



Express Sailing Racing Concept

Developed for the BEGINNER level

EUROSAF KEY Priorities

Vision: More Sailors, More Fun, More Success

“help create the conditions to bring more people to have fun sailing.”



A few opportunities brought by sailing to people!

Learning skills for a lifetime by practice an enjoyable sport activity in a healthy environment:

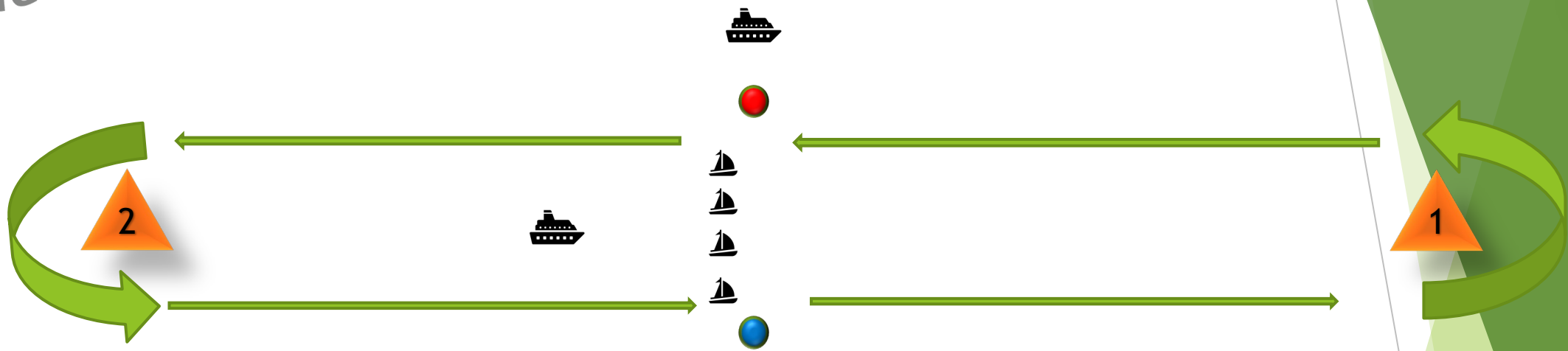
- ▶ understanding the wind;
- ▶ usage for ropes;
- ▶ safety on water;
- ▶ sail a boat,
- ▶ repair boats or sails
- ▶ Building up the body strength;
- ▶ Exercise the mind thoughts control, focus on task;
- ▶ Develop the decision making processes by using tactics during race;

This is the basis for a lifetime sailing either as a passion/hobby or as a career!



The Sailing Course

The wind direction doesn't matter!!!



Connection to other nautical sports

- Spectators comfort
- Elder access
- Pet friendly
- Press comfort
- RO Easy race management
- Family
- Inclusive access
- More kids
- Bigger community
- Training on spot

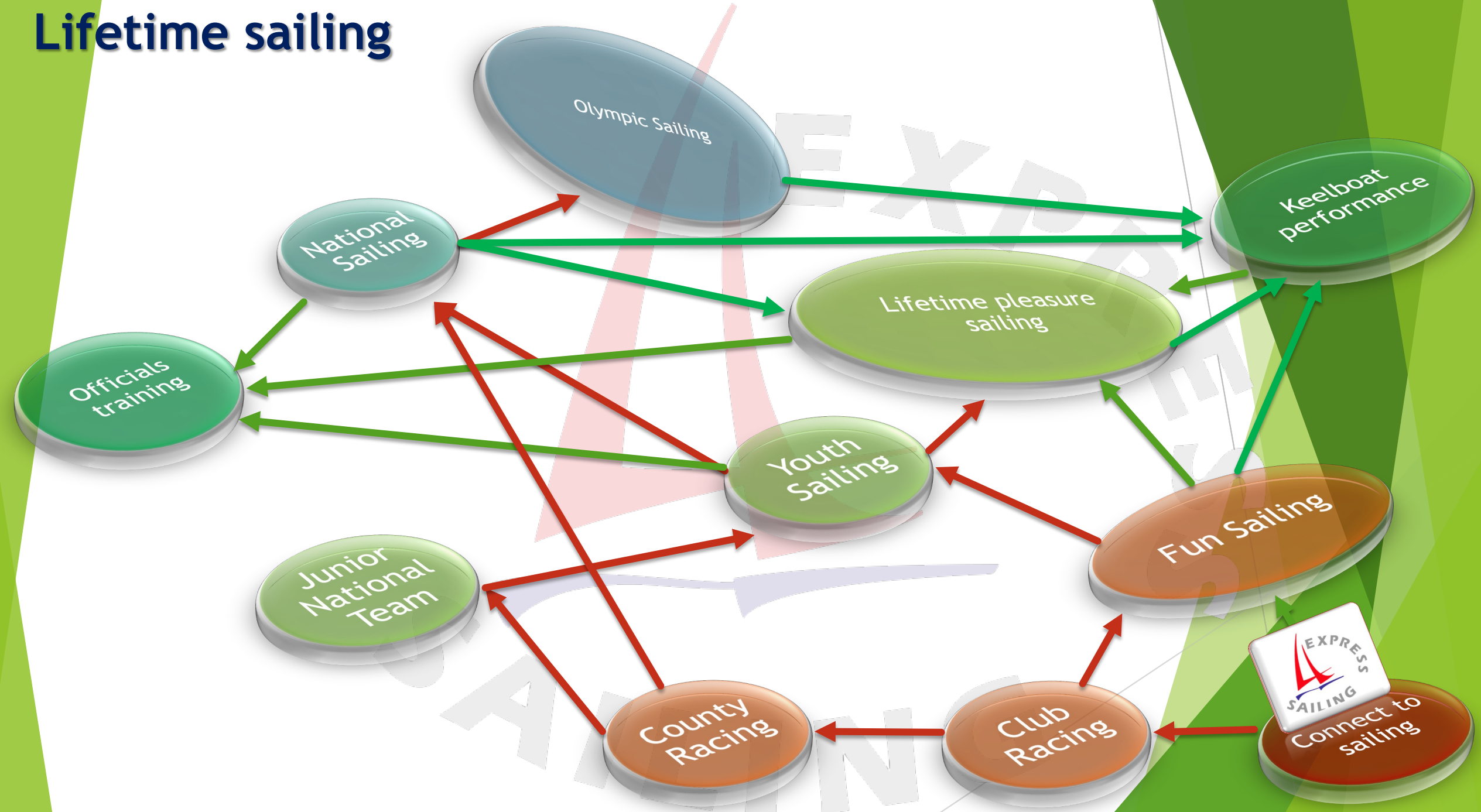
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WIND HUNTERS

Express Sailing Racing Concept



Lifetime sailing





What we want!

1. More people joining sailing for a lifetime
2. Optimizing the resources



1. More people joining sailing



- a) Fun
- b) Fast
- c) Easy to understand
- d) Close to the people on shore (VR option)
- e) Spectator and media comfort
- f) Interactive / event MC to comment the ongoing racing and results
- g) Safer
- h) More environmental friendly



2. Optimizing the resources

- a) Less time to organize
- b) Fewer power boat use
- c) Fewer people involved to run the event
- d) Athletes bringing only their personal equipment
- e) Low media budget
- f) Less expenses for social media campaigns



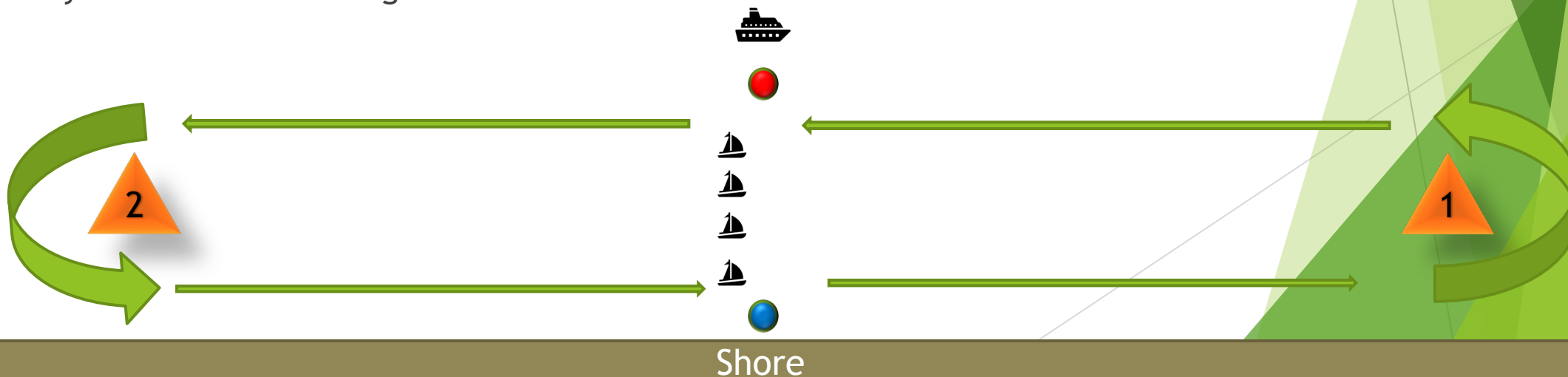
What is Express Sailing?

- ▶ A marketing tool for promoting sailing (a fast way to bring people from the public to join sailing activities).
- ▶ A type of sailing competition with the focus on the spectators
- ▶ Easy to understand by nonsailors
- ▶ Comfortable for the public (spectators, race officers, media representatives ... On shore)
- ▶ Short duration for the events
- ▶ Very close to the shore

How it works?



- ▶ A short two marks course (200 - 400 m long) situated near the shore (50 - 100 m)
- ▶ Target time for one race is 10 minutes
- ▶ The marks are fixed (no adjustments required for the wind direction)
- ▶ Start and finish can be observed from the shore
- ▶ Three minutes start system
- ▶ One or two boats for umpires and safety
- ▶ Only four identical sailing boats at start
- ▶ The boats used are provided by the organizer
- ▶ One extra boat available in case of incident
- ▶ Athletes may change the boats on water
- ▶ Race committee is on shore
- ▶ Simplified rules



How it works? (spectators point of view)

- ▶ Easy to watch from the shore (very close)
- ▶ Easy to understand
- ▶ Spending only a few hours at the event
- ▶ No sea sickness risk
- ▶ Greater comfort on watching from the shore
- ▶ Possibility to access drinks and food on spot
- ▶ Easy access to toilets

How it works? (media point of view)

- ▶ Easy to watch from the shore (very close)
- ▶ **Easy to instal broadcasting equipment**
- ▶ Easy to understand
- ▶ Spending only a few hours at the event
- ▶ No sea sickness risk
- ▶ Greater comfort on watching from the shore
- ▶ Possibility to access drinks and food on spot
- ▶ Easy access to toilets

How it works? (Parents point of view)

- ▶ **Less money:**
 - ▶ For equipment
 - ▶ Travel
 - ▶ Accommodation
- ▶ **Easy travelling**
- ▶ **Very attractive to join the event for the audience**
- ▶ **Easy to understand the competition**

How it works? (athletes point of view)

- ▶ No boats needed (only the personal gear)
- ▶ Spending only a few hours at the event
- ▶ **Getting a medal fast**
- ▶ **More dynamic (FUN)**
- ▶ Umpire decisions make the competition going fast
- ▶ Athletes can be observed by family and friends from the shore

How it works? (Organizer point of view)

- ▶ **Less resources spent** (less staff and less fuel)
- ▶ Only one or two power boats involved
- ▶ Easier to set the course
- ▶ Easier to make the event secure
- ▶ **Opportunity to attract new athletes from the public**

How it works? (PRO point of view)

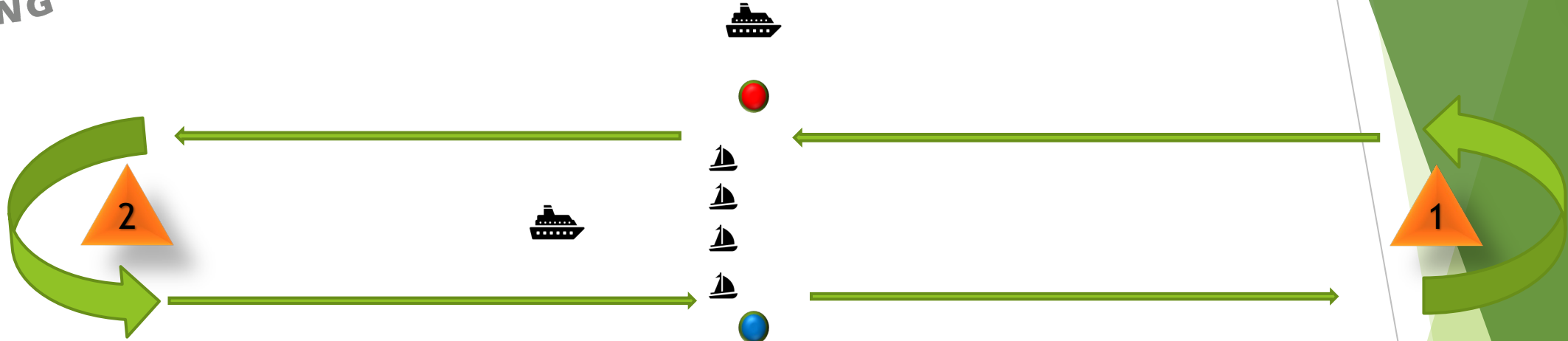
- ▶ Easier to coordinate (from shore)
- ▶ Spending less time for the event
- ▶ No sea sickness risk
- ▶ Can make the job form the shadow on a steady ground
- ▶ Possibility to access drinks and food on spot
- ▶ Easy access to the toilets
- ▶ Easy to secure the athletes in case of storm

Less expenses for social media campaigns

- ▶ Free social media campaign:
 - ▶ Instagram comments
 - ▶ Live facebook comment
 - ▶ Share, follow, subscribe, like
 - ▶ Live YouTube



- 1) Umpire
- 2) Fleet



The wind direction doesn't matter!!!

Connection to other nautical sports



Spectators comfort



Elder access



Pet friendly



Press comfort



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Easy race management

Family



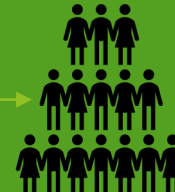
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Inclusive access



Bigger community



Training on spot





Thank you!

EXPRESS
SAILING