



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."

A handwritten signature in black ink, appearing to read 'Mike Golding'.

Mike Golding OBE
3x IMOCA World Champion





The Plymouth Sailing Team is a team of highly talented young sailors based in the United Kingdom, who are led by Marcel Herrera and Sandy Macpherson.

Last year the team competed in the third annual Sailing Arabia the Tour. After just three weeks of practice we came back with 5 trophies and 5th place overall against some of the world's best sailors.

In 2014 the team will be competing again but want to go one step further by setting up a highly competitive professional campaign. The Plymouth Sailing Team has exciting ideas allowing for a sponsor to capitalise on three truly global campaigns in one.

This is your chance to be involved in what is 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



Name: Sandy Macpherson
Age: 20
Occupation: Sailor/Student
Goal: Top 5 in the Route du Rhum

Career highlights:

Sailing Arabia the tour – 5th
Solent650 – 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 a La Voille.

With over 5,000 miles of ocean racing Sandy is one of the most experienced and well respected young sailors. His charity work and sailing have brought him national recognition both in Canada and the UK.



Name: Marcel Herrera
Age: 20
Occupation: Sailor/Student
Goal: Top ranked youth team and win Sailing Arabia the tour

Career highlights:

Europa Cup Laser Ranked 17th
UAE Laser Standard Ranked 2nd
Int. Moth World Championship Ranked 25th (2nd Youth)
BUSA Yacht Nationals 3rd BUSA Fleet Nationals 5th
2011 Sailing Arabia Tour 4th Overall
2012 Sailing Arabia Tour 2013 5th overall (Skipper – first British and first youth entry)
Team Aqua RC44 World Championships 2013

Having run his own campaign Marcel knows how hard it is to obtain sponsorship; let alone race against the best in the world. This knowledge allows him to cater for sponsors needs whilst getting the best out of his team.



Name: Tom Webb
 Age: 20
 Occupation: Sailor/Student
 Goal: Win the Mini Transat

Career highlights:
 Solent650 – 1st double handed mini
 Solo Navigation of Great Britain 2011
 Ambassador for the Even Keel project

Tom's tenacity makes him the perfect person to take on the 4000 mile Mini Transat single-handed on a boat measuring only 6.5m. His skill set and past stands him in good stead for a solid result. Tom is hugely passionate about climbing the solo offshore ladder.



Name: Sam Holliday
 Age: 20
 Occupation: Managing Director SHG Consulting / Student
 Goal: To lead a team to the very top of their sport.

Career highlights:
 Worked with 3x world champion Mike Golding OBE as he launched his Open60 Gamesa.
 Working with Class 40's most competitive pairing Miranda Merron and Halvard Mabire as they compete their Class 40 around the world (Ongoing).
 Worked with America's premier short handed race the Atlantic cup 2012 and 2013.
 Travelled with the Team Messe Frankfurt as they competed in Sailing Arabia the Tour.
 Worked with 40 Degrees racing as they came third in the 2011 Transat Jacques Varbe.

After working with some of the very best names within professional sailing Sam is the perfect man to manage the day to day running of this team. His organisational skills and maturity are much greater than his years.

Introduction to the boats



Class 40:

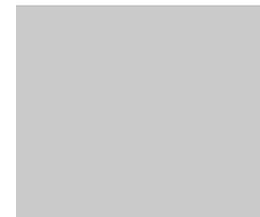
Class 40 is one of the premier ocean racing classes. With over 130 active Class 40s in the circuit, it really is the most competitive fleet of ocean racing around. Class 40 competes all around the world, from France, Europe, America, Canada, Australia and Brazil allowing sponsors to gain from worldwide exposure.

Class 40s are 40 feet long and are part of a box rule meaning all vessels are the same length, height, width and depth. However beyond that designers are allowed to 'play'.



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 every other Farr 30. Putting the emphasis onto the sailors team work, boat handling and navigational prowess.



Mini 6.50:

The Mini 6.50 is a solo transatlantic yacht that's pinnacle race is the biannual Mini Transat. A race covering over 4,000 miles. A monumental task for a boat that is only 6.5 M long! The mini is a highly established class with races around the world.

The Races

The three boats will compete against some of the very best sailors in races around the world covering all disciplines allowing your brand access to as many markets as possible.

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

Transat Jacque Varbe:
5,395 nm double-handed from Le Havre, France to Itajai, Brazil.

Atlantic Cup:
America's premier shorthanded yacht race, sailing from Charleston SC to NYC and onto Newport RI.

Global Ocean Race:
The 30,000-mile round-the-world Global Ocean Race is for Class40 boats with single-handed, double-handed and fully-crewed (4 crew) teams competing.

Québec St Malo:
A crewed race from Quebec City to St Malo France covering a distance of 3250 miles.

Route Du Rhum:
The Ultimate Class 40 solo race 3,510nm from St Malo, France to Pointe-a-Peitre

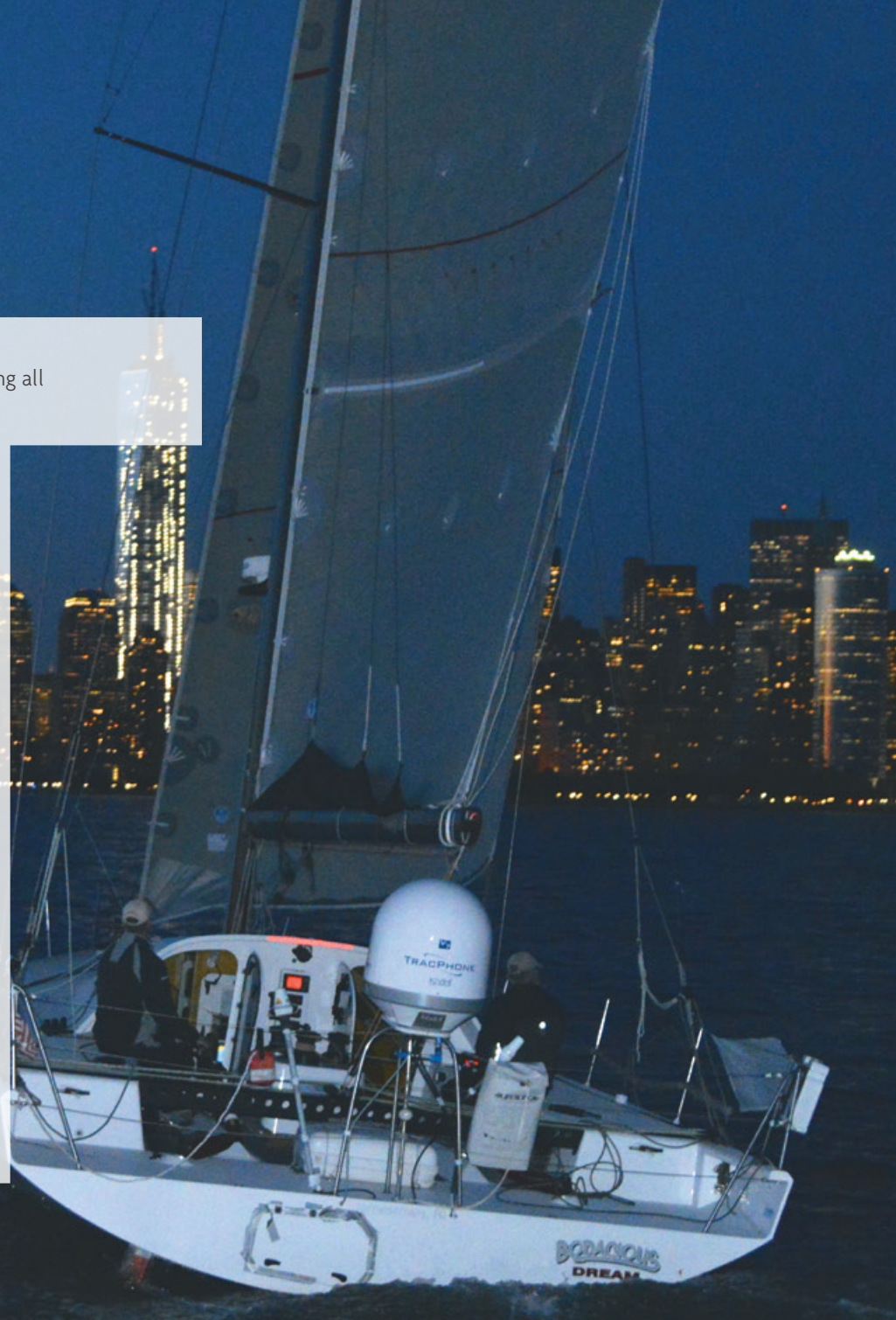
Guadeloupe attracting a fleet of over 40 class 40's and world wide media coverage.

Les Sables – Horta – Les Sables:
2,540 nm double-handed race from Les Sables d'Olonne, France to Horta, Azores and back again.

Normandy Channel race:
One of the most tactical races in the class 40 calendar 1,000 nm double-handed sprint around the English channel, start and finish in Caen, France.

Sailing Arabia the Tour:
A 800 mile crewed race around the Arabian Gulf stopping in 7 of the Gulfs most prestigious locations.

Mini Transat:
A solo 4000nm race on a boat measuring just 6.5m.



World record attempts:

Around Britain and Ireland – Crewed
New York – Lizard – Crewed

Races open to sponsors*:

RORC Fastnet:

One of the most prestigious regattas in the world attracting world wide media attention and a fleet of over 350 highly competitive boats. The fleet leave Cowes bound for Fastnet rock and home to Plymouth.

Cowes Week:

The week of sailing every sailor looks forward to, as they compete or welcome guests to sail with the team.

RORC 600:

A 600 mile sprint race around Caribbean Islands attracting a huge fleet.

*Races in which the crew wish to invite experienced sponsors or clients onboard.

And many others...!

Route Du Rhum



Atlantic Cup



Sailing Arabia the Tour



Mini Transat

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



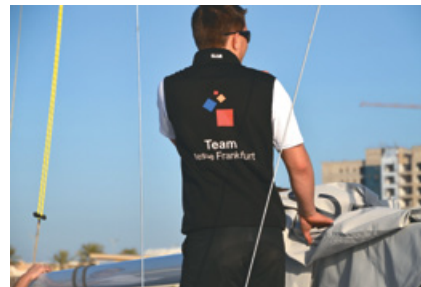
The Benefits of Title sponsorship

The Plymouth Sailing Team has a lot to offer a potential sponsor or brand. As a young and upcoming team we fully understand what a sponsor wants and are as dedicated to providing our sponsor with a return as we are dedicated to sailing as fast and as hard as we can. Below are some of the many opportunities we believe there are to be had if you allowed us to join your team.

Sponsor/Partner Benefits

- Naming rights to team, yachts and or campaign.
- Branding on yachts, sails, team vehicle and all clothing.
- Up to 15 days of tailored corporate sailing per year. (1)
- Branding on each page of our fully interactive website.
- Corporate opportunities pre race starts.
- Access to skippers and team for corporate functions.
- Opportunity to develop internal communications with daily updates while racing, online tracking and the chance to race against us on a virtual platform.
- Business to business marketing opportunities.
- The chance to affiliate the team with a charity of your choice.
- The chance to be part of an education experience inspiring children.
- International media coverage and a highly effective PR platform
- One of the most cost effective and versatile sponsorship opportunities.

(1) Excludes Post sailing dinner or entertainment.



An indication of sponsorship budget for a three boat campaign.

Budget	2014	2015	2016	2017	2018
Charter fee: Class 40	£80,000	£0	£0	£0	£0
Boat build: Class 40	£550,000	£0	£0	£0	£0
Operational costs (3 boat campaign)	£405,000	£245,000	£255,000	£245,000	£245,000
Race entry	£15,000	£15,000	£15,000	£15,000	£15,000
Total:	£1,050,000	£260,000	£270,000	£260,000	£260,000
Combined total:					£2,100,000

Prices are based upon accurate quotes however some fluidity may be seen.

Budget does not include media budget as level of interaction is at sponsors discretion. Sailing is hugely versatile and a lot can be achieved.



Recent press coverage

During the recent 'Sailing Arabia the Tour' the Plymouth Sailing Team has featured heavily in both British and International news. 56 Articles have been written about the team in countries including the GCC, America, Australia and the UK that combined with video and radio time scheduled and other commitments such as hospitality packages, the Plymouth Sailing Team have once again delivered a strong return on investment.



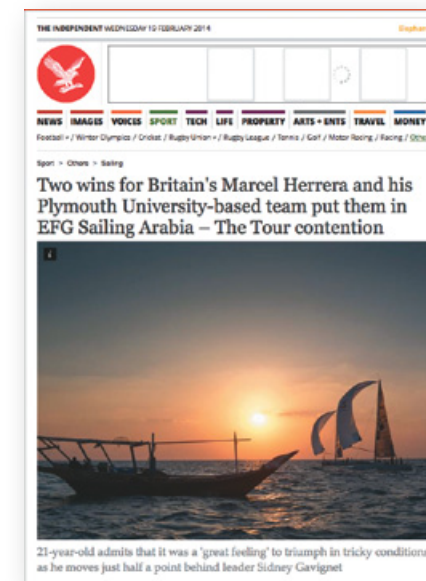
The Western Morning News - United Kingdom (online)



Sport 360 - United Arab Emirates (online)



Yachts and Yachting - Worldwide (online)



The Independent - Worldwide (online)



university **NEWS** centre

Students set a course for success in international sailing challenge

Date: 24 January 2014

Summary

A team of talented sailors from Plymouth University will be taking on some of the world's most experienced crews during a 16-day stage race across the Arabian Gulf.

Further detail

The students will be taking part in Sailing Arabia – The Tour 2014, which will see them travelling in the region of 800 nautical miles over the space of 16 days.

It is the second time the team has taken on the challenge, and they have already set their sights on the podium, having achieved a 5th place finish when they competed in 2013.

The eight sailors are all members of the Plymouth Sailing Team, and make up the only student crew in the event, with the others made up of professional sailors based all over the world.

Skipper Marcel Herrera, who is studying for a BSc in Navigation and Maritime Studies, said: "Last year, we had the benefit of being a bit of an unknown quantity, and sailed in under the radar with no real pressure. Our success in 2013 earned us the respect of our competitors so this year, we not only have higher expectations, but the other teams know about our potential. It will be an even bigger challenge, but it is a fantastic and exciting race to be involved in and another opportunity to broaden our horizons."

Sailing Arabia – The Tour starts in Bahrain on Sunday 9 February and will travel through Qatar, Abu Dhabi, Dubai and Ras Al Khaimah before its scheduled finish in Muscat, Oman, on Monday 24 February.

The Plymouth team – who met each other after joining the University's Yachting Team – will be competing in the event as Team Messe Frankfurt, after they secured sponsorship from the major global exhibition company, and also have backing from Plymouth University.

They plan to leave the UK later this week for a period of acclimatisation, where they will have to adjust to conditions vastly different to that currently being experienced in the South West.

Professor Richard Shepherson, Pro Vice-Chancellor for Student Experience at Plymouth University, said: "At Plymouth University, we have an excellent track record of attracting elite level sportsmen and women, and then helping them to exceed their sporting and academic expectations. We recognise that sporting success has the power to inspire not just those participating, but the entire student and staff community. I hope the Plymouth team can show the world what can be achieved here, and demonstrate the student experience and range of opportunities available really are second to none."

For more information about studying at Plymouth University, and the range of experiences and opportunities it can open up, visit www.plymouth.ac.uk.



EFG Sailing Arabia – The Tour 2014 begins on Feb 9

Monday 18th January 2014 / 23:58 Written by **Oman Observer** • Local



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DUSHA – A 21-year-old German born skipper Marcel Herrera is hoping for a "third time lucky" winning championship in this year's prestigious EFG Sailing Arabia – The Tour 2014 when he hopes to steer his youth Messe Frankfurt Sailing Team to victory in the Gulf coast's only annual long distance offshore event. Despite his young age, Herrera is considered one of the more experienced "veterans" of Gulf racing having competed in two of the three editions of SATT held so far. He raced with the UAE Team Ras Al Khaimah in the 2011 inaugural event, finished sailing in Dubai and Oman and skippered Messe Frankfurt Sailing Team to 5th place in the 2013 EFG Sailing Arabia – The Tour.

"A personal ambition is to finish on the podium no matter the event so I am hoping for a combined 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 his predominantly UK crew from the University of Plymouth. At least 10 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 classic 16-day, 700 nautical mile annual Gulf coast challenge is contested in identical 40' one-design boats.



The Tour

Herrera said EFG Sailing Arabia – The Tour was an excellent run event that offered great hospitality throughout the different Gulf nations making it an extra special experience. "It is also a very challenging event. In 2013 our team had to adapt to the heat, the professional competitor and format so it is very testing as skipper. The highlight was finishing on equal points with French sailing legend Bertrand Pese during the Abu Dhabi in port race and only coming second due to the court back method of scoring. EFG Sailing Arabia – The Tour is full of memorable experiences in terms of challenge and adventure." He said their pursuit of a winning result was also to honour their sponsor Messe Frankfurt, one of the world's biggest exhibition companies which has had a presence in the UAE for 12 years. Messe Frankfurt is expanding into other countries in the region.

Plymouth University - United Kingdom (online)

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Plymouth sailing team to compete in Arabian race

By Plymouth Herald | Posted January 27, 2014

Herrera's Plymouth-based team settles for second spot in Doha

By Western Morning News | Posted February 16, 2014

By Stuart Alexander in Doha



The EFG Sailing Arabia fleet sets sail for Doha

The Western Morning News - United Kingdom (online)

THE INDEPENDENT WEDNESDAY 19 FEBRUARY 2014

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Sport > Others > Sailing

Sidney Gavniet of Oman Sail project wins first leg of EFG Sailing Arabia

Marcel Herrera and the crew of Messe Frankfurt finished just behind

STUART ALEXANDER | Monday 10 February 2014

It took round-the-world veteran Sidney Gavniet all his strength and guile to shake off a determined crew built around Plymouth University students to win the first leg of the EFG Sailing Arabia – The Tour from Bahrain to Doha, Qatar.

The Frenchman, who is the leading skipper of the Ocean Sail project, had to fight every yard of the 300 miles to overcome his 21-year-old opponent, Marcel Herrera and the crew of Messe Frankfurt and by just three lengths of their identical 40m 30 yachts.

Such was the intensity of the competition that both yachts ran aground seeking leeboard advantage and Herrera led for much of the first half of the race.

Another student team from Delft in The Netherlands claimed the remaining top three places on a course where northerly, but cold, winds made for fast running.

Before the start, the American Katie Pettibone, had warned "the boys had better watch out" and, sure enough, her all-woman crew beat both of their rival Omani entries, the Omani Navy crew coming second last. Pettibone is part of a much wider Omani programme designed to encourage Omani women to take up sport and is back for her second tour. Her feelings delivered.

The start had been postponed for nearly as hours to take delivery of distress flares, essential safety equipment but banned in Bahrain as illegal weapons. On a crisp dawn and in a northerly wind, the yachts made fast time, never out of sight of each other, and shepherded by officials on the race organisation's boat.

There are seven offshore legs and up to 12 inshore races, the first group of those in Doha on Tuesday. On Wednesday the fleet races to Abu Dhabi, on to Dubai and Ras Al Khaimah in the UAE, and then to Doha, Muscat and Muscat in Oman.

The Independent - Worldwide (online)

The Oman Observer - United Kingdom (online)

The Herald - United Kingdom (online)

About SHG Consulting



SHGCONSULTING



SHG Consulting is a sports marketing company specialising in Offshore and Grand Prix yacht racing.

We aim to provide the very best services allowing a sponsor, team or event the best possible chance of success. Although a small company this allows us to offer personal tailor made marketing, PR and sponsorship strategies. Through our involvement with professional campaigns SHG Consulting also knows how stressful professional sport can be so we are also on hand to assist with the running of campaigns and events allowing athletes and sponsors to put their sole focus into obtaining the best result possible for themselves and sponsor.

At SHG Consulting we also understand the importance of maximising both the athletes and sponsors presence within their market place and as a young team we are able to bring new and innovative ideas to the forefront. Sponsorship is about more than media coverage, and it is our aim to assist in delivering a tailored successful and well rounded campaign.

SHG Consulting is company limited by Companies House: Company number: 8891665

SHG Consulting's partners



The Cheltenham Brand

The Cheltenham Brand are pleased to work with SHG Consulting and very much enjoy the creative process and being involved with such a great company. The Cheltenham Brand offer 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 public.

www.thecheltenhambrand.com



Ansford Internet

Ansford Internet have been working with SHG Consulting during 2013 to help them launch their website and offer SHG Consulting's clients yet another service. Ansford Internet offer a wide range of services including: Website Design & Hosting, Social Media Management, Email Newsletter Management and Search Engine Optimisation. The company started in 2009.

www.ansfordinternet.com



Crowe Clark Whitehill

Crowe Clark Whitehill is a UK accountancy firm that forms part of Crowe Horwath International - a company operating from 650 offices globally. Crowe Clark Whitehill are SHG Consulting's accountants and are happy assist any potential sponsor or team access the best way to deal with their finances.

www.crowehorwath.net/uk

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Recognising Risk



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.

Offshore sailing is taken exceptionally seriously with organisers in control of all aspects of the sport making sure sailors and shore crew recognise, minimise and mitigate against the apparent risk.

Now you are interested in finding out more please do not hesitate to contact me on:

Sam@shgconsulting.co.uk

Thank you for your time,



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