

# TAG Heuer VELA Festival

Santa Margherita Ligure May 4<sup>th</sup>-7<sup>th</sup> 2017



# TAG Heuer VELAFestival

2017

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**1** Sailing and the Sea put on a Show **2** How it works:  
the key to success **3** TAG Heuer VELAFestival in  
Numbers **4** Reaching an unreachable audience  
**5** Partner Not only **6** Exploits the favorable wind for  
your business

# TAG Heuer VELAFestival



Giornale della Vela



Top Yacht Design



VELAFestival



VELA Cup



Top Boat Market



Nauticplace



**745.000**

sailing enthusiasts  
(readers, unique hits,  
newsletters and apps)

**374.000**

unique  
contacts

**615.000**

digital  
audience

**372.500**

total  
fan base

## 1 Sailing and the Sea put on a Show

**Now in its fifth edition**, the TAG Heuer VELAFestival is the event **dedicated to the world of sailing** and to the sea organized by Il Giornale della Vela.

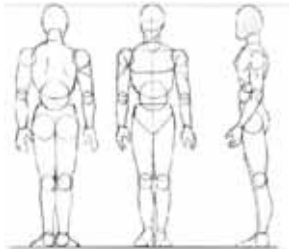
**It is the largest sailing festival in the Mediterranean** where enthusiasts and onlookers meet in an ideal harbor finding everything to satisfy their passion for the sea.

Yachts and their world, the events, special guests and participants themselves all play a leading role.

**Entrance is free.** The TAG Heuer VELAFestival is complemented and amplified by the range of channels of the Giornale della Vela, which through its brand every month is able to reach:

# TAG Heuer VELAFestival

## 1 La vela e il mare diventano spettacolo How, when and where



In 2017 we expect, **300 sailboats** on display and entered to participate in VELACup; **20,000 visitors** and 95 exhibitors; **30 events and activities** on shore and at sea; a 100-meter long photo exhibit; 2,450 minutes of film and video and 70 well-known sailors invited to experience the world of sailing and the sea all-round. **Admission is free, with the party starting in the morning and ending in the evening.**



**Where? In Santa Margherita Ligure, in front of Portofino** and at the center of the Gulf of Tigullio. The harbor and the beach are the main location and the whole town participates.

**When? The period between 4 and 7 May 2017 a key to success.** Immediately following May 1st national holiday, the event marks the beginning of the ideal boating season.



**TAG Heuer VELAFestival 2016 – The video.**

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## 2 How it works: the key to success

**The TAG Heuer VELAFestival illustrates and allows everyone to experience first-hand all the positive values of the world of sailing and of the sea**, making them instantly accessible and understandable.

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 VELAFestival is able to deliver this result through using different languages**, stimuli and opportunities intersecting with one other in a unique and popular event – a mix that blends seamlessly thanks to the remarkable attraction exerted by the fascinating world of sailing.



# TAG Heuer VELAFestival

## 2 How it works: the key to success Visibility and location

**Yachts**. The **latest models of the most prestigious shipyards** are on display and open to visitors. Second-hand and charter sailboats are right next to "cult" yachts, boats which have made the history of yachting and to the boats of owners participating in the VELACup. Sailboats between 5 and 30 meters in length (16 to 95 feet), all side by side.

**Shop Area**. Nautical products and services are readily available on the dock. Here in a one-stop-shop you can find and buy what otherwise would require a long and laborious research.

**Relax**. The spectacular VIP terrace right on the sea, a hospitality area where one can relax, drink and eat while listening to music enjoying a unique view.

**Beach**. A beach village on the most beautiful beach of the Tigullio Gulf in front of Portofino. A place where one can sunbathe, try smaller boats and other watercraft.

**Location**. The most charming and picturesque fishing village of Liguria becomes a sailing capital. An additional incentive for TAG Heuer VELAFestival participants to spend a weekend discovering Portofino, Sestri Levante and the Cinque Terre.

# TAG Heuer VELA Festival

<sup>2</sup> How it works: the key to success  
Visibility and location



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Visibility and location



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# TAG Heuer VELAFestival

## <sup>2</sup>How it works: the key to success

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### Events & activities

**EVENTS**. From morning to evening, **shows with interviews** and stories of great sailors and seamen alongside with specialist workshops revealing the secrets of their products and talking about their experiences

**GREAT EVENTS**. The Day of Champions on Friday culminates in the evening with **the party for the "SAILOR OF THE YEAR" prize-giving**, the most prestigious award of Italian sailing. On Sunday, sailing pays homage to a legend of sailing with the VELAFestival Tribute and in the afternoon the **"Water Games"** attract hundreds of participants on the beach, competing in SUP and kayak race.

**ACTIVITIES**. Every day, **the sailing school** organizes sea sorties with instructors on all types of boats, sailing and non. The seamanship school **with experienced sailors** is also open to children and to the whole family.

**PARTY AT SEA**. VELACup is Saturday's big party at sea. **This is the most packed sailing regatta of the Tyrrhenian Sea with over 200 boats and 2,500 sailors racing along a coastal course** that touches Portofino and the Gulf of Tigullio. In the evening, a big party is held for the prize-giving ceremony with music and food for everyone until late night.

**VELAFestival Card**. The passport of the event. Upon registration, the VELAFestival Card allows participants to obtain **benefits and discounts** in hotels, restaurants, parking, shops in Santa Maria Ligure, stands and the bar of the event. **Privileged access** to restricted areas and to the yachts on display, free shuttle service to the boats anchoring in the roadsteads.

# TAG Heuer VELA Festival

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



# TAG Heuer VELAFestival

## <sup>2</sup>What's new in 2017

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The fifth edition of the TAG Heuer VELAFestival 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:

**A bigger VELAFestival** . New spaces along the harbor on the main dock. The TAG Heuer VELAFestival now reaches the end of the harbor quay with additional spaces on shore and many more moorings for boats.

**The VELA Festival Multi is born**. A new area exclusively reserved to multihulls that are enjoying great success in Italy as well. The only Italian exhibit dedicated to catamarans & alike.

**Floating platforms**. Starting in 2017, floating platforms can be placed to increase visibility and exposure.

**Exhibition on the beach**. Along the docks and in the Hospitality and Refreshment areas participants can enjoy live music every afternoon and evening.

**La mostra sulla spiaggia**. The beach is "dressed" with a spectacular 100-meter photo installation depicting the history of sailing and the best pictures of the year.

**Perfect relaxation**. A new location for the terrace overlooking the sea with food and music till late evening. VELAFestival at night. The new artistic lighting accents the beauty of the location when night falls.

**Go live**. Live broadcasts in streaming on the VELAFestival Facebook page covering the main events and activities.

# TAG Heuer VELAFestival

## 2 What's new in 2017 The new layout

