



Sponsoring Fools Gold Racing Team is a unique opportunity to gain the right kind of exposure for your company to be associated with an amazing event in international sailing.



Fools Gold Racing Team



THE OPPORTUNITY

Fools Gold Racing Team is inviting a sponsor or multiple sponsors to contribute 60% towards the costs associated with the World Championships in The Hague in July 2018 and the European Championships in the Solent in June 2018. This amounts to a total of €25,000 and the contribution can be made in the form of purchased equipment or cash. The sponsor will receive relevant receipts, invoices and audited expenditure accounts at the end of the campaign.

In return for the financial support the sponsors' company logo will be carried on the sails, the crew clothing and on the hull of the yacht. The team will also organize a corporate day of match racing Dublin Bay where the sponsor will get training in racing in a 35 foot yacht and get to pit their newly acquired skills against one another. As the events get closer we will be actively promoting both the campaign and the campaign sponsors by sending out regular press releases, updates and event results to our connections in both print and radio media. This information will be replicated on our social media platforms Facebook, Twitter and Instagram. The combination of promotion on both mainstream and social media will ensure our sponsor gets maximum returns on their investment.

THE EXPOSURE

Since the advent of social media sailing has become one of the fastest growing sectors in the sports sponsorship market and it is easy to understand why. As a sport it offers so many opportunities and markets with a truly global audience largely made up of professionals, business owners and people employed within the corporate sector.

In the past all but the biggest sailing events were often overshadowed in mainstream media by other sports. However with the internet, sites like Facebook and Twitter, apps like YB Races and online streaming the audience has exploded. Major corporations such as Emirates Airlines, Hugo Boss, Foncia, Groupama, Banque Populaire, Telefonica, Gamesa, Red Bull, Aberdeen Asset Management, J P Morgan Asset Management, Sunsail, Veolia and of course Audi and Volvo have realised the enormous potential have available. They have seized the opportunity to be associated with a clean environmentally friendly sport that offers massive canvases to display their company logos and promote a very positive image.



Sponsoring Fools Gold Racing Team offers a unique opportunity to gain the right kind of exposure for your company and be directly associated with a truly remarkable sports event

This opportunity comes as a result of the International Sailing Federation (ISAF) decision to combine the two biggest yacht racing handicap systems and hold the first IRC/ORC world championship in the Hague in July 2018. Fools Gold Racing Team, Irelands entry has been a tour de force in IRC racing for the last three years and as a result it is primed for the challenge.

THE EVENT



In July 2018 the two great handicap systems under which all yachts race are coming together for the first time to hold a combined world championships in the Hague. The event, previously believed impossible by the sailing community, will award the first ISAF recognised trophy for this class of yacht. Such was the enthusiasm for this race that the 50 places were taken up within one week of registration opening. The 50 yachts entered are from 21 countries and Fools Gold will be Irelands proud representative. On route to the World Championships, Fools Gold will warm up in June at the European Championships and the Commodores Cup in the Isle of Wight.

THE BOAT

Built in 2008 by Archambault, Fools Gold is an A35 from a stable of very successful yachts. Its stable mates have won the "Commodores Cup" *Boat of the Event* on two occasions and a raft of first places in Europe's most prestigious regattas.

At 10.59 meters, just short of 35 feet, the A35 boasts one of the most competitive handicaps of any IRC yacht. This is essential as every second counts when racing in fleets of 50 boats at the upcoming world championships. Fortunately Fools Gold is owned by a naval architect who worked for Archambault during the development of the design and as a result he knows every inch of the boat and to maximise her potential.

THE CREW

Fools Gold is crewed by a group of amateurs from Ireland. Most of the crew including the owner sail from Waterford Harbour Sailing Club, however these amateurs are amateurs by design only.

Tactician

Tom Fitzpatrick

Olympian in the 49er class

Helm

Roy Darrer

Veteran of multiple World Championships

Skipper

Robert Mc Connell

Naval Architect and former Olympic contender

Trimmer 1

Graham Curran

Sail maker and owner of UK Mc William Sails

Trimmer 2

Dougie Power

4th in the Topper Worlds

Pit Man

Geoff Power

Irish youth ISAF Worlds 420 representative 2017

Mast Man

Brian O Donnell

All round hero and senior helm participant

Bow Man

Stephen Mc Connell

Veteran sailor with multiple trophies under his belt

THE RESULTS

Fools Gold has been one of the most successful IRC racing yachts in Ireland and the UK for almost a decade.

Here are the results for the last three years:

2015

- 1st Spring League KYC with 8 first places out of 8 races
- 1st Scottish Series and winner of "Boat of the Week"
- 2nd Sovereign's Cup
- 2nd IRC Irish Nationals
- 1st Autumn League RCYC with 8 first places out of 8 races and Winner of the "Boat of the Event"
- South Coast Offshore Racing Association (SCORA) "Boat of the Year"

2016

- 1st Spring League KYC with 6 first places out of 8 races
- 2nd Cork Week
- 2nd IRC European Championships
- 1st IRC Welsh Nationals
- South Coast Offshore Racing Association (SCORA) "Boat of the Year"

2017

- 2nd Scottish Series
- 3rd IRC Irish Nationals
- 1st Sovereign's Cup with 6 first places out of 6 races and winner of "Boat of the Week"
- 2nd IRC Irish Nationals
- 1st IRC Welsh Nationals and winner of boat of the event
- 1st IRC Abersoch keelboat week and winner of "Boat of the Week"

THE MEDIA COVERAGE

Fools Gold is one of Irelands best maintained and prettiest racing yachts and this means photos of the yacht in print media are a regular occurrence. To ensure this continues Graham Curran has taken on the role as team press officer and maintains good relations with key personnel in the media in Ireland and the UK.

2015

Print Media

- Afloat** (Spring edition)
- Irish Times** (Sports pages)
- Afloat** (Autumn edition)

Radio

- Interview on **Beat FM**
- Interview on **WLR FM**

Social Media

- 8000 votes for sailor of the year on **Afloat Web Site**

2016

Print Media

- Afloat** (Summer edition)
- Afloat** (Autumn edition)

Social Media

- Fools Gold **Facebook** set up, with 200 plus followers within the first month, multiple posts getting 1500 views within hours of posting.

2017

Print Media

- Afloat** (Summer edition)
- Irish Times** (Sports pages)
- Irish Independent** (Sports pages)

Social Media

- Afloat** (website)
- Irish Times** (Sports pages)
- Irish Independent** (Sports pages)
- Yachts and Yachting** (website)
- Scuttlebut** (website)
- Afloat** (website)
- Afloat** (website)
- Fools Gold **Facebook** site with multiple posts getting 3000 views within hours of posting.

