



*'The WMRT is seen as strongly associated with individuals who appreciate sophistication, style, luxury & elegance, which offers a powerful marketing platform'*

# THE TOUR

## ISAF SPECIAL EVENT STATUS

### PROFILE

It is an established series of professional sailing events featuring America's Cup teams and top names in the sport, the WMRT is the only global series of sailing events in the world touching five continents.

The fast pace and intense competition of match racing provides the ultimate competitive edge. It is unique in that the racing is set close to shore for excellent spectator and hospitality opportunities.

### NEW EVENTS

Bahrain recognised the need for an event in the Middle East. A spectacular event is planned with a prestigious guest list.

Our new events will have a strong emphasis on sponsorship needs and also to bring sailing to a wider public.

#### DEMOGRAPHICS

- Attractive High Net Worth demographic
- 65% Male;
- 60% aged between 25-54
- High Household Income €110k+
- Affluent, educated and professional

#### Opportunities

- Sponsorship
- New Events
- Alliances
- VIP Hospitality

#### EVENTS 2009

- Marseille International
- Match Race Germany
- Korea Match Cup
- Portugal Match Cup
- Malta Sweden
- St. Moritz Match Race
- Danish Open
- Brazil Sailing Cup
- Bermuda Gold Cup
- Malaysia Monsoon Cup

#### COMMENTS

- New event launch
- Hospitality focus
- Huge public attendance
- Popular client entertainment
- Younger audience
- Finance industry network
- Sailing excellence centre
- Emerging economy
- Strong Tradition
- Highly sponsored event



#### MEDIA EXPOSURE

- TV coverage in 75 countries
- 400 million households
- 1.6 million visitors to website
- 272 publications with 682 stories
- 251,647,343 gross media impressions
- Over 250,000 spectators on-site
- Independent evaluation shows 6 to 1 return