



— ROSCHIER —
BALTIC SEA RACE

RORC BALTIC SEA RACE
PARTNERSHIP BRIEFING

WORLD'S BIGGEST OFFSHORE RACE SERIES

RORC MAIN RACES AROUND THE WORLD



EXAMPLE MEDIA SUMMARY, ROLEX FASTNET RACE

USING THE SAME FORMULA, THE BALTIC SEA RACE INTENDS TO
REPLICATE SIMILAR MULTI-MILLION POUND MEDIA VALUATION.

MEDIA SUMMARY

£30
MILLION

The race achieved media coverage to the approx. value of £30m – (tracked by Meltwater.)



YouTube: **380,000** views for a duration of more than **4 million** minutes

19,600,000 impressions across all social media channels for the 2021 Rolex Fastnet Race. An increase of **161%** from 2019.



EXAMPLE MEDIA SUMMARY

ROLEX FASTNET RACE

ACHIEVING VAST CONSUMER REACH THROUGH
SOCIAL & TRADITIONAL PRESS CHANNELS

INTERNATIONAL REACH

The Rolex Fastnet Race - confirmed its position as the world's largest and most popular offshore yacht race with **337 starters**. It attracted a huge amount of media attention and interest from around the globe.

Media coverage in over **50 countries**, led by France and the UK.

1.5 million mentions of 2021 Rolex Fastnet Race on Google search.

11,000+ media clippings in UK, France, USA, Germany, Netherlands, Japan, China, Australia, Spain, Italy, Sweden, Poland, Russia and many other countries.

A NEW CHAPTER IN BALTIC OFFSHORE RACING

The largest collection of world class big racing yachts in the baltic sea.

Volvo 70, CNB 76, Infinity 52, Swan 88, CF 520, Swan 441, JV52, Albin Nova etc.

The longest offshore race in the baltic sea.

Helsinki round Gotland Helsinki, 635 miles.

Organizing authority.

Royal OceanRacing Club in association with the OceanRacing Alliance and its partners.

Race date.

Start: Saturday 27th July 2024.

Classes.

IRC (>0.900), IRC Two Handed, Class40,
FINRATING, FINRATING Two Handed, MOCRA
Multihull over 9.15m (>1.100)

See event Notice of Race at RORC website: <https://balticsearace.rorc.org/>

Media summary of 2022 Rochier Baltic Sea Race:
<https://www.balticsearace.fi/media-summary-2022>



A NEW CHAPTER IN BALTIC OFFSHORE RACING

Sweden

Finland

Helsinki

Hiiumaa

Saremaa

Baltic Sea

Gotland



EVENT SUSTAINABILITY

Sustainability focus areas and programs.

- Baltic Sea Protection Program.
- Event carbon footprint management.
- Waste disposal and recycling.

Sailing teams' sustainability programs;

Zero challenge- Engaging sustainability (part of organizing team).

Remoran Oy- Green energy boating.

Helsinki city- The global problems of the future are solved in cities.

Partners and sponsors in sustainability programs.

We encourage and reward sailing teams' sustainability programs.



ABOUT THE ROYAL OCEAN RACING CLUB

Established 1925.

4000 members worldwide.

Pre eminent Racing Authority.

Top events calendar:

- Rolex Fastnet Race
- RORC Caribbean 600
- Sevenstar Round Britain and Ireland Race
- RORC Transatlantic Race
- Transatlantic Race, Newport to Cowes (west to east) 2025
- RORC Baltic Sea Race, New RORC Race from 2022
- Rolex Commodore's Cup
- Admiral's Cup
- RORC Easter Regatta

Strong partner relations: Rolex, Musto, Sevenstar Yacht Transport, Colero Marinas, Port Louis Marina, Pure Grenada, English Harbour Rum, Axxess Marine, Antigua & Barbuda Tourism.

Loyal, passionate and diverse members. For further info see RORC website.



FANTASTIC BRAND ASSOCIATION OPPORTUNITY

Lifetime experiences for stakeholders and customers from global to local brand awareness, visibility, and wide business network opportunities.

Position your brands in the Race Village for maximum onsite visibility and physical interaction with the crowds of fans moving through the site each day.



THE MOST LEGENDARY GUEST HARBOURIN HELSINKI

The Race Village will be the prime location to connect with event participants and crowds of public spectators.

The heart of the event; filled with bars and music, making the Helsinki RORC Baltic Sea Race a great week of entertainment.



RATIONALE

RORCpre eminent racing authority.

First long offshore race in the Baltic Seaattracting worldwide attention.

Local interest from media and general public.

Runner and riders high profile race boats from all over the world give the race status.

RORC/Yellowbrick(YB)trackers high profile boats attract a large web based audience.

Managedpartnership programme supporting top quality branding and imagery.

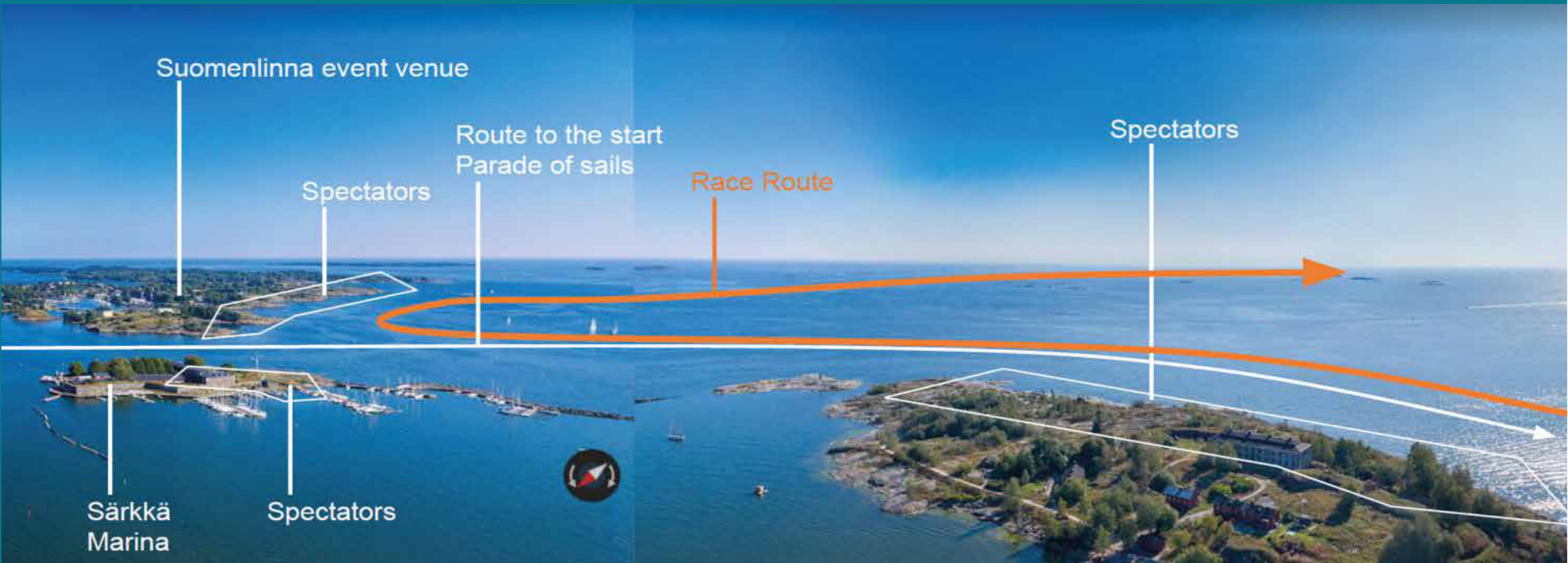


“Löyly (the steam) is like a cliff where people sit and look at the landscape”
Architect Anu Puustinen



EVENT OVERVIEW

SHORESIDE SPECTATING & RACE START



TRACKERS

Race followed via web all over the world.

Impressive traffic figures:
Rolex Fastnet Race 2007 attracted 1.6 million page impressions (48million hits) over 7 days.

RORC/YBtracker fitted to each boat.

At regular intervals boats GPSpositions are relayed via satellite and displayed on a website.



MULTI LEVEL PARTNERSHIPS WITH RORCBALTIC SEA RACE

A comprehensive media team delivering assured global coverage on all media platforms.

Engaging platforms for marketing and promotion to an affluent, dynamic audience.

A global reach to a significant audience of millions.



PARTNERSHIP OPPORTUNITIES

	Title Partner x 1 60,000	Main Partner x 3 15,000	Official Supplier x 5 5,000
Racenaming rights: "Partner Name Baltic Sea Race"	Yes		
Inclusion of name/logo in event logo (by mutual agreement)	Yes		
Sponsor flag on backstay of every yacht	Yes		
Inclusion of name/logo on tracker viewer	Yes		
Flags and banners displayed at Race Village	Yes	Yes (¼ of title sponsors allocation)	
Name and logo to appear on home page of RORC Baltic Sea Race website	Yes	Yes	Yes (at base of page)
Name and logo to appear on all printed material and to be included in all press releases	Yes	Yes	Yes (at base of page)
Opportunity to host an event party	Yes	Yes	
Opportunity to supply printed publicity material to all competitors	Yes	Yes	
Detailed information to appear on 'sponsors page' of RORC Baltic Sea Race with hyperlink to own website.	Yes	Yes	
Opportunity to insert promotional material in competition packs and promote and sell products at the event	Yes	Yes	Yes
Name and logo to appear on all printed and publicity material sent out to competitor	Yes	Yes	Yes (at base of page)





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