

**SEASON 3 HOSTING
OPPORTUNITY**

SAIL GP

POWERED BY NATURE.™

**INVITING THE WORLD'S
MOST SUSTAINABLE CITIES
TO JOIN OUR RACE FOR
THE FUTURE**

**A WORLD CLASS CLIMATE
POSITIVE GLOBAL EVENT**

**TOGETHER
ACCELERATING THE
GLOBAL TRANSITION TO
CLEAN ENERGY**



[SAILGP.COM](https://www.sailgp.com)

POWERED BY NATURE.™ DRIVEN BY PURPOSE.

WHAT IS SAILGP?

▶ TRAILBLAZING GLOBAL EVENT SERIES POWERED BY NATURE™ TO COMBAT CLIMATE CHANGE. COMPRISING:

INTENSE COMPETITION 	FAN-CENTRIC EVENTS 	ENTERTAINING CONTENT 	INNOVATION & ADVOCACY 
World's fastest sail racing machines piloted by Olympic athletes from national teams inc USA, GBR, FRA, ESP, DEN, NZL, JPN & AUS	10 adrenaline fuelled, close to shore, stadium racing, carbon zero event experiences drawing 20,000+ fans from San Francisco to St. Tropez, New York to Sydney	Live broadcast to 180+ countries, 256m global TV viewers and 500m+ digital engagements. Commanding the attention of opinion formers, influencers and decision makers	Global and local campaigns to champion clean energy & sustainability, thought leadership & innovation summits to drive progress in solving the world's greatest challenge

OUR PURPOSE

▶ RACING FOR A BETTER FUTURE, CHAMPIONING A WORLD POWERED BY NATURE

OUR GOAL

ACCELERATE THE TRANSITION TO CLEAN ENERGY AS THE NO.1 GLOBAL SOURCE

HOW WILL WE ACHIEVE THIS?

LEVERAGE OUR TECHNOLOGY DRIVEN, INNOVATION LED PLATFORM TO DELIVER ACTIONS THAT ACCELERATE CHANGE:

EVENTS

Setting the highest standard of climate positive events

Impact: Creating a new era of sustainable events powered by clean energy

HOST VENUES

Develop a clean energy roadmap for every venue we race in.

Impact: Cities and regions move faster to adopt clean energy

TECHNOLOGY

Harnessing innovation in the marine industry to scale new clean technology

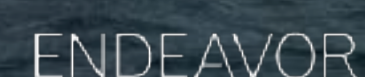
Impact: transforming our industry and beyond

TEAMS

Teams Racing For Purpose

Impact: A new standard for sports teams with purpose at the heart

SUPPORTED BY STRATEGIC INVESTORS AND PARTNERS



#RACEFOR
THEFUTURE

SAILGP
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THRILLING GLOBAL CHAMPIONSHIP

RACED IN THE HEART OF THE MOST ICONIC CITIES AND VENUES IN THE WORLD

WORLD CLASS RACING POWERED BY NATURE™

FULL WEEKEND OF EXHILARATING RACING, THOUSANDS OF SPECTATORS AND THE SPORT'S GREATEST ATHLETES RACING AN AWARD WINNING MACHINE AT THE CUTTING EDGE OF TECHNOLOGY AND INNOVATION.



A GROWING LIST OF ICONIC HOST CITIES



AN AWARD WINNING PLATFORM



WHY BID TO HOST SAILGP?

THE NEW STANDARD FOR MAJOR EVENT HOSTING

JOIN OUR #RACEFORTHEFUTURE AND OTHER LEADING CITIES TO BE PART OF THE WORLD'S MOST SUSTAINABLE GLOBAL RACING CALENDAR

THE BENEFITS OF HOSTING

1

CLIMATE LEADERSHIP. POSITION YOUR CITY AS A GLOBAL LEADER IN SUSTAINABILITY AND CLEAN ENERGY

2

GLOBAL AWARENESS. SHOWCASE YOUR CITY TO AN ENGAGED GLOBAL AUDIENCE OF INFLUENCERS AND DECISION MAKERS WITH A PASSION FOR TRAVEL

\$21M

GLOBAL ADVERTISING VALUE

256M

GLOBAL TV AUDIENCE

521M

DIGITAL ENGAGEMENTS

20.3%

SAILGP FANS ARE TRAVEL BUFFS

3

ECONOMIC STIMULUS. DIRECT INVESTMENT, IMPACT AND GREEN INNOVATION IN YOUR CITY

\$23M

AVERAGE DIRECT ECONOMIC IMPACT (DELOITTE)

27K

AVERAGE ATTENDANCE

21%

AVERAGE INTERNATIONAL ATTENDEES

4

COMMUNITY IMPACT. ENGAGE DIVERSE COMMUNITIES AND FOSTER CIVIC PRIDE THROUGH A CLIMATE POSITIVE EVENT

DETAILED REPORTS
AVAILABLE UPON REQUEST

Deloitte.



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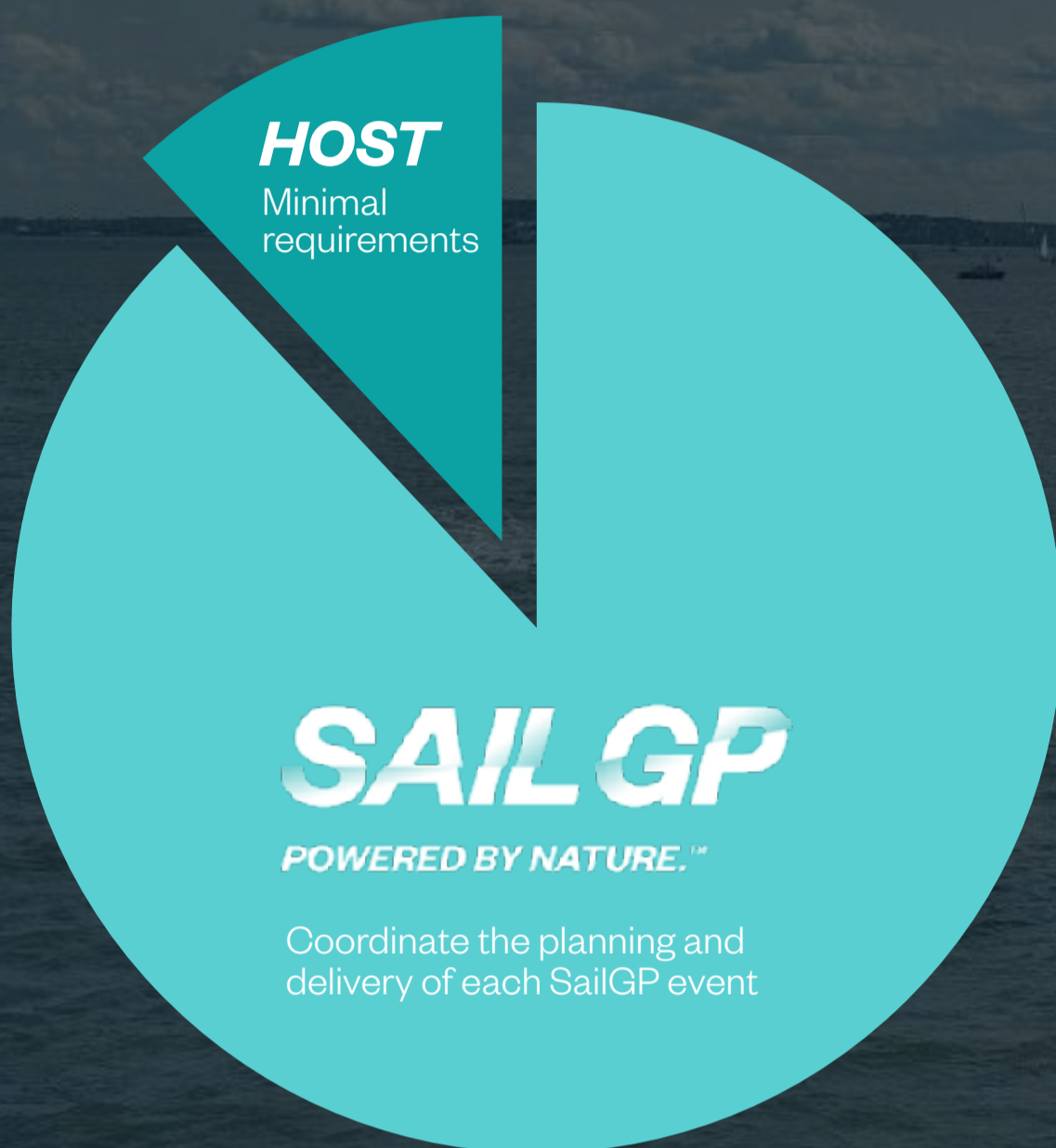
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HOSTING A SAILGP EVENT

COMMERCIAL AND OPERATING MODEL

BY DELIVERING CERTAIN OBLIGATIONS, SUCCESSFUL BIDDERS WILL BE AWARDED COMMERCIAL & MARKETING RIGHTS TO DELIVER RETURN ON INVESTMENT.

SAILGP PROVIDES A TURNKEY SOLUTION, MANAGING ALL EVENT PLANNING & DELIVERY, MINIMISING REQUIREMENTS FOR THE HOST



HOST CITY OBLIGATIONS

- Signatory to event sustainability charter
- Mix of cash fee plus VIK contribution
- Provision of port for race course, event operations & event village
- Provision of licenses & permits

SAILGP OBLIGATIONS

- Event planning & delivery
- Sustainability & community programme delivery
- Race course operations (racing, safety)
- End-to-end logistics
- Broadcast production & distribution
- International & local event promotion
- Spectator program and hospitality

*Full details in 'Bid Application Guide'

HOST RIGHTS

- Event title naming, e.g. 'COUNTRY GRAND PRIX - HOST CITY'
- Extensive branding exposure, TV broadcast graphics
- Commercial rights to offset investment, e.g. local sponsorship

SAILGP RIGHTS

- Global sponsorship
- Local and international media rights
- Hospitality sales
- Ticket sales
- F&B, merchandise concessions

SEASON 3 BID PROCESS & TIMELINES

Season 3 commences May 2022 and runs through to a Grand Final in March 2023

MAR - APR 2021
CITIES PREPARE & SUBMIT
'EXPRESSION OF INTEREST'

MAY - JUL 2021
FINAL PROPOSAL
COMPLETED & SUBMITTED

AUG - OCT 2021
CONTRACTING WITH
SELECTED CITIES

BID MATERIALS

- BID APPLICATION GUIDE
- EVENT BUDGET
- EXPRESSION OF INTEREST FORM

A full suite of materials is available to provide required information for your bid can be found [HERE](#)

POWERED BY NATURE.™



SailGP is Powered by Nature™. It is a powerful, purpose-led storytelling platform underpinned by technology and innovation. **Our purpose is to champion a better world Powered by Nature**, and we use our platform to undertake bold and creative activities that achieve our **goal of accelerating the global transition to clean energy**.

Climate positive events are at the heart of SailGP. This is where our platform comes to life at the most iconic venues in the world. We entertain fans with the most exhilarating and competitive racing in our sport, engage diverse communities through the Inspire Programme and leave a **positive legacy of clean energy and change wherever we race**.

Season 3 will set a new standard for sport globally, through our aspiration to assemble the **most sustainable global events calendar in sport**. We are inviting cities that share our passion for the environment and clean energy to become a part of history and host a SailGP event in Season 3 and beyond.

Together we have the power to change the world, one event at a time. We look forward to welcoming you for the exciting and important journey ahead.

- SIR RUSSELL COUTTS
CEO, SAILGP

CONTACT

JULIEN DIBIASE
COO,
SAILGP

jdibiase@sailgp.com

CHARLIE DEWHURST
COMMERCIAL DIRECTOR,
SAILGP

cdewhurst@sailgp.com

GUNTUR DWIARMEIN
VENUES PROCESS LEAD,
SAILGP

gdwiarmein@sailgp.com

SailGP.com

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