



**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.





Contents

About the International Sailing Federation (ISAF)	4
The ISAF Connect to Sailing Opportunity	7
Connect to Sailing Partnership Benefits	8
Connect to Sailing Partner Packages	10
Summary of Rights and Benefits	12
Contact Details	14
Appendix 1 ISAF Member National Authorities	15





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:

SUNSET VINE

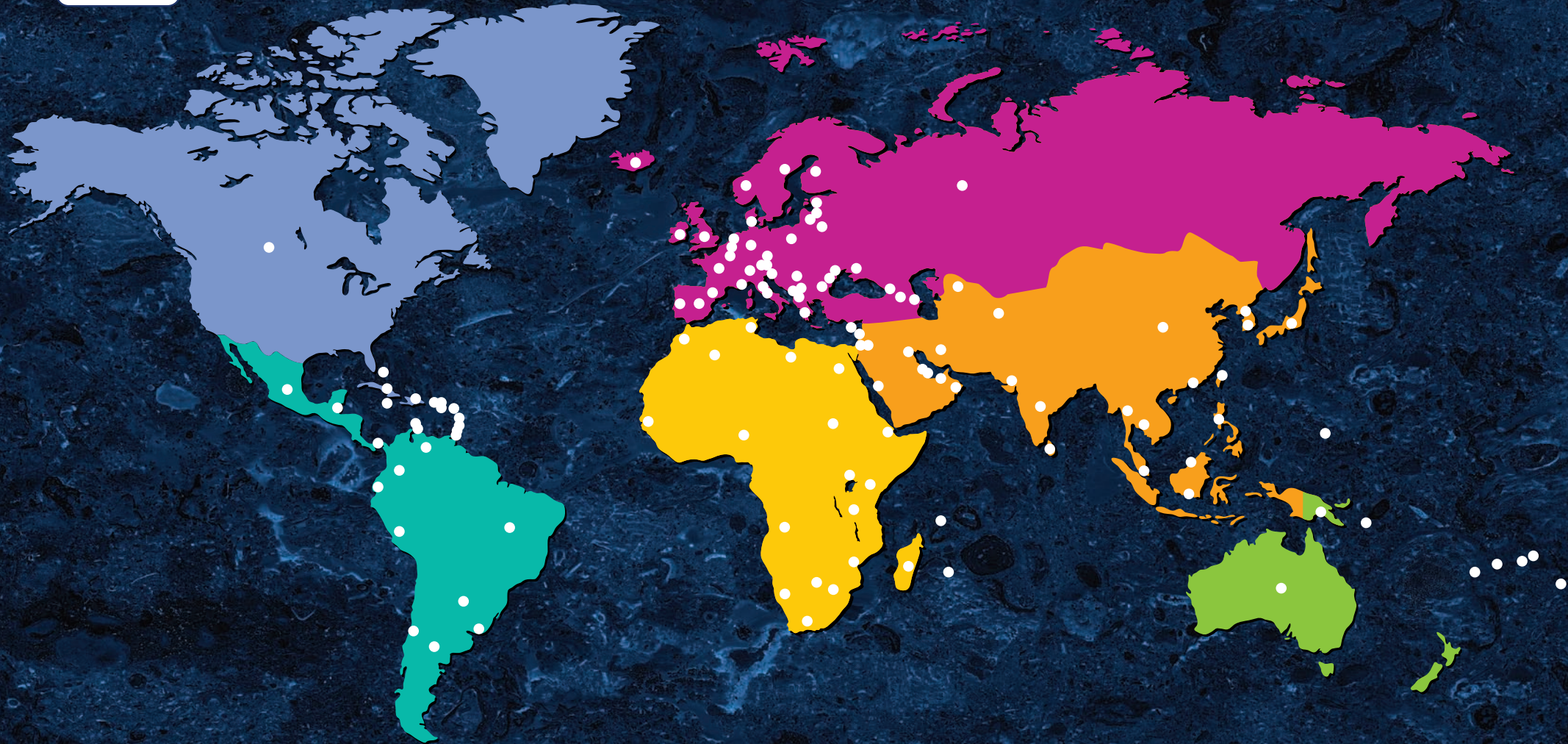
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*See Appendix 1



INDIVIDUAL MEMBER NATIONS



● Member Nation

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



OUR MEMBERS – OUR PARTNERS – OUR PROCESSES – OUR PEOPLE

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 grass roots 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



CO-NAMING PARTNER

Global Category Exclusivity

Open to all appropriate companies and organisations

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

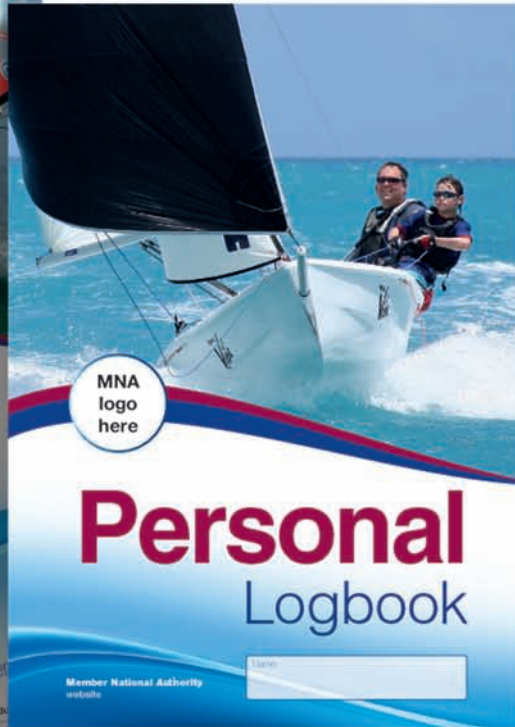
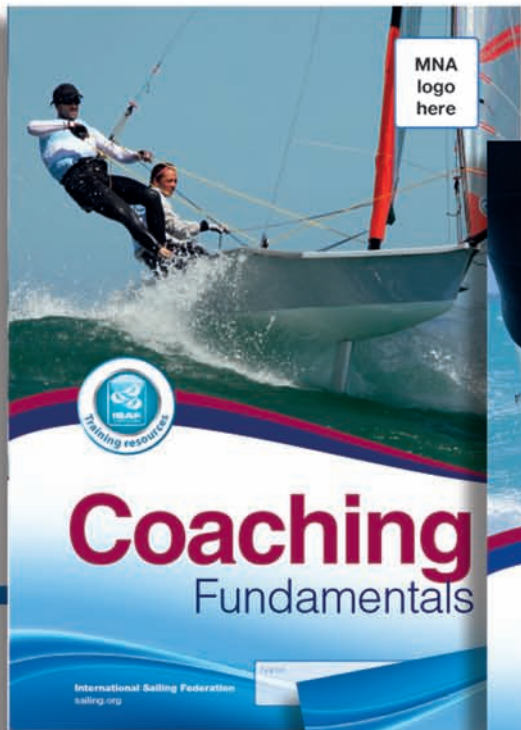
PERFORMANCE PARTNERS

Exclusivity in category

Priority will be given to companies and organisations operating outside of the marine sector

OFFICIAL SUPPLIER PARTNERS

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



1	Task	
2	Briefing	
3	Debriefing	
4	Questioning	
5	Debrief model	1
6	Coaching	14
7	Coaching from a powerboat	16
8	Teaching ashore	17
9	How people learn	18
10	Coaching adults – coaching young people	20
11	Fleet control – Risk assessment	22
12	The development process: Plan – Do – Review	24
13	Making learning fun	25
14	Coaching sailors with disabilities	32
15	Anti-doping	34
16	Notes	36


Content		
Introduction		
1	Youth sailing	
	Youth sailing - My introduction to sailing	6
	Youth sailing - Building my knowledge	8
	Youth sailing - Getting to know my boat	10
	Youth sailing - Improving my skills	12
	Youth sailing - Crew endorsement	14
2	MNA - National pathway	16
3	Adult sailing	16
	Adult sailing - Getting afloat	18
	Adult sailing - Mastering basic skills	20
	Adult sailing - Developing intermediate skills	22
	Adult endorsements	24
4	Logbook	36
5	What is ISAF?	37
6	ISAF Connect to Sailing	38
7	Notes	38




ISAF Training Publications

ISAF Yearbook

Summary of Rights and Benefits

	Rights & Benefits	Co-Naming Partner Minimum three year term	Regional Principal Partners Minimum three year term	Performance Partners Minimum one year term	Official Supplier Partners Minimum one year term
	COMMUNICATION PARTNER OBJECTIVES	OUTBOUND MARKETING FOCUS			CUSTOMER / BUSINESS RELATIONSHIP FOCUS
Branding & Marketing	Co-naming rights across ISAF C2S marketing schedule and training programme	Global	Regional	X	X
	Dedicated Partner Account Manager	✓	✓	X	X
	Partner logo on the ISAF website home page with link	✓	✓	X	X
	Inclusion on ISAF C2S website section - dedicated page to position and promote your company product / services	✓	✓	✓	✓
	Reciprocal links from ISAF C2S website to partner site	✓	✓	✓	✓
	Branding on ISAF Trainers Clothing for C2S Programmes	Primary	Secondary	X	X
	Right to use ISAF C2S logo and mark on company website and marketing materials	✓	✓	✓	✓
	Right to include product / service promotional content on ISAF C2S website page	✓	✓	✓	✓
	Right to be incorporated in ISAF C2S communication literature and email communications including quarterly newsletter	✓	✓	✓	✓
	Right to have partner logo inclusion in ISAF training manuals (e.g. "Personal Logbook" & "Coaching Fundamentals")	Primary	Primary	✓	✓
	Access to ISAF MNA Database under ISAF custody - email shots per year	12	6	4	2
	Access to ISAF C2S Training + Development Manager (e.g. introductions to stakeholders + MNAs around the globe)	Primary	Primary	✓	✓
	Assistance to identify and set up distribution lines in overseas countries through MNA network and other national stakeholders	✓	✓	✓	✓
	Access to ISAF Development and Youth Committee	Primary	Primary	✓	✓
	Monthly updates from ISAF C2S department outlining projects in train, progress from Training and Development initiatives and partner opportunities	✓	✓	✓	✓
	Invitations to ISAF C2S Technical Course for Coaches including partner inclusion in communication materials, seminar and workshop programmes	Primary	Primary	✓	✓
Complimentary advertisement in ISAF Year Book	Full Page Inside Cover	Full Page	Inclusion in Partner Logo Panel	Inclusion in Partner Logo Panel	
Branding at ISAF Annual Conference (banners and poster sites and space provision around display stand)	Primary	Primary	Inclusion in Partner Logo Panel	Inclusion in Partner Logo Panel	

Summary of Rights and Benefits

 Rights & Benefits		Co-Naming Partner Minimum three year term	Regional Principal Partners Minimum three year term	Performance Partners Minimum one year term	Official Supplier Partners Minimum one year term
	COMMUNICATION PARTNER OBJECTIVES	OUTBOUND MARKETING FOCUS			CUSTOMER / BUSINESS RELATIONSHIP FOCUS
Content	Category Advertising Rights	Global Territory	Regional Territory	X	X
	PR Rights	✓	✓	✓	✓
	Endorsement Rights	✓	✓	✓	✓
	Trade Marketing Rights	✓	✓	✓	✓
	Image Rights	✓	✓	✓	✓
	Social Media Rights - inclusion in ISAF Twitter and Facebook, e-learning and forums where appropriate	✓	✓	✓	✓
	Photo Calls	✓	✓	✓	Archive
	Press Events and Announcements	✓	✓	✓	Limited
	ISAF film and image archive	✓	✓	✓	Limited
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		£85,000.00	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	£10,000.00	£5,000.00

* 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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Appendix 1 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

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

Oceania

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





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Connecting Brands and Business to the Global Sailing Industry