



— ROSCHIER —
BALTIC SEA RACE

RORC ROSCHIER BALTIC SEA RACE

WORLD'S BIGGEST OFFSHORE RACE SERIES

RORC MAIN RACES AROUND THE WORLD



QUICK OVERVIEW OF 2022 MEDIA SUMMARY

Media Value -£1.5m

Achieved and tracked by Meltwater – the online media service used by RORC.

Note. This service does not find or cover all coverage so this figure just gives an idea of the media value

- Total News Reach over 16.9 million worldwide
- 18,800 mentions of Roschier Baltic Sea Race on Google
- 2,750 media worldwide outlets received press releases, race reports, videos and updates from the media team - (including broadcasters, consumer and specialist print, newsprint, regional and online media)
- Coverage in top specialist sailing magazines as well as Finnish news outlets
- Almost 60,000 unique visitors to the website (for the period of the race)
- 235,000 page views in July. Peaked on 25 July – 17,726
- Media coverage in over 24 countries was attained through press releases, specialist features and news items, as well as online coverage a



A NEW CHAPTER IN BALTIC OFFSHORE RACING

The large 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.



RACE WEBSITES

<https://balticsearace.rorc.org/>

<https://sailracehq.com/notice-board/1b558662-c6e3-4a60-9a56-8b26694bc070/Race>

<https://www.balticsearace.fi/>

<https://www.youtube.com/watch?v=d2q40csJoRc>



THE MOST LEGENDARY GUEST HARBOUR IN 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.

Long offshore race in the Baltic Sea attracting worldwide attention.

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

CAT 3 no liferaft

Finrating = ORC Club

First time IRC certificates for free

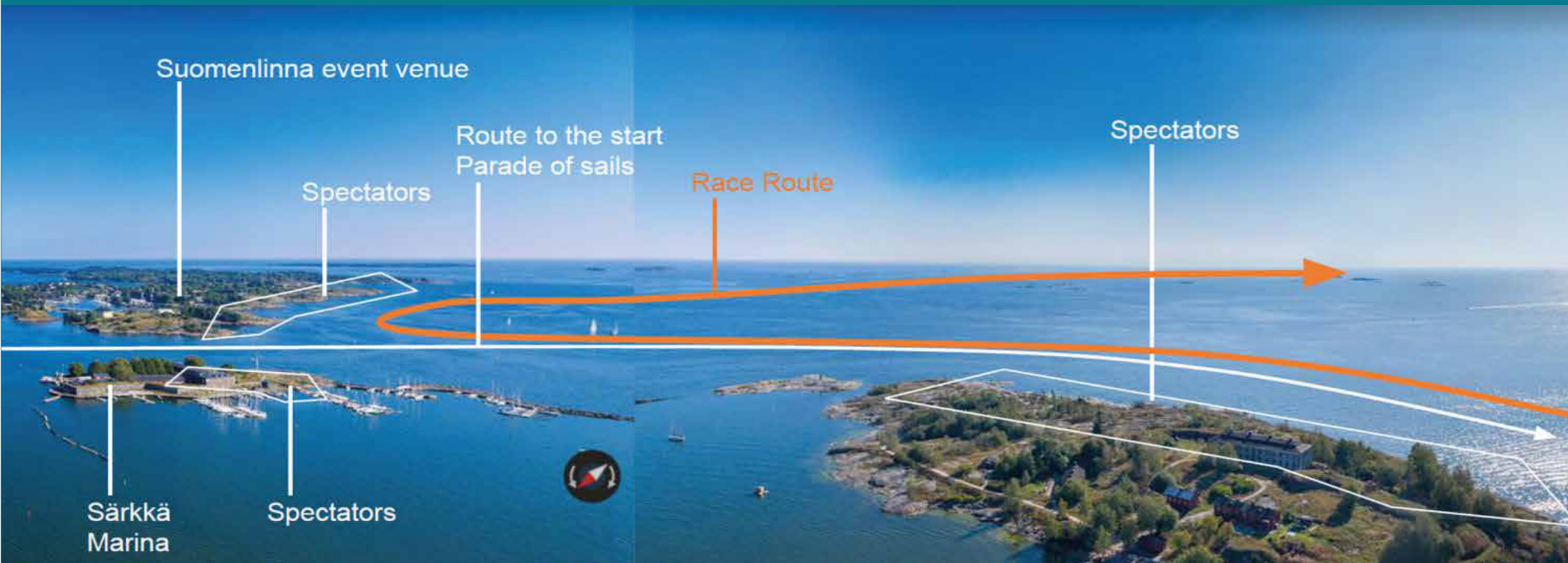
Guaranteed place in the 2025 Fastnet race

Opportunity to become a member of rorc



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.





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FINIRC