



sail for gold

RYA

Push the Boat Out

21st July 2012

Show support for the British Sailing Team
on **'Push the Boat Out'** day.

What can you do?
Promoting your event
Informing the media
Example press release
What now?



Whether you sail, motor or windsurf we are looking to get as many people out on the water as possible on **'Push the Boat Out'** day. It's a great opportunity not only to show your support for the British Sailing Team at the 2012 Olympics but also to showcase what a great sport sailing is and have lots of fun.

Why not dress up your club, training centre, marina or boat with bunting, flags and party paraphernalia and host an event or just get out on the water for the day and share the fun and excitement of the day with others. **Please choose a time during the day to wave your flags to show your support for the British Sailing Team and remember to take lots of photos.**

What can you do?

There are loads of things you could do to get involved and here are just a few ideas to help you get started:

Day

- Hold a Sail for Gold Regatta at your club or centre
- Encourage existing members to bring non-sailing family members or friends to the club and 'have a go' at sailing.
- Organise a family fun day – this could include activities like a treasure hunt, kids v. parents regatta/race, fun games on the water or perhaps a follow my leader cruise around your local sailing grounds.
- Run a cruisers rally – encourage yacht owners / berth holders to all go cruising on 'Push the Boat Out' day.
- Lead a sailing discovery trip – sail to a new location along the coast / estuary
- Re-brand existing open days or club activity as a special 'Push the Boat Out' event.
- Hold your own mini Olympic sailing regatta – each team could represent a different nation, you could hold an opening ceremony, present medals and so on, just let your imagination go wild!
- Encourage participants of regular clubs; OnBoard, Team15, Project Windsurf to all get out on the water on the 21st July.
- Make the day a perfect opportunity for inactive members, old members to get back out on the water and involve regular members and new members to also come along and encourage them along.
- Hold an open day – encourage members, friends, and family, local residents to come along and get out on the water. Offer 'have-a-go sessions', run fun activities and games and make a real day of it.
- Aim to get all the boats out of you boat park and out on the water on 'Push the Boat Out' day.

Evening

After a great day out on the water why not keep the celebrations going and host a special evening event. Here are just a few ideas:

- Hold a gold themed party
- Black tie ball
- Beach party games and BBQ
- Auction – auction of day's sailing, instructors, meal at the club, membership and so forth
- Run an Olympic quiz night
- Black tie ball

Remember to take lots of photos of your event and share them with us, we'd love to see what fun you had and what you got up too and we will be sending all your photos and 'good luck' wishes to the British Sailing Team! Please upload your photo onto our [Sail for Gold Facebook](#) page and we will also add them to the Sail for Gold gallery.

Promoting your event

The best way to get people involved in your event is to promote it. This can be done both internally at your club, training centre or marina or externally to the local media, local groups and other clubs.

Why?

- To encourage more people to try boating – sailing, windsurfing, motorboating at your club, centre of marina
- To showcase sailing, windsurfing, motorboating in your area
- Something different for existing members to enjoy
- Entice new members to the club
- Re-kindle an old interest in sailing

How?

- Use the downloadable poster around the centre / club / marina
- Distribute the poster around the local area; e.g. dentists & doctors, local gym, kids clubs
- Tell members about what you're doing
- Information on your website
- Press release in your local paper / invite local media to come along and have a go
- Inform the local radio station
- Club / Centre newsletter
- Facebook pages and twitter feeds

When?

Pre-event

- Let people know as soon as you can about your event - so they can put the date in their diary
- Give a couple of weeks' notice to media so they have time to cover your story, arrange a photographer to come along, TV camera crew

Post event

- If you send a release after your event with pictures of the day, send it the next day to make it topical. Ensure the photos are high resolution and close-up shots.

Informing the media

One of the easiest ways to let the media know what you are doing is with a press release. There are a few simple tips to remember when writing a release to give you the best opportunity of having your story included in the paper.

Basic content to your press release:

- Title
- First paragraph - outline the key elements of the story
- Then go on to expand the story
- Quote from a key spokesperson e.g. The person organising the event or the club commodore about why you're joining in with 'Push the Boat Out' day
- Relevant club details e.g. dates, locations
- Contact details for media to ask any further questions - telephone and email

Make sure your release answers all the traditional questions:

- Who?
- Where?
- When?
- Why?
- What?
- How?

AND REMEMBER ...

Check and recheck your release to make sure all the details are correct.

Alongside all your hard work promoting your event at a local level the RYA will also be promoting 'Push the Boat Out' day to Marine press, national press and other relevant media.

NEWS RELEASE

Insert date here

Join in and 'Push the Boat Out' for Sail for Gold at [name of centre/club]

On Saturday 21 July, [name of club / centre] in [location] will be joining a host of sailing clubs and centres across the country and taking part in 'Push the Boat Out' day, as part of the RYA's Sail for Gold celebrations.

Push the Boat Out day aims to get as many people out on the water at any one time and [name of centre/club] will be doing their bit by offering/hosting [insert details of event – what you are doing for the day]

[Name Club/Centre manager], said: "We're really excited to be part of Push the Boat Out. We hope to get xxx people out on the water on the day and that everyone will really make the most of it and come along and have a go for themselves."

Starting at ([time] on [date] at [centre name's] there will be a whole host of activities taking place. [Include details of all the activities you are doing – who can join in, timings, costs, what people need to bring, how to book - as much info as possible]

Push the Boat Out is one of the big events on the RYA's Sail for Gold programme calendar providing the perfect opportunity to showcase sailing to the nation and show support for our Olympic and Paralympic sailors prior to the London 2012 Games.

"We hope that clubs and centres really get in to the spirit of the day and encourage as many of their members, or visitors, as possible to get out on the water on Saturday 21 July and have fun. Being the last Saturday before the start of the London 2012 Games and it would be great to give the British Sailing Team a wonderful send off, waving flags and wishing them 'good luck' on 'Push the Boat Out' day", commented Celia Edgington, Sail for Gold programme co-ordinator.

If you want to find out how you can get involved at [clubs name] Push the Boat Out day visit [web address] or call [telephone number].

To find out more about Sail for Gold visit www.rya.org.uk/sailforgold

-Ends-

For more information contact:

name

address

Tel: xxxxxxxx

Email: xxxxxx

Website address

[Here you could also add in any Facebook / Twitter addresses]

Notes to Editors:**About Sail for Gold**

- The Sail for Gold programme is an RYA initiative launched in March 2011
- Sail for Gold provides a framework of national and local 'on and off' the water activities and events in the run up to the 2012 Olympic and Paralympic Games which can be tailored for use by clubs, training centres, marinas and other organisations across the country
- The programme aims to make clubs the focal point for members to join in the spirit of the Olympics. Under the banner of Inspire, Celebrate and Support the programme aims to - *INSPIRE* new and existing sailors to get out on the water, *CELEBRATE* our past and present successes, and *SUPPORT* the world's most successful Olympic and Paralympic classes sailing team; the British Sailing Team.
- For more information about Sail for Gold visit <http://www.rya.org.uk/sailforgold>

What now?

- Put the date in your diary / club calendar
- When planning your Push the Boat Out event please ensure that you inform your Local Harbour Authority about your event and as always make sure you have appropriate safety cover for the day
- Think about what you could do at your club / centre/ marina and discuss ideas with your team/ your members
- Register your activity by completing the online event form on the Sail for Gold website. www.rya.org.uk/sailforgold
- Download the promotional posters & distribute locally
- Write a pre-event press release and send to your local media contacts
- Follow-up the event with a post event press release and send, with two quality pictures to your local media, the day after the event.
- Please make sure you have a camera and video camera ready on 'Push the Boat Out Day' so you can share all your photos with the British Sailing Team and the rest of the UK. We will be sending your photos and 'good luck' wishes to the Team so give them the support they need before starting their quest for Gold in Weymouth!
- Please use the flags and other items in your 2012 Sail for Gold kits on the day and wave them to show your support for the Team. You may need to order extra flags as there will be a limited number sent in the packs. The Sail for Gold kits will be sent out during the first two weeks of May 2012.

We hope you have a fantastic day. Good luck with your preparations and if you have any questions then please contact Celia at celia.edgington@rya.org.uk.

Thank you for your support.



inspire • celebrate • support