



## 2022

 <p><b>GOODALLDESIGN</b></p> <p><b>GOODALL DESIGN Australian Formula 16/18 Cup.</b></p>	 <p><b>ELEMENT</b></p> <p><b>ELEMENT SAILS Australian F16 Catamaran National Titles</b></p>
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### Marketing involvement with the F16/F18 Cup and F16 National title. 6-11 January 2022, Salamander Bay Port Stephens

The Australian F16 association are holding the F16 National Titles. This event includes the F16/18 Cup. The F16/18 Cup, shortened for a bit of fun to the F Cup, is where the larger F18s suited to heavy crews are invited to the event to race on scratch with the lighter, mixed and youth teams on F16s.

The boats are very closely matched and thus present a unique opportunity for sailors of differing weights and strength to compete on an even level. The big fleet is sure to provide great racing, excellent media footage and garner a large amount of interest from the competitors and the followers of this exciting watersport.

The F16 class is extremely active on social media and the sailors and boats attract attention from competitors and organiser in other classes such as F18, Taipan, Nacra 15, 29er, A class, Wazsp, Hobie, Nacra and the Skiff classes. Any video, picture and written material on youtube, facebook and the association websites is consumed and shared by these communities locally and internationally.

The strategy of the marketing is to create products that will bring value to the sponsor at the event and more importantly create marketing “hardware” that will continue for months possibly years after the event in the form of shirts and video.

The Association is of the position that giveaway prizes are expensive and do not give good value relative to the cost. The class desperately needs exposure as being fun but still professional. This will help to attract people to buy boats, associated products and services and entice folks to come sailing.

Nobody realistically is going to buy a boat or new set of sails or gear from a sponsor because of giveaways in the prize pot. A great regatta video, branded shirt for all competitors and supporters will give ongoing exposure and remind people to call you for product.

The Association needs money to provide the regatta officials, shirts and video. We will give trophies as prizes for the winners. Of greater value than the prizes is the event legacy and ongoing value of

the video and shirts worn in public. We believe this far outweighs random prizes that have a zero r.o.i.

Our objective is to leverage the event and footage to give sponsors more value and sales per \$ spent than they would get from any other form of promotion.

A great video can be screened in sailing clubs (such as RPA) used as part of learn to sail courses. Used at exhibitions by the sponsors, screened in pubs where sponsors products is sold etc.. it will be continually pushed on social media so it is a long burn proposition not just a 5 day sailing event presence.

We need to do it right, if its just another world sailing dull series of boats flopping about and boring sailors saying drivel to the effect of "We sailed well today and the boat is working great" ....arggggh dull dull dull! We want action footage, frothers and product evangelists!

The expected number of boats is 30, which results in 60 competitors plus their supporters. We expect the direct reach at the event to be around 100 people and the media reach to extend to well over 2000.

The concept of the packages is to create awareness of your brand and then with the shirts, stickers and media sustain a long term brand reinforcement for 12-18 months

Schedule of events:

Thursday 6 <sup>th</sup>	14:00 17:00 – 18:00	Practice race Registration and measurement
Friday 7 <sup>th</sup>	8:00 12:00 13:00 18:00-22:00	Registration Briefing – <b>With Sponsor Presentation</b> Racing (2) Welcome drinks and BBQ – <b>With Sponsor Presentation</b>
Saturday 8 <sup>th</sup>	10:00 18:00 – 23:00	Racing (4) Dress up Party and Talent contest at Club – <b>with Sponsor presentation</b>
Sunday 9 <sup>th</sup>	10:00 18:00 20:00	Racing (4) AGM
Monday 10 <sup>th</sup>	10:00	Racing (4)
Tuesday 11 <sup>th</sup>	10:00 15:00	Racing (2) Presentation

Our initiatives to assist sponsors with marketing and sales of their products are as follows:

1. Marketing and product giveaways for inclusion in the goodie bags at registration.
2. Pop up shop for the entire event or part thereof.
3. Entry list of competitors with emails to add to your email shot database.
4. Discount code offer to all competitors to entice them to visit your site and make purchases from your company prior to the national. We will forward you entrants details for you to send discount codes to or you can work with one code that we can send with the entry confirmation.
5. Compulsory sticker on the boat. Stickers with your logo for competitors to place on their boats/cars/bikes.
6. You are welcome to add stickers into the competitor goodie bags.
7. Logo on a long sleeve quality ventilated UV protective "rigging" shirt – currently the objective is that the shirts will be complimentary with the entry. We expect these shirts to be excellent quality and become a walking billboard for your product for 12-24 months.
8. Logo on the AGM Minutes and all race documentation
9. Logo on communication online race information, results and social media.
10. Video footage of the event with interviews of the sponsors, their product as well as interviews of competitors and sailing action. In addition to the official event video the Video footage will be provided for you to use.
11. At race briefing on 7th January, Welcome BBQ evening on 7th January and Party/event night 8th January we will offer you 2 minutes to address the sailors and supporters to tell them about what you do and how to get hold of you/offers you have etc.

We are offering 3 levels of sponsorship:

Free

1. Products for Prizes
2. Promotional Items/literature for the entry pack

Level 1 - \$ 350 - 5 spots Available

1. As per free
2. Compulsory Sticker for boat Stickers Entries
3. Logo on the event breathable long lasting high quality "rigging" shirt
4. Presentation at Race Briefing, or welcome event or presentation
5. Logo on Event sticker for the boats
6. Logo on race documents and AGM minutes
7. List of entrants to send discount voucher/code to.

Level 2 - \$ 900 – 4 Spots Available

1. As per free and Level 1
2. Preference on selection time (briefing, bbq, event, presentation) for 2 minute presentation to competitors and supporters.
3. Video interview to promote product/company integrated into event video.
4. Logo on the video
5. Compulsory sticker on boats for photos, video etc. Sticker supplied by sponsor
6. Raw and completed Video footage available for usage.

Please contact us ASAP if you would be interested in getting involved with the event  
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