

UNITED STATES SAIL GRAND PRIX | MIAMI BEACH
UPDATED INFORMATION PACK - APRIL 2024

SAIL GP

POWERED BY NATURE.™

Play [video](#)



CONTENTS

2

1. Event schedule overview
2. On Shore Venues
3. On Water Race Area
4. SailGP Community Engagement
5. Bed nights & Economic Impact
6. Media value
7. Letters of support

EVENT SCHEDULE OVERVIEW

SAIL GP

SA

SAIL GP

EVENT WEEK OVERVIEW

4



INDICATIVE SCHEDULE (ON-WATER)

EXAMPLE SCHEDULE FOR RACING 3:00pm-4:30pm, TIMING TO BE CONFIRMED BASED ON THE BROADCAST WINDOW

TRAINING (TBC)	REHEARSAL	RACING	
27 MARCH THURSDAY	28 MARCH FRIDAY	29 MARCH SATURDAY	30 MARCH SUNDAY
NO Safety ZONE UP TO 12 BOATS SAILING ALL RACE YACHTS AND SUPPORT VESSELS ARE RESPONSIBLE FOR FOLLOWING ALL MARITIME NAVIGATION LAWS WHILE SAILING TIMING OF FREE SAILING WILL BE BASED ON CONDITIONS, TIDES, AND BOAT READINESS THIS DAY OF SAILING IS UNCONFIRMED AT THIS STAGE	1:30 Safety ZONE ACTIVE	1:30 Safety ZONE ACTIVE	1:30 Safety ZONE ACTIVE
	3:00 BROADCAST ON AIR	3:00 BROADCAST ON AIR	3:00 BROADCAST ON AIR
	4:30 BROADCAST OFF AIR	4:30 BROADCAST OFF AIR	4:30 BROADCAST OFF AIR
	4:30 Safety ZONE ENDS	4:30 Safety ZONE ENDS	4:30 Safety ZONE ENDS
	4:30-6:00: Safety ZONE CONTINGENCY TIME, INCASE RACING CANNOT BE COMPLETED DURING THE BROADCAST WINDOW DUE TO CONDITIONS		

ON SHORE VENUES



3



RACE STADIUM OVERVIEW

9

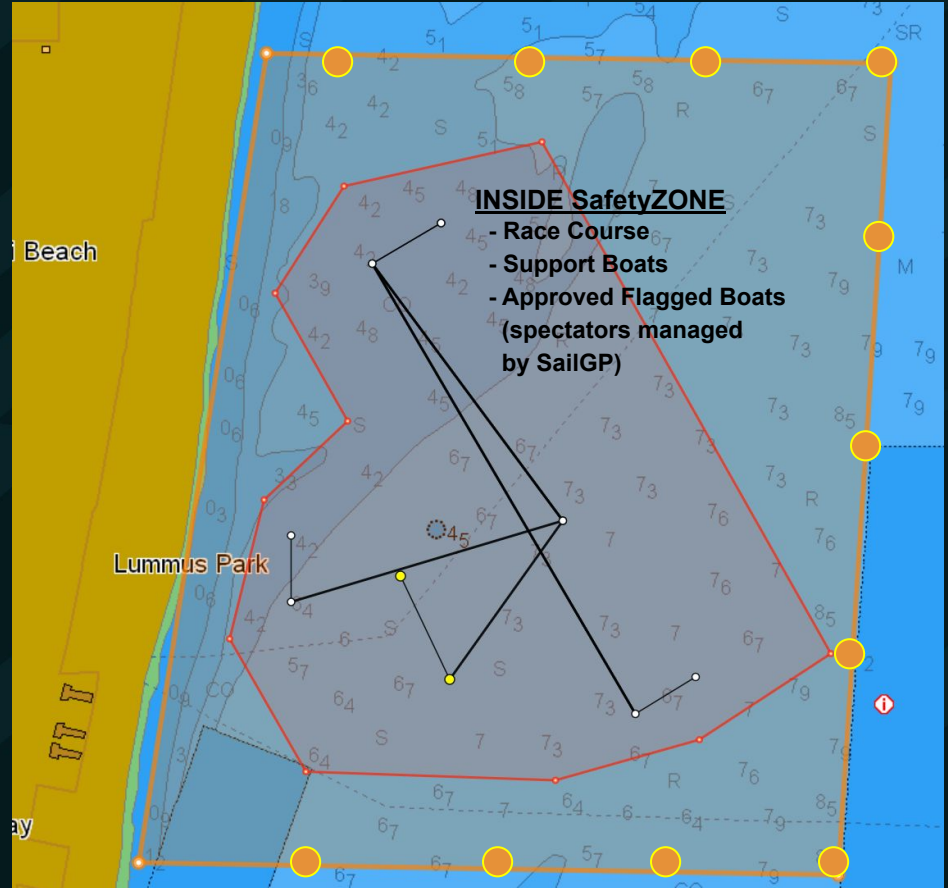
The Race Stadium is open on our two race days for fans to come and experience the event. The Race Stadium is usually open for a 5-7 hour window each day made up of the majority of fan facing activities including but not limited to:

- Grandstands (public sale tickets - pending site layout)
- Youth Sailing and Education area
- Programming and entertainment (featuring local artists, DJ's) to engage attendees pre and post racing
- Merchandise Store
- Local Food & Beverage Offerings
- Adrenaline Lounge (VIP guests & partners)
- Premium Lounge / Beach Club (public sale tickets)
- Partner Activations to engage attendees



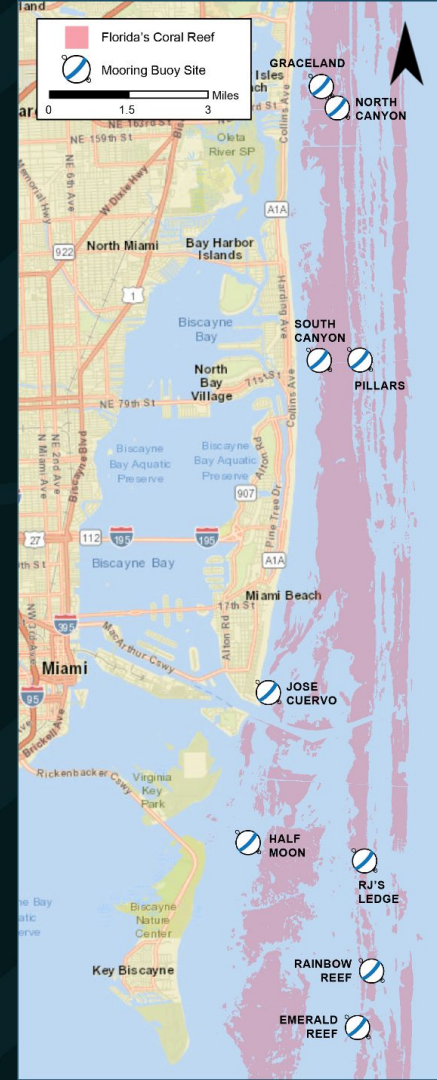
SAFETY ZONE & COURSE MARSHAL OPERATIONS

- In order to deliver high quality races in a fair, safe, timely and professional manner, the race course must be set up in an Safety Zone (EZ), exclusive to the race yachts and a limited number of flagged vessels.
- The proposed race area is a similar zone that the USCG sets up for the annual Air Show. The zone will be demarcated by MarkSetBots (anchor-free).
- The area will be protected by SailGP course marshal boats and/or vessels of local authorities.



CORAL REEF MANAGEMENT

- SailGP is cognizant of the coral reef in the race course and will ensure it is protected by not anchoring any boats or marks in the race area.
 - Marks of the race course and Safety zone will be anchor-free (operated by GPS)
 - Spectator boats will be prohibited from anchoring

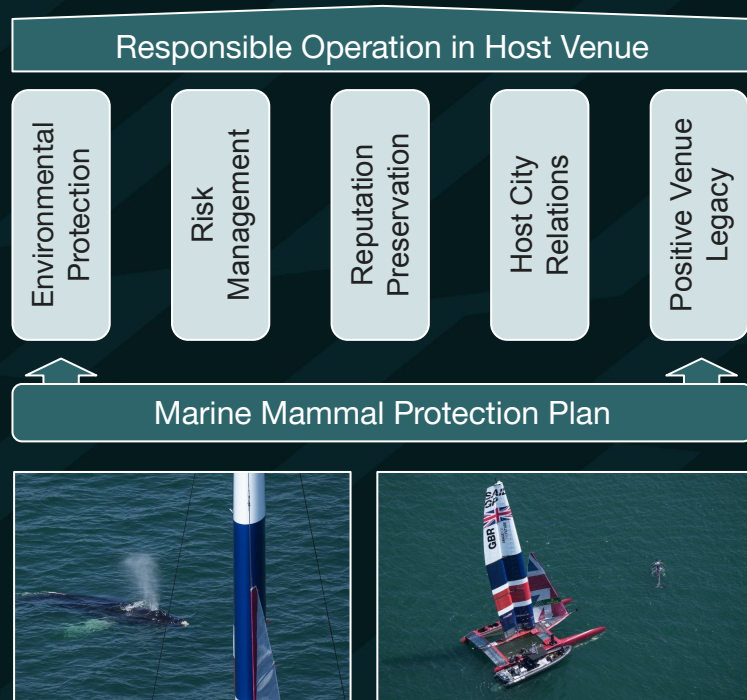


MARINE MAMMAL MANAGEMENT

- SailGP for each of our events works with local agencies to create a marine mammal plan. Per our conversations with the USCG we will be working with U.S. Fish & Wildlife planning review which will share which endangered mammals they would like us to observe for as part of our event. Similar to how other boating events or on water events operate in the local waterways.
- SailGP will be working with the USCG as we progress for all proper approvals for creating the on water safety zone permit along with securing enforcement assets (vessels).

EXAMPLE MARINE MAMMAL PROTECTION PLAN ENABLES SUSTAINABLE OPERATION IN OUR HOST ENVIRONMENTS

- SailGP is **Powered by Nature**; nature provides the foundation to all operation in the championship
- There is a shared responsibility to protect the environments in which we operate
- SailGP is committed to minimising the risk that the race yachts and support boats pose to the marine environment
- The Marine Mammal Protection Plan is essential for;
 1. Risk management
 2. Responsible operation
 3. Reputational preservation



SAILGP COMMUNITY ENGAGEMENT

SAIL GP

SA

SAIL GP

INSPIRE OVERVIEW

- Our Inspire program is our local youth impact program where we look to engage, educate and inspire at least 500+ youth in each market we visit. Our goal is to create relationships with local community programs, nonprofits and public schools to host youth during the week of our event.
- We will host groups to tour our technical site, meet the teams, learn about the technology used and how it all relates back STEM and on race weekend providing access for youth to attend the event.



RACE FOR THE FUTURE

INSPIRE

Inspire is SailGP's gender-equal, community, education and outreach initiative, powered by our belief that sailing can be a force for good. Our aim is to leave a positive legacy and build a sustainable sport - by providing equal, life-changing opportunities and new career pathways for all, regardless of race or socioeconomic background.

Inspire works through three distinctive pathway programs for young people: Racing, Careers and Learning.

SAILGP
INSPIRE

RACING

INSPIRE RACING X WASZP offers young sailors an unparalleled opportunity to race at the highest level. It is a world class program that provides a stepping stone for under 21s to develop foiling skills and create a pathway to F50 catamarans. It has a strong focus on inclusivity – aiming to diversify sailing through its programs to foster talent and eliminate gender, racial and socioeconomic barriers. As well as racing at each SailGP event, the winners from each event throughout the season will race for the ultimate prize in San Francisco at the second Inspire WASZP Grand Final - Championship of Champions.

INSPIRE RACING X RS SAILING is all about involving the local sailing community! We aim to get local sailors under the age of 15yrs who are from the host venue. Working with local sailing federations, clubs and RS class associations; the program offers 16 local sailors a once in a lifetime opportunity to take part in the event and race on the same course as the F50!

CAREERS

Working through our 'Adopt a Club' program young sailors will be working with each team throughout the race weeks, getting experience with the best sailing teams in the world. The young people have been selected through local sailing clubs and they will gain training and career advice as they support the shore operation of the teams.

LEARNING

SailGP Inspire Learning helps young people engage with the science of sailing in a dynamic, inspirational and engaging way. Thousands of students from across our event cities will engage in a variety of activities, from technical tours to STEM focused learning programs, design a boat competitions and beach clean ups.



SailGP.com/Inspire

SAILGP PURPOSE & IMPACT

18

- SailGP will work with local leadership to support a clean energy project around our event in market that aligns with our goals of being a 100% clean energy sports and entertainment property and reducing our carbon footprint.
- We will look to support existing local host city objectives or projects and will focus on clean energy led projects.



BED NIGHTS & ECONOMIC IMPACT

SAIL GP

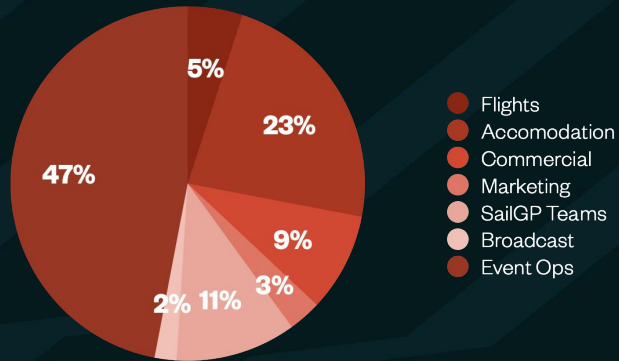
SA

SAIL GP

ECONOMIC IMPACT FOR HOST CITIES

\$14.9M

AVG. ECONOMIC IMPACT PER EVENT
(SEASON 3)



33%

EST. INTERNATIONAL
ATTENDEES PER EVENT
(SEASON 3)

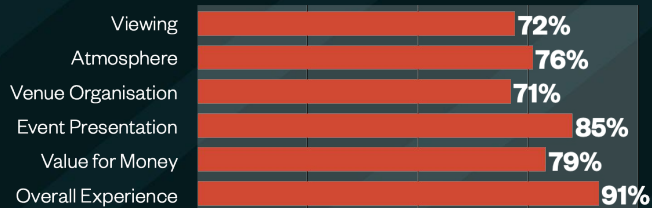
34%

EST. DOMESTIC
NON-LOCAL ATTENDEES
PER EVENT (SEASON 3)

89%

ATTENDEES AGREE
THAT HOSTING SAILGP
MAKES THEM FEEL MORE
POSITIVE ABOVE THE HOST CITY

**PERCENTAGE OF ATTENDEES
WHO RATED THE FOLLOWING
ASPECTS OF SAILGP AS
GOOD OR VERY GOOD:**



SAILGP BEDNIGHTS

	RD1-13	RD1-12	RD1-11	RD1-10	RD1-9	RD1-8	RD1-7	RD1-6	RD1-5	RD1-4	RD1-3	RD1-2	RD1-1	RD1	RD2	RD2+1	RD2+2	RD2+3	RD2+4	RD2+5	RD2+6	RD2+7	
Sailing teams to accommodate																							
Australia SailGP	0	0	0	0	0	0	3	3	3	3	3	14	14	14	14	3	0	0	0	0	0	0	74
Canada SailGP	0	0	0	0	0	0	3	3	3	3	3	14	14	14	14	3	0	0	0	0	0	0	74
France SailGP	0	0	0	0	0	0	3	3	3	3	3	14	14	14	14	3	0	0	0	0	0	0	74
New Zealand SailGP	0	0	0	0	0	0	3	3	3	3	3	14	14	14	14	3	0	0	0	0	0	0	74
Spain SailGP	0	0	0	0	0	0	3	3	3	3	3	14	14	14	14	3	0	0	0	0	0	0	74
Departments																							
Broadcast	0	0	3	3	3	3	3	6	6	9	20	20	20	20	20	3	0	0	0	0	0	0	139
Broadcast - Riedel	0	0	0	0	0	0	0	12	12	12	12	12	12	12	12	12	0	0	0	0	0	0	108
CEO	0	0	0	0	0	0	0	0	0	0	2	2	2	2	2	0	0	0	0	0	0	0	10
Content	0	0	0	0	0	0	0	0	0	0	4	12	12	12	12	0	0	0	0	0	0	0	52
Commercial	0	0	0	0	0	0	0	0	0	0	0	3	3	3	3	0	0	0	0	0	0	0	12
Digital	0	0	0	0	0	0	0	0	0	0	0	3	3	3	3	0	0	0	0	0	0	0	12
Event Operations	0	14	15	16	16	19	20	23	24	26	27	31	32	32	32	22	21	15	15	14	14	0	428
Event Operations - Hospitality	0	0	0	0	0	0	0	0	1	5	9	9	15	15	15	2	0	0	0	0	0	0	71
Event Operations - Inspire	0	0	0	0	0	0	0	4	4	4	4	4	4	4	4	0	0	0	0	0	0	0	32
Event Operations - Marcomms	0	0	0	0	0	0	0	0	1	8	10	12	15	15	15	0	0	0	0	0	0	0	76
Event Operations - Marcomms Guests	0	0	0	0	0	0	0	0	0	0	0	5	5	5	5	0	0	0	0	0	0	0	20
Event Operations - Partnerships	0	0	0	0	0	0	0	0	0	0	2	4	4	4	4	0	0	0	0	0	0	0	18
Event Operations - Purpose	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	4
Event Operations - Travel (inc Travel Places)	0	1	1	1	1	3	3	3	3	3	3	3	3	3	3	3	1	0	0	0	0	0	39
Finance	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	4
HR	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	4
Legal	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	4
Medical	0	0	0	0	0	0	0	0	0	0	0	8	8	8	8	0	0	0	0	0	0	0	32
Race Management	0	0	0	0	0	0	0	0	3	3	5	9	9	9	9	3	0	0	0	0	0	0	50
Senior Leadership	0	0	0	0	0	0	0	0	1	1	1	4	4	4	4	1	0	0	0	0	0	0	20
Tech team	0	0	0	0	0	38	43	46	49	52	55	55	55	55	55	55	32	6	0	0	0	0	596
Tech Shared Services - Electronics	0	0	0	0	0	4	5	5	7	7	7	7	7	7	7	7	0	0	0	0	0	0	70
Tech Shared Services - Data/Systems	0	0	0	0	0	0	0	0	0	4	6	6	6	6	6	0	0	0	0	0	0	0	34
Team Total (SailGP teams)	0	0	0	0	0	0	15	15	15	15	15	70	70	70	70	15	0	0	0	0	0	0	370
Departments Total	0	15	19	20	20	65	74	99	111	134	167	213	223	223	223	108	56	22	15	14	14	0	1835
Total (SailGP teams and Depts)	0	15	19	20	20	65	89	114	126	149	182	283	293	293	293	123	56	22	15	14	14	0	2205

Indicative room block for SailGP staff and SailGP-owned teams = totalling circa 2,200 bed nights.
In addition, there would be 5-6 privately-owned SailGP teams = adding a further 400-500 bed nights.

MEDIA VALUE FOR HOST CITIES

8

AWARD-WINNING GLOBAL BROADCAST

EMMY® AWARD
WINNER

ROYAL
TELEVISION
SOCIETY
BEST MULTI-CAMERA DIRECTING

Global Digital Distributors



Top Tier Broadcast Partners



210+ 15.1M

Global markets reached

Avg. Global, Dedicated Viewership S4

26/03/22
SFO: 13:33:35
GMT: 20:33:35

SAIL GP | POWERED BY NATURE.™

MEDIA VALUE FOR HOST CITIES

EXAMPLE

USA SAIL GRAND PRIX - SAN FRANCISCO | MAY 2023

100.7M

TOTAL TV AUDIENCE

799H

DEDICATED TV
BROADCAST

143H

LIVE
BROADCAST

1,711

ONLINE PRESS
ARTICLES

42.5M

SOCIAL MEDIA
VIDEO VEIWS

16.6M

OF WHICH DEDICATED TV

SEASON 3 AVERAGES

\$36.5M

AVG. GROSS MEDIA
VALUE DELIVERED
FOR HOST VENUES

96%

OF BROADCAST AND
DIGITAL AUDIENCE
THAT IS INTERNATIONAL

***JPN, USA, BRA,
ARG, ESP, ITA***

TOP BROADCAST AND DIGITAL
AUDIENCE MARKETS

LETTERS OF SUPPORT



GMCVB SUPPORT LETTER



The Official Accredited Destination Sales & Marketing Organization for Greater Miami & Miami Beach

February 29, 2024

Mr. Julien di Biase
Chief Operating Officer
F50 League LLC (SailGP)
One Liberty Plaza
165 Broadway
New York, NY, 10006

Subject: Expression of Interest in Hosting SailGP in Greater Miami and Miami Beach

Dear Mr. di Biase,

I hope this letter finds you in good health. On behalf of the Greater Miami Convention & Visitors Bureau, (GMCVB), the official sales and destination marketing organization for Greater Miami and Miami Beach, I am writing to express our keen interest in hosting SailGP in Greater Miami and Miami Beach.

Miami, renowned for its stunning beaches, diverse community, and vibrant sports culture, stands as an ideal destination to host this esteemed event. With its world-class venues, convenient transportation links, and a long history of successfully hosting international sporting events, Miami is well-equipped to provide an unforgettable experience for participants, fans, visitors, and stakeholders alike.

Here are some compelling reasons why Greater Miami and Miami Beach would be an excellent host for the SailGP:

- **State-of-the-Art Venues and locations:** Miami and Miami Beach boasts state-of-the-art venues and locations, including Lummus Park in Miami Beach and Island Gardens, an iconic beach-front location that can serve as an ideal backdrop for an unforgettable fan viewing experience.
- **Accessibility:** Miami International Airport serves as a major gateway for travelers from around the world, ensuring easy accessibility for participating teams, officials, and fans.
- **Accommodation:** Greater Miami and Miami Beach offers a wide range of luxurious accommodations to suit the needs of players and supporters, from world-class hotels with stunning ocean views to cozy boutique options.

- **Cultural Diversity:** Miami's diverse population ensures a welcoming and inclusive environment for all attendees, creating a unique atmosphere where sailing enthusiasts can come together and celebrate the sport's global appeal.
- **Entertainment and Recreation:** Beyond the sailing action, Miami offers an array of entertainment options, from cultural attractions and culinary delights to breathtaking natural landscapes, professional and collegiate sporting experiences, and exciting nightlife.
- **Community Support:** We are committed to collaborating with local authorities, businesses, and organizations to ensure the successful execution of the event, with the goal of leaving a positive impact on the community. We will use best efforts to help SailGP secure community support throughout Miami-Dade to provide the best experience for participants and visitors.

Our team at the GMCVB is dedicated to delivering an exceptional event that aligns with the high standards set by SailGP. We are excited about the opportunity to showcase the beauty of Greater Miami and Miami Beach while celebrating an emerging sport in the United States. Thank you for considering our expression of interest. We look forward to working together to create an unforgettable SailGP experience in Greater Miami and Miami Beach.

Sincerely,

A handwritten signature in blue ink that reads "Mathew Ratner".

Mathew Ratner
Director, Sports & Entertainment Tourism
Greater Miami Convention & Visitors Bureau

cc: Rolando Aedo
Chief Operation Officer
Greater Miami Convention & Visitors Bureau

OCEAN DRIVE ASSOCIATION SUPPORT LETTER



April 22, 2024

Via Email

Mayor Steven Weiner
Commissioner Tanya Bhatt
Commissioner Laura Dominguez
Commissioner Alex Fernandez
Commissioner Joe Magazine
Commissioner Kristen Rosen Gonzalez
Commissioner David Suarez
Interim City Manager Rickelle Williams

Subject: SAIL GP Mar 29 & 30 2025

Dear Honorable Mayor, Commissioners and Madame Manager:

On behalf of the Ocean Drive Association, it is with great enthusiasm that we extend our support for the proposed SAIL GP event scheduled to take place in Miami Beach on March 29th and 30th, 2025. We believe that hosting such a prestigious international event aligns perfectly with the direction that we believe our city should be moving. High end execution, community and family welcoming, great brand alignment with Miami Beach, appropriately sized, celebrating our beach and ocean and athletically centric.

The organizers of this event, based in Switzerland, have demonstrated a commendable commitment to delivering an unparalleled experience for both participants and spectators alike. The proposed site at 7th-9th Street, east of the berm, promises to provide a high-end race village experience against the stunning backdrop of our picturesque coastline.

SAIL GP is renowned as a pinnacle event in the world of sailing, boasting a long and successful history of showcasing the finest talent and cutting-edge technology in the sport. We are particularly proud to note that Ryan McKillen, owner of the USA team boat, is not only a local resident but also a pioneer in the tech industry, having been an early software engineer at Uber. His involvement underscores the fusion of innovation and tradition that defines SAIL GP.

It should also be highlighted that economic benefits of hosting this event are substantial. With approximately 2,000 room nights expected, coupled with the unparalleled media reach of the event—thanks to CBS Network as the current US broadcast partner—we anticipate a boost to our local economy without unreasonably burdening our public safety resources. The 2023 broadcast alone garnered a staggering 117 million viewers worldwide, further emphasizing the global appeal of SAIL GP.

Founded by Larry Ellison, the visionary founder of Oracle, SAIL GP represents the epitome of excellence and excitement in the realm of competitive sailing. By welcoming this event, we affirm Miami Beach's status as a premier destination for international sporting events.

In conclusion, we urge you to lend your full support to the proposed SAIL GP event. We stand ready to assist in any way to ensure the success of this endeavor.
Thank you for your attention to this matter.

Respectfully,

Ceci Velasco
Executive Director
For the Board of Directors

BOARD OF DIRECTORS

Chairman
Jonathan Plutzik
The Betsy

Vice Chairman
Jamil Dib
V&E Restaurants

Secretary
Tom Glassie
Avalon Hotel

Treasurer
Alfie Feala
Altanini Realty

Steven Boucher
Boucher Brothers
Management, Inc.

Rory Greenberg
The Collins

Mark Muhlrad
Starlite Hotel

Salem Munayyer
Nakash Holdings

Scott Srebnick
Goldman Properties

Janet Suarez
YUCA Hospitality

Orlando Valdes
Cavalier & Henrosa
Hotels

Ceci Velasco
Executive Director

UNITED STATES COAST GUARD SUPPORT LETTER



|
Good afternoon Mr. Hagedorn,

The location for the proposed Sail Grand Prix 2025 should not be an issue.

Be advised that Miami Beach hosts an annual Air and Sea Show one weekend in May, in the same general location and has been permitted for many years by Sector Miami's Captain of the Port.

If regulations put forth by the US Coast Guard (USCG), National Marine Fisheries Service (NMFS), Florida Department of Environmental Protection (FDEP), U.S. Fish and Wildlife Service (USFWS), Florida Fish and Wildlife Conservation Commission (FWC), and applicable local government agencies are followed, the event will likely be permitted by the USCG.

Thank you for your cooperation and we look forward to working with you and your organization to make this event happen.

R. Michael "Mike" Olivas
Port Recovery Specialist
Sector Miami Waterways Management
(305)-535-4317 Office
(305) 535-4025 Desk

SAIL GP

POWERED BY NATURE.™