC are relegated and invites extended to top-ranked non-SWC sailors instead.

Tour Cards awarded only to those who commit to take part in all Rounds in the following year.

Where appropriate, centralised services (e.g. global logistics, coach boats, physios, food & drink) will be developed to reduce costs for athletes, particularly those not part of a big team.
Getting it going (example only)

Year 1 (2015 season) Tour Card allocation ...

50% invites based on ISAF Rankings in June 2014 (early enough to go look for funding)

50% invites based on Santander results
Grand Final
Grand Final optimised to raise media interest and hence sponsor value for the sport’s elite sailors

Only 10 competitors / class will qualify to make it a consistent and challenging goal (all raced umpired)

Qualification to the Grand Final shall be based on performance in ALL ISAF Sailing World Championship Rounds including the Class Championships Round (i.e. no discards)

In Olympic years, medalists will automatically qualify with remainder of slots filled as normal
Winner of the Grand Final in each class shall be crowned the undisputed

“ISAF Sailing World Champion <Class Name>”

...plus shall be added to the short-list for “Rolex Sailor of the Year”
2014 Grand Final

The only new event in 2014 (no other Rounds, etc)

Will be introduced as a “proof of concept” only (as the 2014 World Champions will be crowned at Santander)
Timing & Locations
ISAF Sailing World Championships may run from December to November but shall be labelled annually e.g. 2017.

The Grand Final shall be held between September and November (after the Olympics).

Potential for ISAF Annual Meeting to be bundled with the Grand Finals to enhance the value of both.
The intention is to spread the SWC Rounds globally and visit today’s key sailing and commercial markets (i.e. with one Round in each of Europe, Asia, Oceania and Americas)

**Venues will be chosen through a bidding process**

Venues for the Rounds are likely to be multi-years deals. Venue for the Grand Final likely to move more frequently

*Potential for a venue link to upcoming Olympics (a Round or the Grand Final)*
Funding
Event Budget

In outline - build up to full value with 10-12m Euros costs based on 5 Rounds plus Grand Final
Funding for teams/sailors

In recognition that government / National Olympic Committee funding is the dominant source for athletes and teams today, we will aim to communicate that the new ISAF Sailing World Championship (including Round 5, the ‘open’ Class Championship Rounds) is THE way elite athlete performance will be judged for future funding.

In parallel, our key objective shall be to help sailors and teams develop other sources of income (e.g. sponsorship).

Key part of this, we need to review the whole branding split of rights between sailor / national team / event (likely sailors/team to decide split between themselves but recognising that sailors rights need developing).
Rollout Plan
Announce Vision + Transition Plan
Engage MNAs, athletes and key commercial stakeholders
Reflect in contract renewals & ISAF 2018 Worlds bid process

2013

2014

First engagement with existing event organisers
Shared infrastructure (entry, tracking, results, etc) & cost packages for MNAs/athletes
June ISAF Ranking used for Grand Final and for 2015 “Tour Card”
Oct/Nov: Standalone Grand Final “Proof of Concept”
(not yet named World Championship)

2015

First full year of the ISAF Sailing World Champs
Still in transition and so may not yet have full control of all events
“Tour Card” introduced for the first time inc. qualification for “Grand Finals”

2016

Full event run with ownership and commercial rights increasing over time
Olympic Year so Grand Final is run mostly as a sponsor activation event

2017

Latest we will have full control and commercial ownership of this new event