

TAG Heuer VELA CUP

2017



TAG Heuer VELA Cup

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1The Sailing Festival at sea and on shore **2**How it works: the key to success **3**TAG-Heuer VELA Cup Numbers **4**Velocity Made Good **5**Not only Partners **6**Change your business tack

TAG Heuer VELA Cup



Giornale della Vela



Top Yacht Design



VELAFestival



VELA Cup



Top Boat Market



Nauticplace



745.000
sailing lovers
(readers, unique hits,
newsletters and apps)

1 The Sailing Festival at sea and on shore

Celebrating its fourth edition, TAG Heuer VELA Cup is a series of events that brings together every type of sailboat. It is organized by the Italian sailing monthly Giornale della Vela.

In Italy, TAG Heuer VELA Cup is the circuit of sailing rallies with the highest number of participants. Events where boat owners and crews come together along with sailing enthusiasts to celebrate at sea and on the docks for a weekend in some of the most fascinating settings of the Med.

The formula is extremely simple: a sailing competition between boats of every size and shape, with no age restrictions. Zero bureaucracy, zero technical complications, with rankings drafted according to length.

The TAG Heuer VELA Cup circuit is complemented and amplified by the range of channels of the Giornale della Vela, which through its brand every month reaches:

374.000
unique
contacts

615.000
digital
audience

372.500
total
fan base

TAG Heuer VELA Cup



1 The Sailing Festival at sea and on shore How, when and where

The 2017 circuit is made up of five events taking place from May to September. 800 sailboats between 5 and 30 meters in length (16 to 95 feet), **an audience of 19,000 enthusiasts**, 400 prizes for the winning crews of fourteen categories, **five villages directly on the sea**, five parties with awards, food and music on Saturday evenings.

Rallies are scheduled to take place in Santa Margherita Ligure (6-8 May), Porto Rafael Sardinia (19-21 August) and in Le Grazie / Portovenere during a weekend in June or in September. Two additional events will be held over the summer in the central Tyrrhenian sea and lower Adriatic / Ionian sea.

An ideal timeframe for those who love sailing: five events kicking off in early May and continuing until the end of the season in September.



[TAG Heuer VELA Cup 2016 – The Video.](#)

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2 How it works: the key to success

Every TAG Heuer VELA Cup event highlights the original seafaring spirit: sailing together while competing among boats that are exceedingly different from one other both in size and in value.

Crews mingle without barriers, simply bound by the pleasure of healthy competition.

On shore, the party brings participants together while attracting curious visitors and sailing lovers. The breathtaking settings in which it takes place and an ideal dream harbor further add to **the fun-loving and positive state of mind of the participants.**

The TAG Heuer VELA Cup is able to deliver this result because yacht owners, crews and supporters feel they are **part of an open community of excellence.** They represent the best endorsement of **the positive values** that are intrinsic to sailing. Without ostentation, they become unaware multipliers of healthy and honorable values to a much wider audience.

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2 How it works: the key to success The party at sea

THE FORMULA. A return to the origins of competitive sailing: the one who cuts the finishing line first, wins. Thanks to the division into the "Cruising" and "Regatta" uniform classes, all participants are able to win with any type of boat .

LENGHT. The race itself does not last more than three, four hours and takes place on Saturday, encouraging everyone's participation. The course is lengthened or shortened depending on the wind so all can finish in good time.

COURSE. All are coastal races, with the start and finish line as close as possible to where the party on shore takes place and to where most of the boats dock. Islets, reefs and beacons that are characteristic of the area and are famous for their beauty constitute the course marks.

START. All at the same time, the more the merrier. Hundreds of boats cutting the start line at the same time is an unforgettable sight, a joy for those on shore and a test of skills for participants.

CREWS. One does not need to be a great sailor to take part in the TAG Heuer VELA Cup. That said, famous sailors welcome the opportunity to participate in a relaxed environment where the ultimate goal is to have fun.

YACHTS. No exclusions, no barriers. Any type of boat can participate, from the sailboat that is famous for her victories to the one that has never competed.

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2 How it works: the key to success
The party at sea



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²How it works: the key to success

The party at sea



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2 How it works: the key to success The party on shore

Location. Each location is one of the area's most fascinating and well-known harbors with a high concentration of sailboats, to ensure certain and well attended participation. These are the "sanctuaries" of real sailing enthusiasts.

Prizes. Almost all participants (about half of them) win a prize, either for the race result, for the beauty and distinctive traits of the boat or for crew outfits. An award is given even to the last boat to cut the finishing line!

Award giving. A real party attended by all participating crews and supporters. All out in force because only then are the winners finally revealed. The award giving ceremony takes place at the beginning of the evening, just hours after the end of the race. The entire crew of each boat receiving a prize gets on stage.

Party. The party begins immediately after the awards ceremony. Food, wine and music for both winners and for those who lost. A true melting pot of sailors with many stories and memories to share.

Services. Participating in the TAG Heuer VELA Cup is easy. Simply register on the dedicated website. Moorings at special prices along the docks of the event and in neighboring harbors. Free shuttle service for boats anchoring in the roadsteads.

TAG Heuer VELA Cup

2 How it works: the key to success
Events&activities



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2 What's new in 2017

The fourth edition of the TAG Heuer VELA Cup maintains all the features that have made it successful over the years, but has broadened its horizons to keep up with the demands of a rapidly growing event.

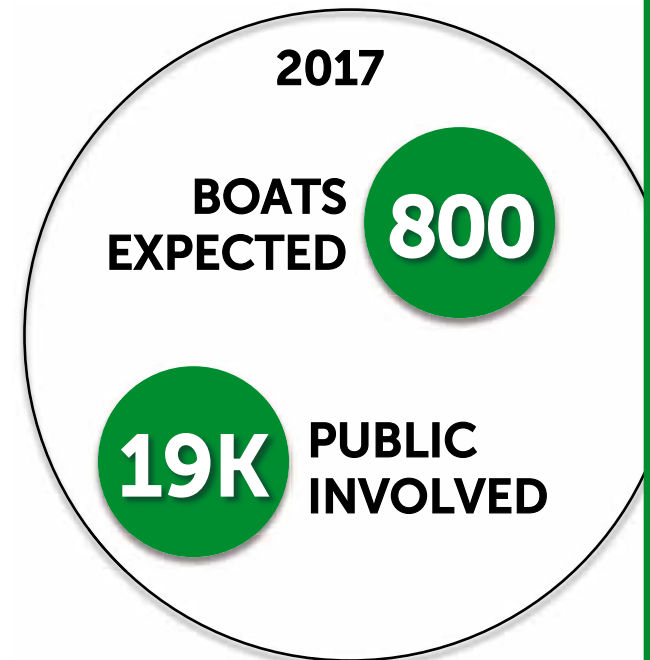
Here are the main developments:

- **It becomes a circuit.** Having confirmed the three events of Santa Margherita Ligure, Porto Rafael in Sardinia and Le Grazie / Portovenere and with the addition of two new locations in the central Tyrrhenian sea and lower Adriatic/Ionian sea, the TAG Heuer VELA Cup becomes a real circuit that involves all Italy.
- **A new on shore layout** . A uniform set-up that is the same for all events; from the Hospitality and info point areas to the crew meeting point.
- **An overall winner.** Starting with the 2017 edition, an overall winner will be declared in each of the five events. This will not necessarily be the first boat to cut the finishing line thanks to a secret compensation formula that puts all boats on the same level, regardless of size.
- **Sunday in Santa Maria Ligure.** In addition to classical VELA Cup on Saturday, an additional race will take place on 7 May in which yachts will be ranked according to the secret compensation formula. It will be the "litmus test" race with respect to the results of the previous day.
- **The Challenge Trophy.** Circuit overall winners who took part in the races will be proclaimed for each class. Trophies are Challenge trophies, and Cup is in the winners' safekeeping for the year. He who wins it three times wins it definitively.

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³ TAG Heuer VELA Cup data

	2014	2015	2016	CRESCITA 2014vs2016
Sailboats	114	158	370	+256
Public Involved	3.1K	4.2K	7.4K	+4.3K
Crews Awarded	57	79	185	+128
Post Visualization <small>social – network Giornale della Vela</small>	173K	285K	455K	+282K



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4 Velocity Made Good
Our communication

CARTA & DIGITAL
Il Giornale della Vela
Top Yacht Design



Newsletter



Social



WEB



giornaledellavela.com nauticplace.com
velafestival.com topboatmarket.it
velacup.com sea-master.it

Direct e-mail marketing



TAG Heuer VELA Cup

4 *Velocity Made Good* --- **Our communication**

Press Office

- Communication activities to all specialized media
- Communication activities to all the extra-industry media: Lifestyle - Luxury - Outdoor - Travel & Tourism

Public Relation

- PR on behalf of partners and exhibitors
- PR with Yacht Clubs and yacht owners

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5 Main partners in 2016

How they used the VELA Cup

TAG Heuer - TITLE Sponsor

- Branded yacht stickers, buoys and flags
- Hospitality boat for institutional event
- Branded Awards



TAG Heuer
SWISS AVANT-GARDE SINCE 1860

Rigoni di Asiago - SIDE Partner

- Participating sponsored yacht and VIP mooring
- Branded gift for all participants
- Branding of exhibition area

**Rigoni
di Asiago**

Musto - SIDE Partner

- Clothing and bag for all crews
- Promotional gift distribution


MUSTO
OCEAN ENGINEERED

Veneziani - SIDE Partner

- Flags at race village
- Promotional gift distribution

 **Veneziani** YACHTING™

Technical Supplier



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6 Change your business tack

Exhibitor: Give your audience the highest impact experience on the territory, in the magazine and on the website.

Headline Partner. Become a 360 ° event partner with dedicated spaces on the territory and increased presence throughout all communication systems both online and offline.

Area Partner. Sponsor one area of the event, do business in the territory and benefit from online and offline communication.

Event Partner. Become an actor of one of the events taking advantage of all our dedicated communication activities, online and offline.

Digital Supporter. Participate in communication before/during/after the event with your presence on all of all communication channels.

Event Supporter. Communicate your brand in the territory with high visibility dedicated spaces and gadgets for participants.

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