



## The Plymouth Sailing Team's Global Sponsorship Proposal 2014-2018

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## Foreword by Offshore Legend Mike Golding OBE

"The Plymouth Sailing Team represents the very best of the new generation of sailors that aim to compete on the international offshore circuits over the coming decades. With an established track record of delivery - this talented, highly motivated team of individuals, managed by Sam Holliday and SHG Consulting, have created a professional infrastructure along with an ambitious multi-faceted project that will offer commercial partners a wide range of benefits through partnership or sponsorship. Like many others I will be following this teams competitive progress and development over the coming decade."

Mike Golding OBE  
3x IMOCA World Champion



# The Plymouth Sailing Team



The Plymouth Sailing Team are a group of highly talented young sailors based in the UK who are led by Marcel Herrera and Sandy Macpherson.

During 2013 the team entered the third annual "Sailing Arabia – The Tour", competing against some of the worlds best sailors. After just three weeks of practice they returned home triumphant with an impressive 5 trophies and 5th place overall.

Determined to improve on this, the team set about putting together a highly competitive professional

campaign for their return in 2014 – and they succeeded; the fourth annual "Sailing Arabia – The Tour" saw them return home with an admirable 2nd place overall.

The Plymouth Sailing Team has exciting new ideas on how it would like to move forward and is able to offer its sponsors the opportunity to capitalise on three truly global campaigns in one and get involved with one of the most exciting young teams in sailing and share in their adventure and drive to be the very best!



# Introduction to the Team



Marcel Herrera



## Career Highlights

- Laser Standard Olympic Campaign 2007 - 2010.
- International Moth World Championship – 25th.
- 2011 Sailing Arabia – The Tour – 4th overall.
- 2013 Sailing Arabia – The Tour – 5th overall (Skipper) – first British and first youth entry.
- 2013 Member of Team Aqua RC44 World Championships.
- 2014 Sailing Arabia – The Tour – 2nd overall (Skipper).
- 2014 Commodores Cup Team Hooligan, Ker 40.

In 2014 Marcel graduated from Plymouth University, where he read Marine Studies. Whilst studying at Plymouth Marcel also continued his passion for sailing and succeeded in climbing the international sailing ranks. Having run his own campaigns, Marcel knows just how difficult it is to obtain sponsorship – let alone race against the best sailors in the world! This knowledge enables him to build a strong, cohesive and effective team, which can cater to the specific needs of a sponsor.





**Sandy Macpherson**

### Career Highlights

- Sailing Arabia - The Tour – 5th overall.
- Solent 6.50 – 1st double handed Mini.
- RORC Myth Malham – 1st.
- Solo navigation of Lake Ontario (raising over £10,000 for charity).
- Boat Captain “Iskareen” – Tour de France à La Voile.
- Armen Race – 14th place.
- Cape2Rio – 3rd place.

Canadian born Sandy Macpherson is one of the most experienced and well- respected youth sailors around, with more than 20,000 miles sailing experience under his belt. Sandy also read Marine Studies at Plymouth University, where he met Marcel and joined the Plymouth Sailing Team. Combining his passion for sailing with a desire to do charity work has brought Sandy national recognition both here in the UK and in his home country, Canada.



LIOT / NSW 2013





Tom Webb



### Career Highlights

- Solent650 – 1st double handed mini.
- Solo Navigation of Great Britain 2011.
- Ambassador for the Even Keel project.
- 10,000 miles offshore experience.

Tom's tenacity makes him the perfect person to take on a single-handed challenge like the 4,000 mile Mini Transat race onboard a boat measuring only 6.5m – and he has the skills-set and experience to achieve great results. As well as being hugely passionate about climbing the solo offshore ladder, Tom is a key member of the Plymouth Sailing Team, providing an in-depth knowledge of weather systems and ocean navigation.





Sam Holliday

### Career Highlights

- Worked with 3x World Champion Mike Golding OBE as he launched his Open60 Gamesa.
- Head of Communications for Campagne de France Sailing Team – ongoing.
- Athlete Liaison Officer for The Atlantic Cup 2012/2013/2014.
- Head of PR & Marketing for the Plymouth Sailing Team.
- Head of PR & Marketing for Team 11th Hour.
- Managing Director at SHG Consulting, a leading sports marketing company specialising in offshore and grand prix yacht racing.

Sam started working in offshore yacht racing during 2009. Since then he has worked with some of the world's best sailors at regattas around the world. Having worked at every level within the sport his in-depth knowledge and understanding has allowed him to create his own Company - SHG Consulting. Working all over the world, with varying budgets, goals and experiences, Sam understands what it takes to create “value” within a campaign and allow sailors to focus on obtaining the best result possible.





# Introduction to the Boats



## Class 40

The Class 40 is undoubtedly one of the premier ocean racing classes. With over 140 yachts active across the circuit it's currently the most competitive ocean racing fleet. It can be seen competing all round the world, from Europe to North and South America, Canada & Australia – offering sponsors the opportunity to gain from worldwide exposure.

As the name suggests, "Class 40" are 40 feet long and are part of a "box" rule, meaning that all vessels are the same length, height, width and depth. Beyond these set rules designers are free to use their imagination to their hearts content!





## Farr 30

Bruce Farr wanted to create a state-of-the-art offshore one-design yacht that would be fast and exciting, yet uncomplicated and economical; and that's exactly what they did. The boat is 30ft long and identical in every way to all other Farr 30's – thus putting the emphasis on the sailor's teamwork, boat handling and navigational skills in order to win.

The Farr 30 will provide a stepping-stone and academy styled structure to the campaign, with the ultimate goal being to produce a team of young talented sailors capable of reaching the top of Sailing Arabia - The Tour's podium. This will enable the Plymouth Sailing Team to develop a community based sailing program, whilst allowing a sponsor the opportunity to engage at both professional and grass route level.



# The Races

The boats will be competing against some of the most renowned sailors, covering many disciplines, in races worldwide. This global campaign will provide sponsors and their brands with maximum market exposure.

Below is a list of the major races we intend to compete in.

## **Transat Jacques Vabre**

This covers 5,395 nautical miles and is raced double-handed from Le Harve, France to Itajaí, Brazil.

## **Atlantic Cup**

America's premier short-handed yacht race, sailing from Charleston, South Carolina to New York City, then on to Newport, Rhode Island and covering 940 nautical miles.

## **Global Ocean Race**

As the name suggests, this is a 30,000 nautical mile round-the-world race. The GOR is specifically for Class 40 boats and incorporates single-handed, double-handed and fully crewed (4 person) teams competing.

## **Québec - St Malo**

A fully crewed race covering 3,250 nautical miles from Québec City to St. Malo, France.

## **Route Du Rhum**

The ultimate Class 40 solo race covering 3,510 nautical miles from St. Malo, France

to Pointe-à-Pitre, Guadeloupe. The race attracts a fleet of over 40 Class 40's and worldwide media coverage.

## **Les Sables – Horta – Les Sables**

From Les Sables d'Olonne, France to Horta, Azores and back again, this 2,540 nautical mile race is competed double-handed.

## **Normandy Channel Race**

One of the most tactical races in the Class 40 calendar, this 1,000 nautical mile double-handed sprint around the English Channel starts and finishes in Caen, France.

## **Sailing Arabia – The Tour**

An 800 nautical mile crewed race around the Arabian Gulf – stopping at 7 of the Gulf's most prestigious locations.

## **RORC Circuit**

In preparation for larger races, the team will compete in as many RORC Offshore races as the campaign allows in order to develop and challenge their racing skills.

And many others...!





## Planned World Record Attempts

- Around Britain and Ireland (fully crewed)
- New York to Lizard, Cornwall (fully crewed)

## Races Open to Sponsor Participation

There are a number of races that enable us to offer a more interactive proposition to sponsors by allowing them to join the team as a member of the crew (previous sailing experience is required). The races are:

### RORC Fastnet

Organised and run by the Royal Ocean Racing Club, the Fastnet is one of the most prestigious regattas in the world, attracting worldwide media attention and a fleet of over 350 highly competitive boats. The fleet leaves Cowes, Isle of Wight, bound for Fastnet Rock before heading home to Plymouth.

### Cowes Week

A fabulous week of sailing that every sailor looks forward to. For some it's the competition that attracts, but for others it's also a great opportunity to welcome guests on board to sail with the team and enjoy the experience.

### RORC 600

Also organised and run by RORC, and attracting a huge fleet of boats, this is a 600-mile "sprint" raced around the beautiful islands of the Caribbean.



Route Du Rhum



Atlantic Cup



Sailing Arabia the Tour



Mini Transat

# Global Contact







#### Countries with direct contact.

ANTIGUA  
 AZORES  
 BAHRAIN  
 BRAZIL  
 CANADA  
 FRANCE  
 GUADELOUPE  
 MEXICO  
 NEW ZEALAND  
 OMAN  
 QATAR  
 SOUTH AFRICA  
 SPAIN  
 UNITED ARAB EMIRATES  
 UNITED KINGDOM  
 UNITED STATES  
 URUGUAY



# The Benefits of Title Sponsorship

The Plymouth Sailing Team has a lot to offer. As a young and dynamic team we fully understand what our sponsors expect from us and are as dedicated to providing them with a return as we are to sailing as hard and fast as we can.

Listed below are some of the many opportunities to be gained from a partnership with the Plymouth Sailing Team.

- Naming rights to team, yachts and/or campaign.
- Branding on yachts, sails, team vehicle and clothing.
- Up to 15 days of tailored corporate sailing per year.
- Branding on each page of our fully interactive website.
- Pre race corporate/branding opportunities.
- Availability of skippers/team for corporate functions.
- The opportunity to promote your Company's internal communications via a "virtual" platform, which allows employees worldwide to participate in races through an online tracking programme.

- Business to business marketing opportunities.
- To affiliate the team with a charity of your choice.
- To be part of an educational experience to inspire children.
- International media coverage and a highly effective PR campaign.
- One of the most cost effective and versatile sponsorship opportunities.





# Return on Investment

As a sponsor of the Plymouth Sailing Team you can expect to gain worldwide media attention, providing you with an excellent return on investment. The information below is taken from independent media valuations relating to yacht races the team will enter, and demonstrates the level of return that can be achieved. This, combined with the opportunity to tailor a campaign, can deliver results far greater than initial investment.

## Atlantic Cup

- 28,174,285 impressions from print, television, radio, online and social media.
- 57,283 YouTube views across 90 countries.
- 90,799 page views on [www.atlanticcup.org](http://www.atlanticcup.org) (May 2014).

## Sailing Arabia the Tour

- £2,688,055.00 total monetary value of independent media report.

## Transat Jacques Varbe

- 19,008 Facebook followers.
- 442 YouTube videos with 2,377,742 views.

## Route du Rhum

- 1.2 million visitors to the Race Village.
- 1000 accredited journalists worldwide.
- 88 hours of television coverage.
- 58 hours of radio coverage.
- 5154 articles written.
- 1 million visits to the race website.

And much more...



## Budget

Sailing is a very versatile sport, offering its sponsors and technical partners a wide range of commitment options.

Whether you are looking to support a single race or a five-year global campaign, the Plymouth Sailing Team will work closely with you to tailor the proposal to your individual needs.

For more information on budget options please contact Sam Holliday at [Sam@shgconsulting.co.uk](mailto:Sam@shgconsulting.co.uk).







# Press Coverage

During the 2014 Sailing Arabia – The Tour, the Plymouth Sailing Team featured heavily in both British and International news, with over 76 articles written about them in countries across The Gulf, America, Australia and, of course, the UK. When combined with YouTube videos, radio airtime and other commitments, such as hospitality packages, it's clear to see the Plymouth Sailing Team, once again, delivered a strong return on investment.



The Independent - Worldwide (online)



Sport 360 - United Arab Emirates (online)



Yachts and Yachting - Worldwide (online)



The Independent - Worldwide (online)



The Western Morning News - United Kingdom (online)



The Herald - United Kingdom (online)



The Western Morning News - United Kingdom (online)

## EFG Sailing Arabia – The Tour 2014 begins on Feb 9

Morning Star, January 2014 1:03:03 - Written by **Oman Observer** in **Luxor**



18:55:44 - A 21-year-old German team skipper Manuel Herrera is hoping for a "first time lucky" winning championship in this year's prestigious EFG Sailing Arabia - The Tour 2014 when he hopes to steer his youth Maxis Frankfurt Sailing Team to victory in the Gulf's only annual long distance offshore event. Despite his young age, Herrera is considered one of the more experienced "newcomers" of Gulf racing having completed in two of the three editions of EFGT held so far, his second with the UAE Team Emirates in the 2011 inaugural event, another sailing in Dubai and Oman and skippered Maxis Frankfurt Sailing Team to 6th place in the 2013 EFG Sailing Arabia - The Tour.

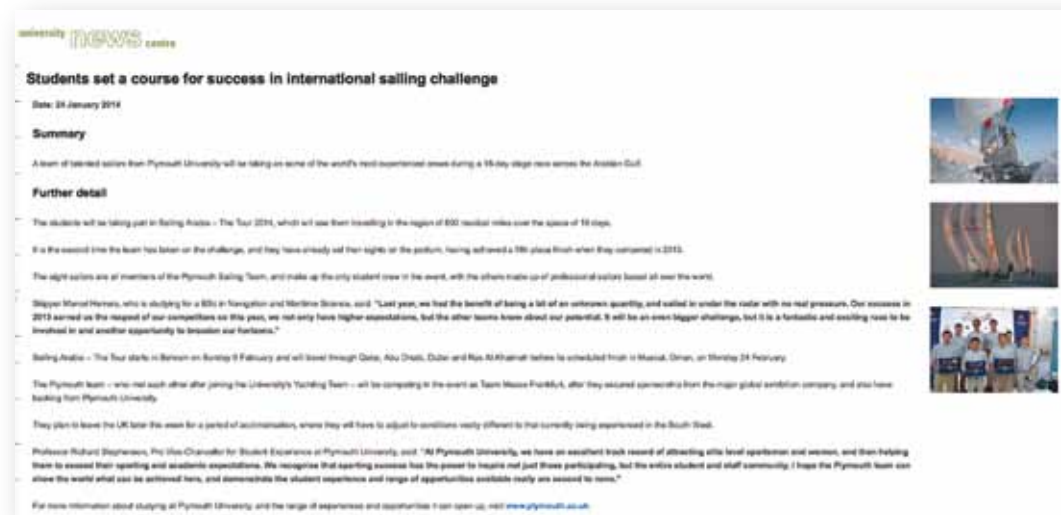
"A personal ambition is to finish on the podium as no matter the event as I am hoping for a continued team effort that puts us in contention for a top spot. We are putting in hundreds of hours of preparation to make this a winning campaign," said Herrera who returns with some changes to the predominantly UK crew from the University of Plymouth. He leads 16 elite OOD and International teams are expected for EFG Sailing Arabia - The Tour 2014 which takes place from 9-24 February. Organized by Oman Sail, the 18-day, 160 nautical mile annual Gulf coast challenge is conducted in two-hat Part 22 one-design keelboats.



Herrera as one of the most popular "newcomer" winter features of the global sailing calendar, it follows a spectacular course down the coast with calls at eight world class marinas in four nations, from Bahrain, Qatar and the United Arab Emirates to finish in Oman's beautiful capital city, Muscat. The 2013 edition featured top ranked international skipper who rated the regatta among his best in the world. They included (Oman) and winning team, Oman Sail skipper Salim Al-Sagoff who was at the helm of the sponsor's campaign entry EFG Bank (Sagoff) and Richard Price, an eight times winner of the Tour de France is a hero and heroism of two America's Cup challenges. He skipper Team AZORE was the 2013 champion of EFG Sailing Arabia - The Tour.

Herrera said EFG Sailing Arabia - The Tour was an extremely fun event that offered great hospitality throughout the different Gulf nations making it an extra special experience. "It is also a very challenging event, in EFGT our team had to adapt to the heat, the professional competition and faced as it is very testing as it shapes. "The highlight was finishing on equal points with French sailing legend Bernard Pons during the Abu Dhabi in just one and only scoring record due to the round boat method of scoring. EFG Sailing Arabia - The Tour is full of memorable experience in terms of challenge and adventure," he said their pursuit of a strong result was due to French their sponsor Maxis Frankfurt, one of the world's biggest offshore company which has had a presence in the UAE for 17 years. Maxis Frankfurt is expanding into other countries in the region.

The Oman Observer - United Kingdom (online)



Plymouth University - United Kingdom (online)



## About SHG Consulting



SHG Consulting is a sports marketing company specialising in Offshore and Grand Prix yacht racing. Our aim is to provide a personal, tailor-made service to professionally manage your marketing, PR and sponsorship strategies and deliver a strong return on investment for sponsors.

At SHG we know from experience how stressful professional sport can be – that's why we make sure we are on hand to assist with the running of campaigns and events worldwide, enabling athletes and sponsors to focus solely on achieving the best possible sporting success.

As a young and vibrant team we can bring new and innovative ideas to the forefront and we understand the importance of maximising market presence for both athletes and sponsors. Whilst recognising the importance of media coverage, we also believe that successful sponsorship of yacht racing is about much more; and it's our aim to deliver a successful, bespoke and balanced campaign.

## SHG Consulting's Partners



### The Cheltenham Brand

The Cheltenham Brand is delighted to work with SHG Consulting and thoroughly enjoyed the creative process of putting together a brochure for such an exciting and dynamic company – they are a pleasure to work with. The Cheltenham Brand offers a range of services including: branding, design, print, retouching, signage, graphics, web and media consultancy. The brand incorporates numerous web titles from which it markets services to other businesses and the general public.

[www.thecheltenhambrand.com](http://www.thecheltenhambrand.com)



### Ansford Internet

Ansford Internet have been working with SHG Consulting since 2013 to help them launch and manage their website. Ansford Internet offers a wide range of services including: website design & hosting, social media management, email newsletter management and search engine optimisation. Since its launch in 2009 it has helped many businesses and individuals enhance their online presence.

[www.ansfordinternet.com](http://www.ansfordinternet.com)



### Crowe Clark Whitehill

Crowe Clark Whitehill is an accountancy firm based within the United Kingdom that forms part of Crowe Horwath International - a Company operating from 650 offices globally. Crowe Clark Whitehill provides accounting services to SHG Consulting and is happy to provide financial advice to any potential sponsor or team to help maximise results.

[www.crowehorwath.net/uk](http://www.crowehorwath.net/uk)



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EXTRAORDINARY AND EMOTION



# Recognising Risks



Ocean racing sounds like a risky venture. As with a lot of serious sports, it must be recognised that the perceived danger is itself an essential factor in attracting large amounts of interest from the public. Without risk there would be little interest and no story to be told.

The organisers of offshore sailing control all aspects of the sport to ensure both sailors and shore crew recognise, minimise, and wherever possible, mitigate against the apparent risk.



If you are interested in finding out more please do not hesitate to contact me.

Kind regards,



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This brochure is brought to you by SHG Consulting, a sports marketing company specialising in Offshore and Grand Prix yacht racing.



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