

RYAN BREYMAIER

RACING YOUR BRAND AROUND THE WORLD

PARTNERSHIP OPPORTUNITY

Join Ryan Breymaier, one of America's most talented sailors, as title sponsor to create an innovative marketing platform with a global reach.

2016 offers an exceptional year of IMOCA ocean racing with no fewer than three major events.

This is the opportunity to develop a unique story, forming the basis of a powerful and compelling communications campaign delivering:

- Consumer awareness among a high quality/affluent demographic
- Significant international PR value outside sporting press
- An unique and highly engaging platform for VIP hospitality
- Exciting digital content reaching a significant global consumer audience
- A brand ambassador with an incredible story of human adventure and endeavour

RYAN BREYMAIER



The most prominent and successful American shorthanded offshore sailor on the ocean racing circuit today.

Ryan discovered his passion and natural talent for sailing at St. Mary's College, Southern Maryland. Over the next 10 years he developed his skills, competing on inshore and offshore racing programs in the USA and Europe.

In 2008 he moved to France to pursue his career on the professional short-handed circuits, notably the IMOCA class, the very top level of ocean racing. He has since competed in the very top races around the world as well as project managing and skippering three world record breaking attempts.

Recent Highlights

2010-2011: 5th Place Barcelona World Race – a double-handed race around the world with no stops. Ryan's first race around the world, in which he won first prize for video and photo communication during the race.

2012: 1st Place USA Atlantic Cup offshore race on Class 40 'Mare'.

2012: 2nd Transat Quebec – St Malo on Class 40 'Mare'.

2013: World speed sailing record holder, 'The Golden Route' New York to San Francisco in 47 days onboard VOR70 'Maserati'.

2014: 1st Place IMOCA New York – Barcelona, double-handed transatlantic onboard IMOCA 'Hugo Boss'.

2015: Skipper and project manager for 105ft maxi-trimaran 'Lending Club 2' setting three new World Speed Sailing Records :

Cowes to Dinard; Newport to Bermuda and Los Angeles to Hawaii.

MISSION STATEMENT

An exciting and fruitful marketing opportunity, the values and challenges of ocean racing mirror those of today's business world.

My commitment is to provide a versatile platform assuring my sponsor significant return on investment and objectives.

To share the adventurous spirit of the sport by competing in the world's most extreme ocean races.

To represent my sponsor as the sole American in the discipline and bring the sport of ocean racing to the eyes and hearts of the public worldwide.

To WIN!

Ryan
2015



Dealing with adversity, working as a team, meeting the challenges of solitude and the sea, focus, endurance and determination are all essential qualities for a single handed round the world sailor.

OCEAN MASTER WORLD CHAMPIONSHIP



For 45 years the world's greatest sailors have been racing non-stop around the globe and creating incredible stories of adventure and human endurance.

IMOCA (International Monohull Open Class Association) was created in 1991 with the aim of providing a body that could administrate the technical aspects of short-handed ocean racing. Run by the skippers and the teams, the class has promoted and supported epic races such as the Vendee Globe and the Barcelona World Race. Today the IMOCA class is one of the strongest in world sailing with over 20 active teams.

Ever popular in Europe, IMOCA realized a need to reach to a wider global market to continue its growth. In 2013 IMOCA created a partnership with Open Sports Management (OSM), a sports marketing company backed by Sir Keith Mills, to manage the commercial rights for the class and ensure the continued success of the class.

Together OSM and IMOCA launched a new brand in ocean racing, the Ocean Masters World Championship, which incorporates the existing major ocean races (Vendee Globe, Barcelona World Race, Route Du Rhum), as well as new events created by OSM.

By creating new events in key locations around the world, such as the USA, OSM can introduce short-handed ocean racing to new fans and new commercial sponsors around the world.

The Ocean Masters World Championship will be awarded every two years and will consist of at least three events per year with a Round the World Race to finish each cycle.

2016 AN EXCEPTIONAL YEAR

May 2016

The Transat

Kicking off the year with the longest running single-handed race from Plymouth, UK to New York, USA.

July 2016

OSM Transatlantic Race

Starting in New York and ending in Les Sables D'Olonne, France, this race will also qualify sailors for the Vendee Globe.

November 2016 to January 2017

The Vendee Globe

Once every four years the ultimate race in sailing comes around. Singlehanded non stop around the world.

THE VENDEE GLOBE

The world's greatest test of human endurance and sporting talent.

Singlehanded, non-stop around the world.

Racing 24 hours a day for up to 90 days across the world's biggest oceans.



Over 5000 people have climbed Mount Everest, over 500 people have travelled into outer space.

However, less than 100 people have sailed single-handed non-stop around the world.

RACE MEDIA VALUE AND COVERAGE

4,309

Media
accredited*

€411m

Media value*

816

TV hours*

52,647

Print articles*

* Projected media figures for the 2013-14 IRONMAN WORLD OCEAN RACING CHAMPIONSHIPS. Based on media figures from sailing events at Vendée Globe, Barcelona World Race, Tourist Jacques VIRE, Route du Rhum.

MORE THAN JUST A HOSPITALITY PLATFORM



Offer a once in a lifetime opportunity to experience life aboard one of the world's most technologically advanced racing yachts. Share the compelling stories of human endurance and endeavour and even a day's sailing with a world-class skipper.

POWERFUL CONTENT DRIVING HIGH ENGAGEMENT



Ocean racing creates captivating and inspirational stories. Thanks to onboard technology, fans around the world can follow the adventure; keep up with the race progress online, virtual racing games against the skippers in real time, engaging with the skipper through live video links and social media.

ONSHORE ACTIVITY AT RACE EVENTS



Share the excitement of race day with VIP access at events, passes to visit the boat, exclusive meetings with the skipper and accreditations for spectator boats on the water.

ADDED VALUE OUTSIDE RACE MEDIA COVERAGE



A platform to generate highly engaging content;
viral videos, social media campaigns, photo shoots...

A TRULY INTERNATIONAL SPONSORSHIP PLATFORM



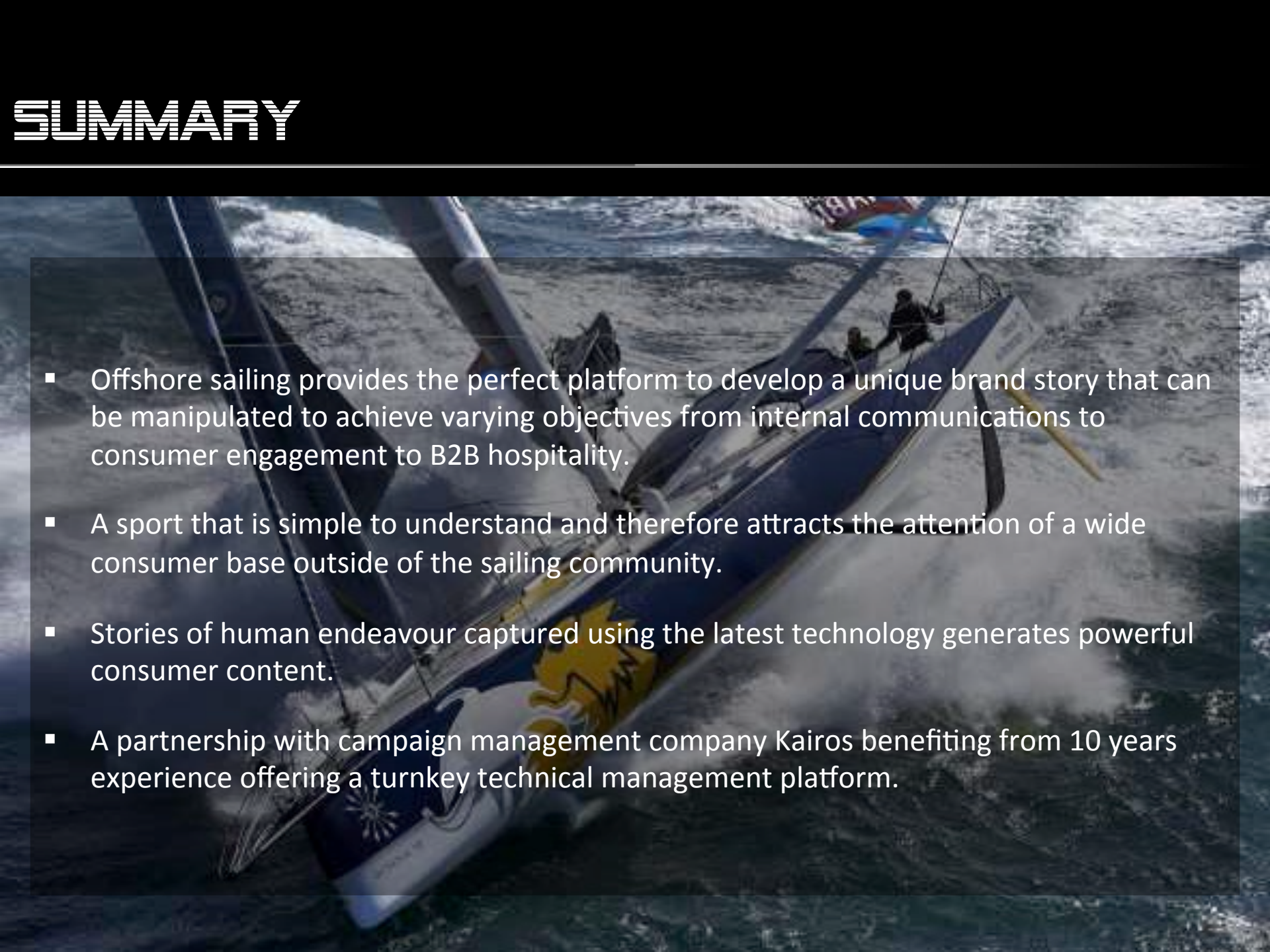
Combining the IMOCA Ocean Masters World Championship and promotional sailing ensures presence in key locations worldwide. 75% of the world's major cities are situated by the ocean.

OPPORTUNITY



- Dedicated campaign management team to develop and deliver activation strategy
- World class technical and logistics team (See Appendix 2)
- Full branding
 - Boat (Deck, Hull, Cockpit, Sails, Interior)
 - Support Vehicles
 - Team Clothing
 - Online Portals (Website & Social Media)
- 20 x Sailing Days (Per Annum)
- 10 x Ryan Breymaier Appearances (Per Annum)
- Invitations to all VIP events, incl. Race Starts, Prize Givings etc.

SUMMARY

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- A high-angle, aerial photograph of a blue and white racing yacht on the ocean. The yacht is tilted, and several crew members are visible on deck. The water is dark blue with white foam from the waves. The yacht has a yellow and white logo on its side. The text is overlaid on a semi-transparent dark grey rectangle in the center of the image.
- Offshore sailing provides the perfect platform to develop a unique brand story that can be manipulated to achieve varying objectives from internal communications to consumer engagement to B2B hospitality.
 - A sport that is simple to understand and therefore attracts the attention of a wide consumer base outside of the sailing community.
 - Stories of human endeavour captured using the latest technology generates powerful consumer content.
 - A partnership with campaign management company Kairos benefiting from 10 years experience offering a turnkey technical management platform.

TESTIMONIALS

“Sailing is a growing market in the business of sports sponsorship. As a title sponsor of international ocean racing, we at Hugo Boss have a skipper with whom we are able to achieve fantastic global press coverage, both print and broadcast. Being a lifestyle brand we activate this sponsorship in every one of our key markets – at present in more than 100 countries – by inviting guests to enjoy a great sailing experience aboard our boat.”

Til Pohlmann, Head Sports Sponsorship, Hugo Boss AG

Yacht racing has developed events which allow corporate participation, making it a key tool for team building and internal corporate communications. And while television has struggled to get the best from yacht racing, new technologies are being developed and deployed to bring the public closer to the sport.”

Kevin Roberts – Editor Sportbusiness International

“Sailing is a metaphor for our brand. It’s a perfect balance; high performance with natural resources, plus a celebration of the peak of human endurance”.

Sven de Smett – Head of Brand Strategy, Volvo



CONTACT



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