

### **ISAF World Cup for Olympic Classes**

New concept of a World Cup for Olympic Classes

A submission from the Executive Committee

#### **Proposal:**

Following meetings with the Olympic Classes, Event Organisers and ISAF, the Executive Committee proposes the Introduction of a World Cup in Sailing for Olympic Classes.

#### **Objectives**

- 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.

#### **Concept**

- Series of existing (grade 1) events. 5-8 events make up the first series in 2006.
- Using the Olympic Equipment (classes).
- Enhance and improve the attractiveness of the current grade 1 outside of Europe.
- Introduce events in Asia and South America.
- 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, 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 Schenker to provide transport and logistics package.

#### **Current Position:**

There is no such current concept.

Reason:

- Promote the sport to a wider audience.
- Opportunity for media to focus upon a consistent and well run series of events.
- Opportunity to raise quality of events.
- Opportunity to develop long term partnerships with:
  - Cities
  - Sponsors
  - Media
  - Suppliers
  - Sailors
  - General public
- Opportunity to develop a format and ranking system that is easily understood.
- Additional revenue opportunities for all stakeholders and offers all stakeholders global platform to initiate exploitation schemes.
  - Improved media coverage increases the value of the individual advertising of the sailors.
  - Improved media coverage increases the value of event sponsorship.
- Opportunity to work with a limited number of venues with excellent conditions and infrastructure.