

## 2021-2028 World Sailing Event Strategy

**1. Introduction**

- 1.1 This paper is a recommendation from the Board Event Strategy Working Party to the Events Committee and Council.

**2. Summary**

- 2.1 World Sailing has an opportunity to develop a new event strategy for 2021-2028. With Paris (Marseille) selected as the 2024 Olympic Games venue and Los Angeles as the 2028 Olympic Games Venue World Sailing should now determine its own event strategy.
- 2.2 The event strategy must be focused on the requirements for sailors and must add value for all World Sailing stakeholders. The Olympic Games should be a key driver for creating value, by building participation in the sport and developing Universality. In addition, World Sailing must promote the world's top sailors.
- 2.3 The World Sailing Event Strategy should focus on the following key areas:
- Promoting sailors
  - World Rankings & Ranked Regattas
  - Olympic Classes World Championships
  - World Cup Final
  - World Cup Ranked Regattas.
  - Continental Participation
  - Calendar management
  - Commercial Objectives
  - Para World Sailing

**3. Vision / Goal**

- 3.1 To promote, facilitate and develop a sailor's progression to international and Olympic level sailing by having a clear regatta structure organized in a series of World Cup Ranked Events that creates a pathway through the World Cup Rankings
- 3.2 Create a long term and stable World Sailing regatta calendar with a credible ranking system. The rankings will be determined by the quality of sailors competing. The World Sailing Regatta Calendar will be managed by the planning windows and will provide an efficient structure to increase the on the water ratio compared to travel and logistics costs for all sailors, whether based in the Northern or Southern Hemisphere.
- 3.3 To ensure that Olympic level sailing is promoted and grows participation in all regions around the world and showcasing Sailing to a greater audience.

**4. Key Objectives**

- 4.1 The event strategy includes the Olympic Games every 4 years, a Class World Championships every year (the combined Sailing World Championships will take place every 4 years), an

annual World Cup Series Final (that will promote and replicate Olympic Sailing Competition during the quadrennial) and a series of World Cup Ranked Events.

- 4.2 The highest ranked regattas (excluding the Olympic Games, Class World Championships and World Cup Final) will be 'World Cup Series Regattas'. All other ranked regattas will be 'World Cup Ranked Regattas'. World Sailing should ensure that there are opportunities for regattas outside of Europe to be included as the highest ranked regattas.
- 4.3 World Sailing, the Olympic Classes and event organisers will use the World Sailing Events Global Calendar for planning World Cup Ranked Events, Olympic Class World Championships from 2021-2028 to ensure that Olympic sailing is promoted around the world, not just in Europe.
- 4.4 The 'planning window' should improve time on the water for sailors and reduce travel time and costs for MNAs.
- 4.5 The World Rankings should promote the best sailors in the world.
- 4.6 The World Rankings will be used to qualify sailors to the World Cup Final.
- 4.7 World Sailing will recognise and promote the top ranked sailors and Olympic medallists, World Champions and World Cup Final winners.
- 4.8 World Sailing will provide full broadcast, technology and tracking services to a minimum of three selected events each year determined as 'World Cup Series Regattas' and to the annual 'World Cup Final'. World Sailing should endeavour to ensure that there is at least one World Cup Series Regatta outside of Europe and that in the future there are additional opportunities for regattas outside of Europe.
- 4.9 The Olympic Classes and event organisers in Europe should work together to promote European Championships. Combined European Championships should be encouraged to ease calendar congestion and enhance commercial opportunities. European Championships could be run alongside World Cup Ranked Events in Europe and the Olympic Classes should be encouraged to combine their European Championships where practical.
- 4.10 Wherever possible, the Para World Sailing Classes should be integrated.

## **5. Event Definitions & Planning Windows**

### **5.1 Olympic Games**

- (a) The pinnacle event for all athletes in Olympic classes held every 4 years. Promote the sport and our top athletes.
- (b) Planning Window: Every 4 Years as decided by the IOC.  
Paris 2024 Olympic Games: 26 July – 11 August  
Los Angeles Olympic Games: 21 July – 6 August

### **5.2 Class World Championships**

- (a) Annual, pinnacle World Championships that promote the Class, the participation history of our sport and where sailors meet their heroes and top athletes.
- (b) Planning Window: In Year 1, 2 & 3 held between September and December.  
In selected weeks in Year 4.

A February window could also be created in certain years.

In addition, the Olympic Classes should be encouraged to combine their World Championships where practical. This would help MNAs with the logistical challenges of supporting sailors at different events in different venues and would ease the pressure on the calendar.

### 5.3 Sailing World Championships

- (a) The pinnacle World Sailing event for Olympic and Para Sailing Classes held every 4 years. Replaces the Class World Championships in the year that is held. The Sailing World Championships should be a key Olympic Qualification Event.
- (b) Planning Window: Held in Year 2 for the Paris 2024 Olympic Games quadrennial.

For the Los Angeles 2028 Olympic Games quadrennial the Sailing World Championships will be held in Year 3 for a Northern Hemisphere event or late in Year 2 for a Southern Hemisphere event.

Following the 2022 Sailing World Championships in the regatta should not be held in the same continent as the next Olympic Games and in the case of the 2026/27 Sailing World Championships should also not be held in Europe.

In addition, the possibility for the Sailing World Championships to be hosted every two years from the Los Angeles quadrennial and onwards should be reviewed. As an alternative, the possibility of a combined European Championships could also be reviewed.

### 5.4 World Cup Final

- (a) An annual event held at, or close to, the Olympic venue that is very similar to the Olympic format, keeping the recognition of the Olympic Games “alive” with sailors qualifying based upon rankings. MNAs can plan for the Olympics as a team and develop their understanding of sailing at the Olympic venue. The World Cup Final should provide an opportunity for Olympic Qualification.
- (b) Planning Window: The World Cup Final should be held in the ‘Olympic’ Window and could be used as a test event. In Year 4 the Final should be held just before the Olympic Games.

### 5.5 World Cup Ranked Regattas

- (a) World Cup Ranked Regattas will include all ranked Olympic Class regattas and existing Classic Regattas.
- (b) Planning Window: The Classic Regatta window will be protected from January to June each year. The protected dates will allow Classic Regattas to invest and build participation.

Other World Cup Ranked Regattas may be held during the year subject to any restrictions outlined in the planning window of the World Sailing Regatta Calendar.

### 5.6 World Cup Series Regattas

- (a) The highest ranked regattas (excluding the Olympic Games, Class World Championships and the World Cup Final) that World Sailing will partner with. These regattas will be the highest quality, multi-class regattas. World Sailing will look to

partner with a minimum of 3 regattas per year to showcase the sport, promote the athletes and maximise the opportunities for World Sailing sponsors and partners.

- (b) Planning Window: The World Cup Series Regattas will initially be selected, for 2021, from the highest ranking regattas and will be held in the protected window. The protected window is from January to June.

In the future World Cup Series Regattas will be selected from the highest ranked regattas that meet key quality and participation criteria.

#### 5.7 Continental Championships

- (a) Promotes the Class, the participation history of our sport and where sailors meet their heroes and top athletes. Combined European Championships should be encouraged. Regional Championships will be graded as World Cup ranked events.
- (b) In Year 1, 2, & 3 European Championships will be held in July or from March to June if held as part of a Classic Regatta. In Year 4 European Championships will be held alongside a Classic Regatta or after the Olympic Games.

Planning Window: Continental Championships on other Continents should be developed and should take place to allow for the best sailing conditions and at a time in the year that enables participation from MNAs in the region, whilst ensuring that those sailors are also able to participate in other major regattas including Class World Championships, World Cup Final, World Cup Ranked Events. Continental Championships will be key for developing Universality and participation.

#### 5.8 Regional Games

- (a) Essential multi-sport events that should include Sailing wherever possible. World Sailing should work closely with Regional Games organisers to promote Olympic Sailing events at the Regional Games. Major continental Regional Games (Pan Am Games, Asian Games, All African Games, Pacific Games, European Games) should be used as Continental Olympic Qualification events where possible. When the requirements for an Olympic Qualification regatta can be met and the Games are at a time in the year that enables participation from all MNA's in the region having regard to the need for sailors to be able to participate in other major regattas including Class World Championships, World Cup Final, World Cup Ranked Events.
- (b) Planning Window: The timing of Regional Games is as decided by the relevant NOCs.

### 6. Sailors and promotion

- 6.1 For the Olympic Games, the Sailing World Championships, the World Cup Final, Class World Championships and the World Cup Series Regattas the strategy and goal should be the following:
- 6.2 World Sailing should promote Olympic Sailors at the pinnacle events and top World Cup Ranked Regattas by setting a standard for broadcasting, media, tracking and technology services.
- 6.3 World Sailing should provide a media package for promoting sailor profiles, activities and performances at the top World Cup Ranked Regattas.

## 7. Recommendations

The Event Strategy Working Party makes the following recommendations:

- 7.1 Approve in principle the World Sailing Event Strategy from 2021 onwards acknowledging that some amendments may be required as the detail and the other recommendations are worked through.
- 7.2 Approve the new structure for the World Cup from 2021 onwards: a stand-alone annual World Cup Final and ranked Olympic Classes regattas organised around the world (some of which will be branded as World Cup Series Regattas).
- 7.3 Approve the introduction of a World Sailing Regatta Calendar for all Olympic Classes regattas from 2021 onwards. It should be noted that the calendar for the Offshore Keelboat event may be different.
- 7.4 The Events Committee should review the World Sailing Regatta Calendar and ensure that the necessary Regulations are introduced to reflect the planning windows for all Olympic Class regattas no later than 30 November 2019. A Calendar World Party should be created to, finalise, manage and co-ordinate the World Sailing Regatta Calendar.
- 7.5 The Events Committee should review the World Rankings and ensure any changes to the ranking system for 2021 onwards are approved no later than 30 November 2019.
- 7.6 The Board and the Executive Office should review and ensure that any other additional Regulation changes are made at the 2019 Annual Conference; definitions of World Sailing events, World Championship and European Championship rights, etc.
- 7.7 The Board and the Executive Office should ensure that the Olympic Classes Contracts are updated to reflect the changes in the Event Strategy.
- 7.8 In order to support the Olympic Classes looking to combine their World Championships where practical, the Executive Office should provide administrative support to run a comprehensive bid process and in order to engage with potential host venues around the world. In addition, The Executive Office should provide support for those Classes looking to combine their European Championships or hold their European Championships as part of a Classic Regatta.
- 7.9 The Board and the Executive Office should engage with Paris 2024 and the FFV alongside Los Angeles 2028 and US Sailing to host the annual World Cup Final at the 2024 and 2028 Olympic venues respectively.
- 7.10 The Board and Executive Office should finalise the commercial strategy around the new structure for the World Cup and engage with stakeholders to ensure that contracts are in place for the period from 2021 to 2024 no later than 30 May 2020. Additionally, the Executive Office should work on a bid process for regattas held in the 2025-2028 period.