



# 505

## **BRIEF FOR PARTNERS AND SPONSORS**

The 505 Class is looking for a sponsor partner or partners to whom we can provide avenues for improving their brand awareness in return for funds which enable us to run better events, improve publicity and grow participation.

[www.int5o5.org](http://www.int5o5.org)

INTERNATIONAL CLASS  
PROFILE AND OBJECTIVES



# WHAT'S SO SPECIAL?

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*I cherish the time I have spent in those other boats. They are all really good boats but the 505 is simply the best racing dinghy in the world. Its what sailing is all about.*

Howie Hamlin  
Multiple World Champion  
in 18ft skiffs, 14 ft skiffs, 505s

# BACKGROUND

## The 5o5 Class is a high performance racing dinghy raced in 17 countries around the world by professionals, Olympians and enthusiasts alike.

It has been established and racing around the world for over 60 years. However combined with that rich history and past success the Class continues to surprise and remains one of, if not the, most successful 2 person sailing choice in the world.

### Competitor profile

ranges from successful **business people and opinion leaders to young talent, professional sailors, Olympians and enthusiastic sailors of all ages and sex**. In addition, it has a wide following both from young sailors who aspire to race a 5o5 and look up to the many big sailing names, as well as older sailors - retired from dinghy sailing, who still follow the events and reminisce about their 5o5 sailing days.

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The world is full of current and past 5o5 sailors, including professional & Olympic sailors happy to testify that despite the passage of time and what other boats they sail, the 5o5 is without peer and the ultimate boat to sail and race.

The many adjustments on the boats that can be made within the rules mean that a wide range of crew weights and strength can compete effectively across a wide range of wind and sea conditions.





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*The 5o5 is really my favorite class because it is so lively and responsive in all types of wind and sea conditions. ...after having sailed all types of dinghy and all types of keelboat I would like to tell you that no other boat is able to give one so much pleasure as this one..*

Paul Elvstrom (1928-2016).  
4 times Olympic Gold medalist and 11 time world champion in a wide variety of classes including the 5o5 Worlds in 1957

**Historically, Class publicity and projection of the brand has not always matched the sophistication and professionalism of the racing.**

Now days 5o5 Class management is aware of the wide variety of choice available to sailors and is focusing on ensuring the 5o5 is recognised for what it is. An extraordinarily successful, modern, high tech, exciting and challenging boat to race with something for everyone.

In a world with so much information & news instantly and globally available, the Class is working to ensure we are seen globally by the sailing and wider community. Therefore, we have created a new website, press releases, improved social media content, use of video, high quality images, testimonials from high profile and well-known sailors and upgraded the profile of international events. Each of these being used in a focused manner.



# THE OPPORTUNITY FOR SPONSORS AND PARTNERS

**The 5o5 is a very popular Class with a strong following. It is going to become more noticed in future as improvements in PR and communications with its audience take effect.**

Awareness of a sponsor brand and product can be increased alongside the 5o5 story. 5o5 members and competitors would be exposed to a sponsor's brand, but so too the growing number of people our media content, news posts & live tracking reach.

This presents a unique opportunity for a partner sponsor. Brand awareness can be disseminated to a global audience representative of just about any product or company's customer base.

The 5o5 Class is looking for a sponsor partner or partners to whom we can provide avenues for improving their brand awareness in return for funds which enable us to run better events, improve publicity and grow participation.

**BROADLY SPONSORSHIP AGREEMENTS COULD BE ANY OF THE FOLLOWING:**

- |          |   |          |   |
|----------|---|----------|---|
| <b>1</b> | <b>OVERALL CLASS SPONSOR</b>  | <b>2</b> | Event Title sponsorship for World & European Championships or the Euro Cup series   |
| <b>3</b> | Sponsorship within a given country generally culminating in a yearly National Championship. | <b>4</b> | Minor sponsorship or advertising opportunities at specific regattas or on specific sections of the website, news releases, prizes at events, etc. |



If this is something that your Business may be interested in - please contact Michael Quirk (International President): **[president@int5o5.org](mailto:president@int5o5.org)** / tel **+61 419 970934**



# INTERNATIONAL EVENTS & CLASS OBJECTIVES

## The 5o5 class holds two major international events a year.

**A World Championship** (attracting between 100 and 180 boats), rotating between Europe and various locations around the world, and an annual **Euro Cup race series**, consisting of 4 events in (France, Italy, Germany and UK).

**A European Championship** (attracting around 100 boats) is also held every alternate year.

These events are being publicised more widely than in the past with the objective to ensure the 5o5 is recognised for the exciting, professional, fun and aspirational sailing class that it is & to ensure growing participation and interest worldwide. We aim to become more than just another sailing Class, but a community where the talent, resources, knowledge, opportunity, challenge, travel and fun is available and of interest to **all sailors**.

The increased promotional activity will increase interest from the wider sailing community (past, present and aspiring) and drive traffic to the Class portals with two objectives in mind.

**1** Firstly, to attract more members to the class and facilitate opportunities for all, but particularly the young, and or talented sailors who might otherwise not get the opportunity to experience the boats and venues where championships are held.

**2** Secondly to provide genuine value propositions for niche advertisers, partners and sponsors to extend their brand awareness via the 5o5 Class publicity and be associated with the values intrinsic in sailing generally and the 5o5 Class in particular.



*The 5o5 is still the best boat around. I just need to find the time to come back to racing them (March 2019).*

Chris Nicholson,  
Two times Olympian  
in 49er, multiple  
world champion in  
49er, 18ft skiff and  
5o5 (1992,1994,  
2002) 6 Volvo ocean  
races including 2 as  
skipper



# FUNDING OBJECTIVES AND INTERNATIONAL EVENTS

**The 5o5 Class is a non-profit organisation with token membership fees.**

## 1

### **Promotion**

Including photographers, producing video and professionally produced media releases, race reports and generally selling the story of the Class and the event.

## 2

### **Professional support**

The Class is run by volunteers with limited time and appropriate skill sets. To properly achieve the objectives there is a need to contract professionals to perform for key functions from time to time.

## 3

### **Enhancing major events**

Entry fees generally cover basic racing costs. Event sponsorship (cash & product and or services) is needed to provide memorable prizes, travel & targeted subsidies to ensure strong attendance, live tracking & event reporting for the many enthusiasts watching from afar, social events and promoting the event.

## 4

### **Development**

Providing access to young talent with loan boats, coaching and travel subsidies.

**Regattas can be costly to run and are generally funded by entry fees. Additional funds and support are needed to cover the cost of promotion, professional support, event enhancement and talent development.**



# CLASS PUBLICITY

## For each international regatta publicity generally culminates with:

An initial notification of the upcoming event

A daily report, results, photos, etc. This is generally between 3 and 8 posts per regatta

A final wash up of the regatta. In the case of the 4 Euro Cup regattas there is also the overall series positions to report on. Races at major championships are generally streamed live. Often with live reporting and video as well.

These news releases are posted to the event and Class website, emailed to a subscriber list and to the world's sailing media for publication. Leaders are also posted to Facebook, YouTube and other social media.



In addition, there are communications of a more general nature on a regular basis. World and European Championship venues are selected up to 3 years prior. So exposure to a specific event or venue's audience is not limited to the actual event dates



*The 505 has it all. It accommodates the widest range of crew weights and the international sailing is unbeatable.*

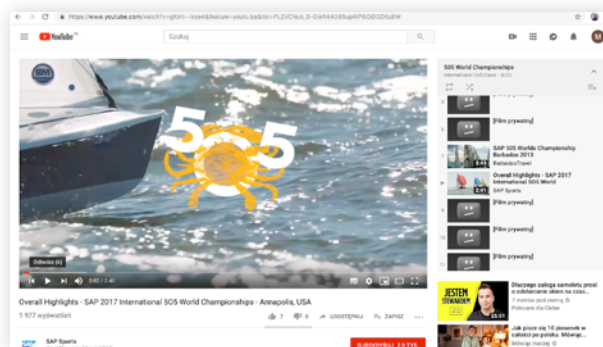
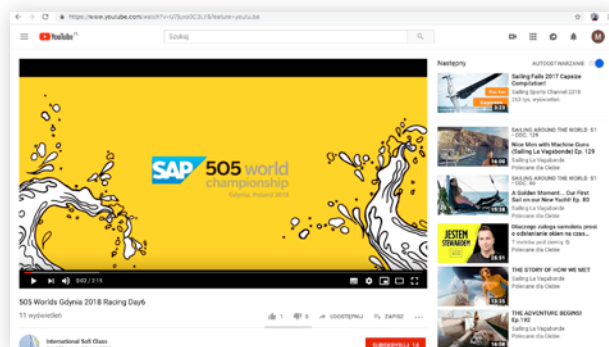
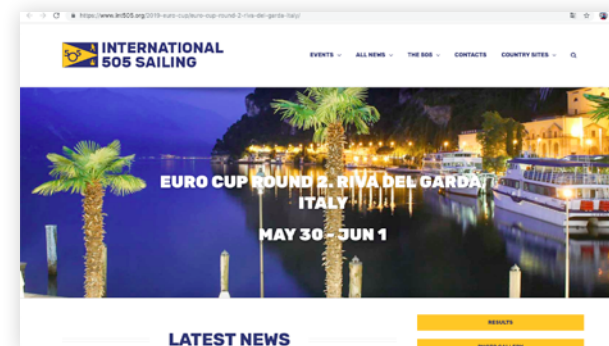
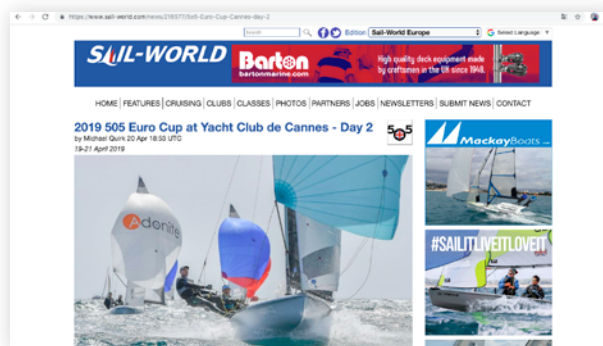
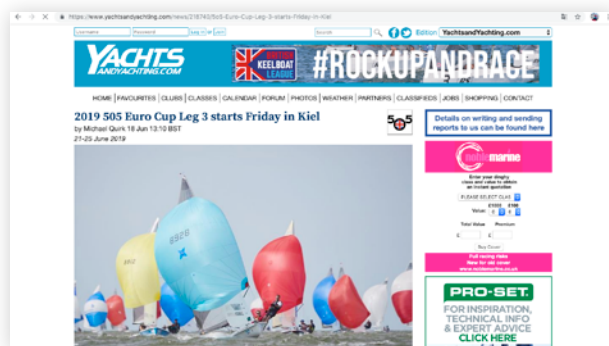
Penny Clark (Age 44). Olympian, Olympic coach, sailed single and double handers, mono and multi hulls.

# PUBLICITY EXAMPLES

The following links and videos are a sample of past publicity or productions:

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# THANK YOU FOR YOUR ATTENTION

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## ANY QUESTIONS? CONTACT US.

Michael Quirk (International President)  
[president@int505.org](mailto:president@int505.org)  
+61 419 970934

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about.*

Howie Hamlin  
Multiple World Champion in  
18ft skiffs, 14 ft skiffs, 505s