

THIS IS  
**SAIL GP**<sup>TM</sup>

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*THE FASTEST  
SPORT ON WATER*

High-tech, high-speed racing in iconic global destinations.



**TEAMS COMPETING  
FOR GLORY**



**GLOBAL RACES  
IN SEASON 5**



**FANS  
WORLDWIDE**

# 12 TEAMS

COMPETE FOR  
**NATIONAL  
GLORY...**



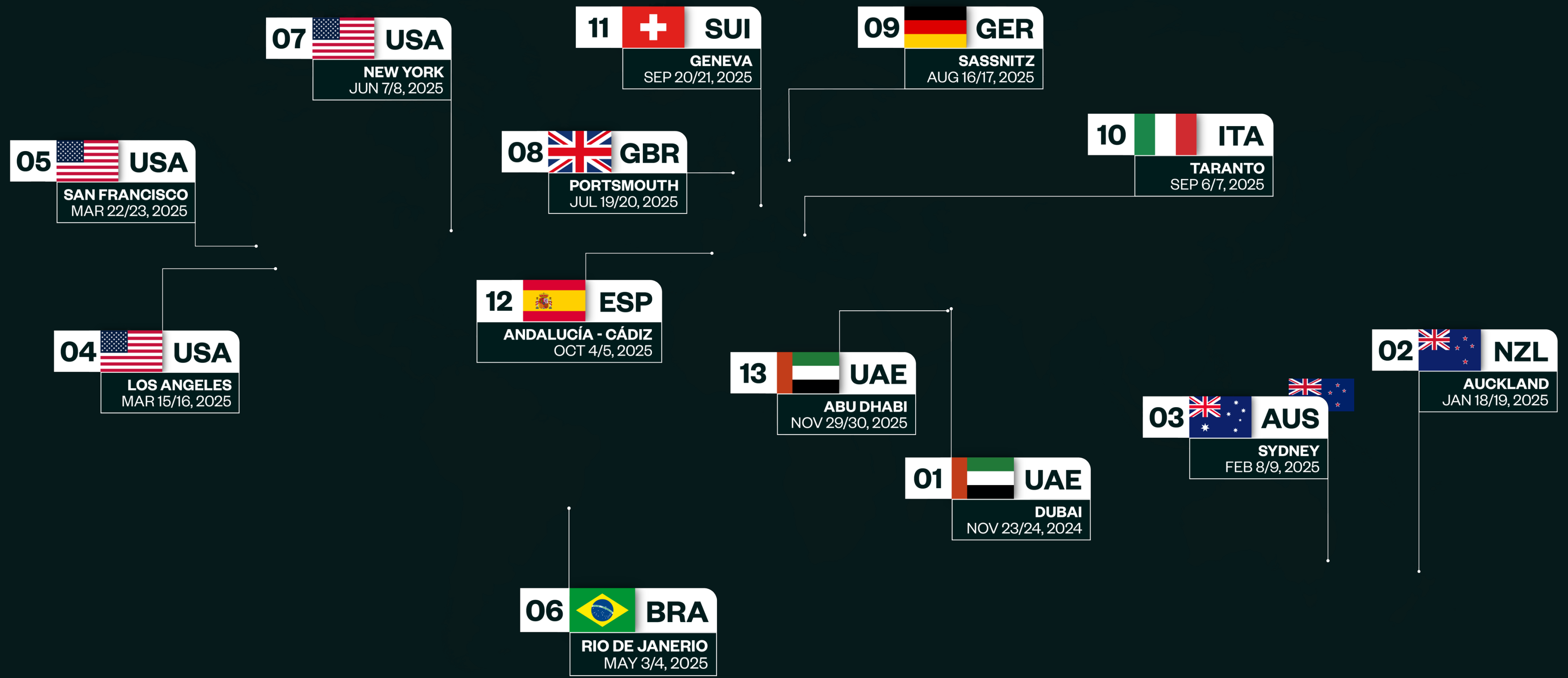
...WITH THE **WORLD'S  
BEST ATHLETES**  
BATTLING ON THE  
WATER IN FIERCE  
RIVALRIES

...COMPETING FOR THE  
LARGEST PRIZE MONEY  
IN THE SPORT

# A RACE CALENDAR

## SPANNING 13 ICONIC DESTINATIONS

#	Event
1	Emirates Dubai Sail Grand Prix presented by P&O Marinas
2	ITM New Zealand Sail Grand Prix   Auckland
3	KPMG Australia Sail Grand Prix   Sydney
4	Rolex Los Angeles Sail Grand Prix
5	Oracle San Francisco Sail Grand Prix
6	Enel Rio Sail Grand Prix
7	Mubadala New York Sail Grand Prix
8	Emirates Great Britain Sail Grand Prix   Portsmouth
9	Germany Sail Grand Prix   Sassnitz
10	Italy Sail Grand Prix   Taranto
11	Rolex Switzerland Sail Grand Prix   Geneva
12	Spain Sail Grand Prix   Andalucía-Cádiz
13	Mubadala Abu Dhabi Sail Grand Prix, presented by Abu Dhabi Sports Council (Season Grand Final)



# GENERATING SIGNIFICANT ECONOMIC IMPACT DRIVEN BY SAILGP OPERATIONS AND FANS

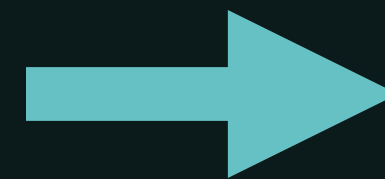
## TOTAL ECONOMIC IMPACT\*

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\$18.1M - average gross expenditure

Total expenditure related to the event driven by SailGP, SailGP Teams, Media and Fans



\$10.4M - average total economic impact

Total impact delivered to the local economy as a result of the SailGP event

## FAN ECONOMIC IMPACT

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Economic impact primarily driven by non-local fan attendance:

37% Regional  
17% Abroad

\$4.6M average fan economic impact  
= Total impact delivered to the local economy through fans attending SailGP

Top 5 Spending Categories: Hotels, Meals, Groceries, Local Transport, Retail

\* average impact per event

# DRIVING TOURISM

WITH THOUSANDS OF FANS IN ATTENDANCE PER DAY

2

DAYS OF RACING

5-10K

AVERAGE FAN ATTENDANCE PER DAY

85%

OF INTERNATIONAL ATTENDEES VISIT SPECIFICALLY FOR SAILGP

## SailGP Season 4 - Average Nights Stayed (Regional & International Attendees)

One Night **9%**      Two Nights **23%**      Three Nights **25%**      Four Nights **17%**      Five Nights **8%**

+60% of regional and international attendees stayed 3 nights or more

# GENERATING VALUABLE MEDIA EXPOSURE TO AN AUDIENCE OF MILLIONS ACROSS THE GLOBE

15<sub>M</sub>

AVERAGE DEDICATED  
AUDIENCE PER EVENT

991<sub>K</sub>

AVERAGE SOCIAL  
MEDIA VIEWS PER  
EVENT

\$37.5<sub>M</sub>

AVERAGE HOST CITY  
GROSS MEDIA  
VALUE PER EVENT

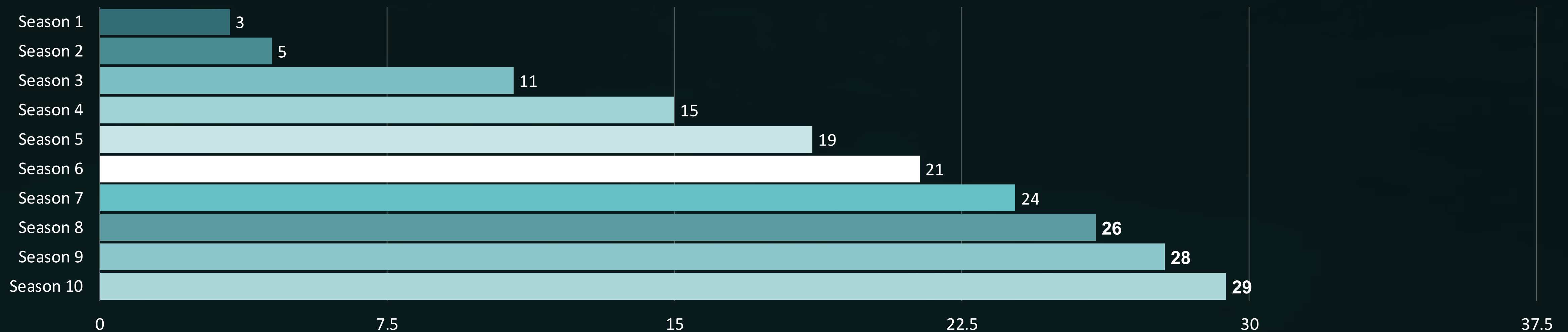
\$11<sub>M</sub>

AVERAGE HOST CITY  
NET SPONSORSHIP  
VALUE PER EVENT

210

GLOBAL BROADCAST  
DISTRIBUTION  
MARKETS

Average SailGP dedicated audience per event (by Season)



# OBJECTIVES FOR THE INSPIRE PROGRAM

1

10,000 participants engaged between Season 2 and Season 5

2

Participants engaged in every host city that we race in

3

50:50 male/female participants and strong representation from diverse communities

4

100% of participants inspired about a sustainable future

“

Our goal is to leave a positive **legacy** and build a **sustainable** future – by providing equal, life-changing education, **opportunities** and new career pathways for all, regardless of race or socioeconomic background

# RACE FOR THE FUTURE

## SAILGP INSPIRE LEARNING PROGRAM

*Innovative use of sailing to teach **STEM** subjects to children across the world & to engage a more diverse sector of **Society** by hands on learning.*

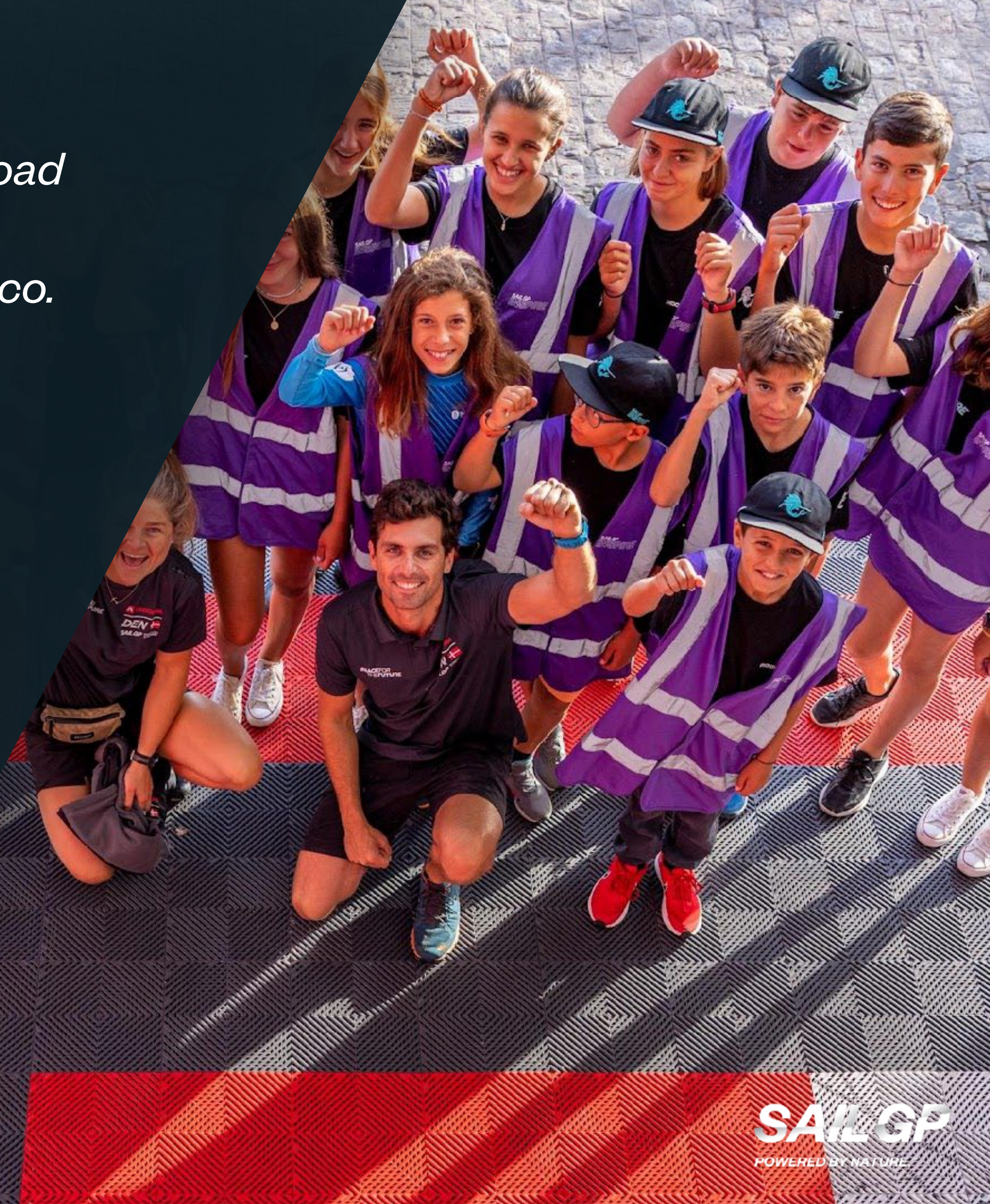


# LEARNING

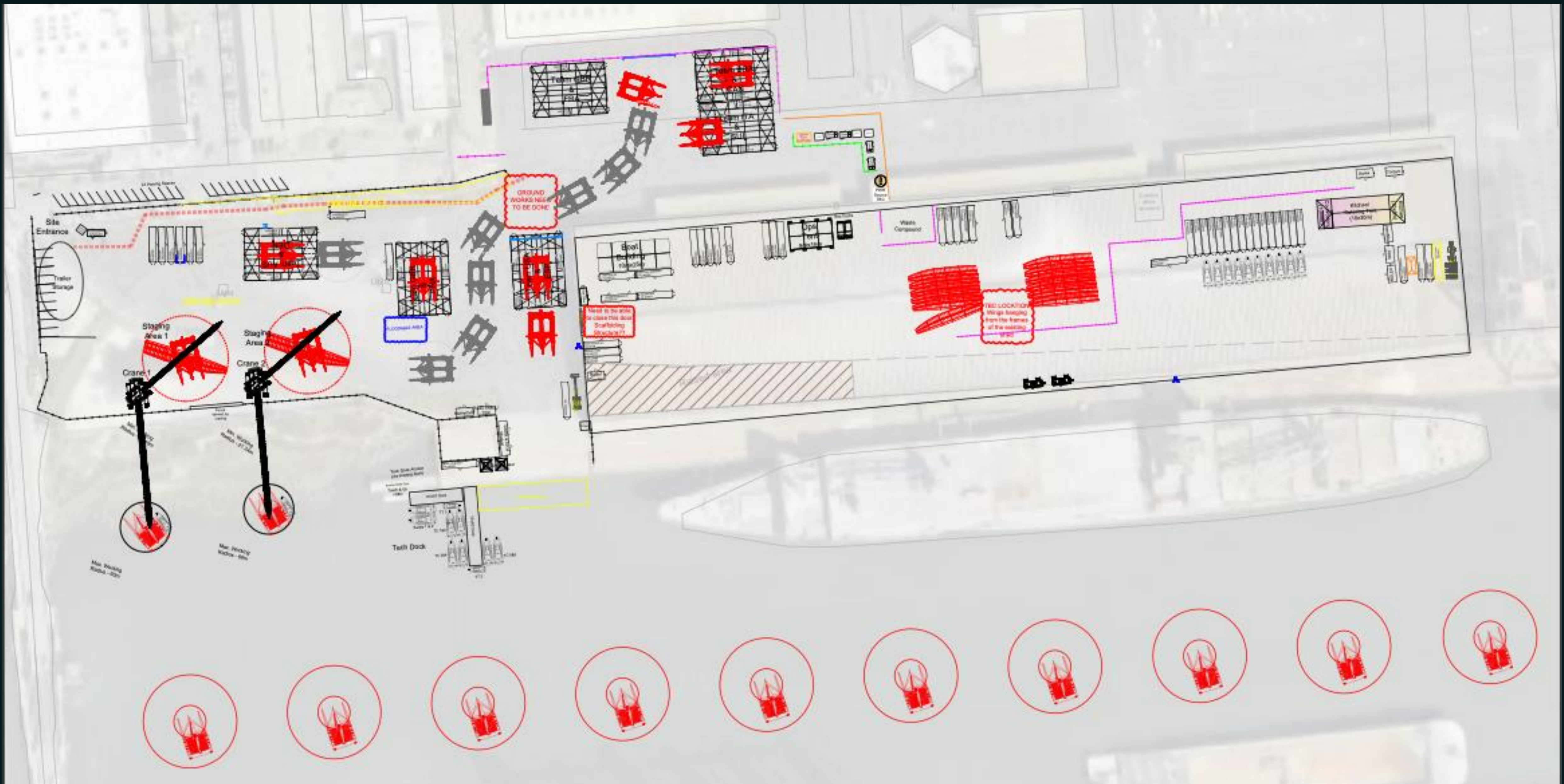
*SailGP's Inspire Learning Program is designed for a broad range of youth, with a particular focus on those aged 9-15yrs from schools located in District 10, San Francisco.*

## FORMAT:

- ▶ *Inspiring and engaging resources themed around the elements (Wind, Water, Sun, and Earth). Please find some examples of these on the following slides.*
- ▶ *These hands-on activities bring **STEM** subjects and **sustainability** to life.*
- ▶ *An **exclusive tour** of SailGP's Technical Site, including an opportunity to visit our team bases and see our engineers at work.*
- ▶ *Boat Design Challenge in the lead up to the event to build knowledge and excitement.*



# SAILGP TECH SITE AT PIER 80



# ***SAILGP TECH SITE AT PIER 80***

## ***TECH SITE LOAD-IN***

*MARCH 3-16*

## ***EVENT WEEK***

*MARCH 17-23*

*REHEARSAL - FRIDAY, MARCH 21*

*RACE DAY 1 – SATURDAY, MARCH 22*

*RACE DAY 2 – SUNDAY, MARCH 23*

## ***TECH SITE LOAD-OUT***

*MARCH 24-APRIL 3*

*THANK  
YOU*

**SAIL GP**

POWERED  
BY NATURE.™

