
SAIL GP
POWERED BY NATURE.™



THE FUTURE OF SPORT

CLICK TO WATCH

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THE MOST EXCITING RACE ON WATER

99.94 KMPH
SailGP Speed Record

6 RACES
Per Grand Prix

12 MINUTES
Per race

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NATION
VS
NATION
HANNAH MILLS
TEAM: EMIRATES GBR
3 OLYMPIC MEDALS
3X WORLD CHAMPION
PETER BURLING
TEAM: NEW ZEALAND
3 OLYMPIC MEDALS
3X WORLD CHAMPION
WATER PROTECTION
spinlock
THE WORLD'S BEST ATHLETES
AUS SAILGP TEAM
CAN SAILGP TEAM
ROCKWOOL DEN SAILGP TEAM
ESP SAILGP TEAM
FRA SAILGP TEAM
GER SAILGP TEAM
Emirates GBR SAILGP TEAM
NZL SAILGP TEAM
SUI SAILGP TEAM
USA SAILGP TEAM
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ICONIC
LOCATIONS
DEN
80.2 km/h
CAN
88.5 km/h
SUI
82.9 km/h
GBR
86.3 km/h
FRA
85.1 km/h
NZL
83.2 km/h
INCLUDING: CHICAGO, NYC, SAN FRANCISCO, DUBAI, ABU DHABI, ST TROPEZ, SYDNEY
COMING SOON: GERMANY, UK, BRAZIL, GENEVA, MIAMI
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UP CLOSE STADIUM RACING



98K

Largest SailGP crowd to date

93%

Said event exceeded expectations

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INCREDIBLE GUEST EXPERIENCES

TECH BASE TOURS, ATHLETE MEET & GREETS, ON WATER F50 CHASE, ON WATER F50 TOURS

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AWARD-WINNING GLOBAL BROADCAST



EMMY® AWARD WINNER

ROYAL TELEVISION SOCIETY
BEST MULTI-CAMERA DIRECTING

Global Digital Distributors

YouTube

Top Tier Broadcast Partners

CBS itv CANAL+ EUROSPORT FOX SPORTS

210+
Global markets reached

15.1M
Avg. Global. Dedicated Viewership S4

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POWERED
BY NATURE
SAILGP
IMPACT
LEAGUE
A World first
1st
Sport to disclose to CDP
100%
Season 4 events powered by clean energy onshore
CDP
DISCLOSURE INSIGHT ACTION
ISO
CLIMATE NEUTRAL NOW
MEASURE GOLD
REDUCE GOLD
CONTRIBUTE GOLD
GREEN SPORT AWARDS
SPORT INDUSTRY AWARDS
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TRANSFORMING OUR SPORT

100%
Teams racing with female athletes onboard.

19K
Young people engaged through Inspire program

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TECHNOLOGY AND INNOVATION LED

3.8X
The speed of the wind

125
Sensors on each F50

48B
Data Requests per Grand Prix

35K
Data Requests per second

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CAPTIVATING MILLIONS OF HIGH VALUE FANS GLOBALLY

66M
Global Fans

2.9M
Social Media Followers

562M
Social Media Views (S4 to date)

$125K
Avg. Income of SailGP fans

33
Avg. Age of SailGP Fan

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THE FASTEST GROWTH TRAJECTORY IN SPORT



Number of Races

+180%

Season 1-5

Social Following

+200%

Season 3-4

Social Media Views

+300%

Season 3-4

Dedicated Broadcast

+151%

Season 3-4

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TOP TIER PARTNER NETWORK

ROLEX
ORACLE
near
MUBADALA
cognizant
APEX
KUEHNE+NAGEL
Emirates
P&O Marinas A DP WORLD Company
ROCKWOOL
ALUARIUM
Deutsche Bank
Red Bull
T-Mobile
All.com
SONESTA INTERNATIONAL HOTELS
GENESIS
RODD & GUNN NEW ZEALAND
REPSOL
Heineken
WHITE CLAW HARD SELTZER
MAHOU SANMIGUEL



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