



**SPANISH  IMPULSE**  
FOR THE YOUTH AMERICA'S CUP



# AMERICA'S CUP®



SPANISH  IMPULSE  
FOR THE YOUTH AMERICA'S CUP



Red Bull



**ENJOY THE VIDEO!!**

RED BULL YOUTH AMERICA'S CUP





# OUR DREAM

## THE OBJECTIVE



SPANISH  IMPULSE  
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BE THE **FIRST SPANISH TEAM** IN THE RED BULL **YOUTH AMERICA'S CUP**  
(Bermudas, June 2017)

- capable of **winning** due to a rigorous training
- guided by the **best coaches** and **team infrastructure**
- supported by a **fantastic** group of **sponsors**



1ST PLACE

# THE CONCEPT

## WHAT IS THE RED BULL YOUTH AMERICA'S CUP?



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*“Is the biggest thing to happen in youth sailing”*

- Is the **most demanding** and athletic level of modern sailing for **young people** (19-25 years)
- Provides a clear **path** for the most talented junior sailors to enter the **America's Cup** (AC) stage
- Offers the unique opportunity to compete in original, high-end, wing-sailed **AC45F catamarans**
- Gives youth sailors the chance to use the **global AC media platforms**
- Is held in the **same arena** and **previous days** of the AC: Bermuda, June 2017

*“There are so many good young sailors out there, who just need to know there is a way forward, a path to get into the America's Cup. Now with the Red Bull Youth America's Cup, it's clear that there is.”*

**Jimmy Spithill**  
**Skipper Oracle Team USA**



# 1<sup>st</sup> EDITION: SAN FRANCISCO

## MEDIA OUTCOME 2013

### Print & Tv

- 536 items
- 200 medias
- 105 Mio contacts

### Web

- 1.620 items
- 584 medias
- 92 Mio contacts

### Instant Success and Proof of Concept

- **10 National Teams** of 6 sailors each participated
- Participant's **learning curve** was steep and fast
- Youngsters showed world class & thrilling sailing action
- Achieved the purpose of giving young sailors a **sailing career**:
  - **Peter Burling**, skipper of winning crew, signed a pro-contract as helmsman of Emirates Team NZ
  - **Blair Tuke & Guy Endean**, drafted contract with Emirates Team NZ
  - **Cooper Dressler** joined Oracle Team USA
  - **Luke Parkinson** teamed up with Artemis Racing

*“This is exactly what we hoped would happen when we first started talking about the Red Bull Youth America’s Cup.”*

**Roman Hagara & Hans-Peter Steinacher**  
**2 x Olympic Champions & Sports Directors of RB YAC**



# SAILING TEAM

2 SPANISH REPRESENTATIVES IN RIO 2016 OLYMPICS, 4 EUROPEAN & 11 WORLD TITLES

TEAM SPANISH IMPULSE IS WITH ANY DOUBT A WINNING GUARANTEE



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## Jordi Xammar - Skipper

- Barcelona, 1993
- World Champion (x5)
- Spanish Olympic Team Rio 2016



## Florian Trittel

- Barcelona, 1994
- 2 Times World Champion
- European Champion 29er



## Diego Botín

- Santander, 1993
- World Jr. Champion 49er
- European Champion 49er
- Spanish Olympic Team Rio 2016



## Joan Cardona

- Menorca, 1995
- Best Spanish Youth Laser Sailor



## Joel Rodríguez

- Santander, 1997
- World Jr. Champion Laser (x3)
- European Jr Champion (x4)



## Luis Bugallo

- Vigo, 1995
- Spanish Champion (x4)
- Bronze World Championship Platú 25



## Santiago Alegre

- 7th World Championship 49er 2016
- Silver Spanish Championship 29er, 2015
- European Championship Jr. 29er 2010



## Jordi Booth

- Barcelona, 1995
- SL16 – Silver World Champion (x2)
- F18 – Bronze World Champion
- Full Extreme Sailing Series in 2015

# SHORE TEAM

## GROUP OF PROFESSIONALS SUPPORTING THE DREAM



### GENERAL DIRECTION AREA



**María del Mar de Ros**  
**Team Manager & Controller**

- Double degree in Law and Business Administration and MBA
- Experience in Consulting (McKinsey) & Banking (Citi); currently, Associate Director Executive Education IESE Business School



**Leandro Rosado**  
**Finance**

- Degree in Business Administration, Master in Finance and MBA
- Experience: Financial Controller (Zurich) and currently, CFO of Wuaki.tv a Rakuten Company



**Alfredo Mella**  
**Operations & Media Manager**

- CEO of Yacht & Media
- Sailing Teams CEO: RedBull Racing, Ceylan, Visit Malta, Cormedia, The Collection, Sperry.
- Three times Spanish Champion



**Sandra Hernández**  
**Public Relations**

- Production in BM Management, Sala Bikini
- Events in Little Suite Ad Agency and DTA Barcelona
- Marketing in Further Visual

### TECHNICAL AREA



**Mitch Booth**  
**Coach**

- 11 Times Catamaran World Champion
- Olympic Medalist



**Pablo Torrado**  
**Technical Manager**

- Robertissima Captain
- Mutua Madrileña Tp52 Captain
- ShoreCrew VolvoOcean race



# “MARCA ESPAÑA” + MEDIA

## THE GUARANTEE



tdp



Red Bull  
youth  
AMERICA'S  
CUP  
SPANISH IMPULSE  
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- Spanish Foreign Office has given us the seal “**Marca España**”, which aims to enhance the image of our country, both within and beyond our borders
- Having the support of “**Marca España**” is a real **guarantee of success** and **credibility**
- **RTVE** through Teledeporte channel has confirmed that the Red Bull Youth America’s Cup will be broadcasted in Spain
- **NBC** will be the official America’s and Youth America’s Cup’s TV (during last edition, only for the Youth America’s Cup, **49 hrs. 41 min. 5 sec. in 14 countries** were forecasted through the Liveline Technology)



# TEAM IMAGE

BRANDING POSSIBILITIES (More detail in Appendix)

## RACE YATCH

## RACE UNIFORMS



Sponsor  
Branding

Sponsor  
Branding

Sponsor  
Branding

Sponsor  
Branding

HELFENSTEIN

Sponsor  
Branding

Sponsor  
Branding

Sponsor  
Branding

# YOUR RETURNS



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- Naming of the Team in exclusive



- Clinics for VIPS or employers

- Documentary of the team for TV
- VIPs and celebrities on board
- Strategic alliances with Google (YouTube), Facebook Live and Prisa Group (own broadcast)



- Retransmission via GoPro 3D Virtual Reality
- Purchase of media space (Prisa Agreements)
- Labeling boat and sails (within the limits of the organization)
- Hospitality for VIPS
- Clothing of the team



- Logo in Website
- Rewards in Crowdfunding platform
- Presentation to the media
- Social Networking
- Traditional press



Platinum: € 100.000



Gold: € 75.000



Silver: € 50.000



Bronze: € 25.000



Sponsorship in kind also contemplated for trips, accommodation, rib renting, clothing, sunglasses, insurance...



# OUR NEEDS: TENTATIVE BUDGET

**TOTAL: c.\$ 250.000**

## **PARTICIPATION: \$ 118.500**

- Entry Fee \$ 40.000
- Damage Deposit Bond \$ 25.000
- Insurance \$ 13.500
- Branding Fee \$ 15.000
- Travel \$ 10.000
- Extra costs (rib, accommodation...) \$ 15.000

## **PREPARATION: \$ 147.500**

- Renting GC32 \$ 100.000
- Training Travels \$ 20.000
- Communication / Press Team \$ 15.000
- Extra Costs \$ 10.000
- Crane \$ 2.000



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MARINE  
POOL  
SPIRIT OF THE OCEAN

SHARON FERRIS-CHOAT



# APPENDIX





# RACE YATCH

## AC45F – ‘THE FLYING MACHINES’

- State-of-the-art, one-design catamaran designed by Team Oracle USA with:
  - solid aeroplane wing-like sail
  - ‘hydrofoils’ that push the boat out of the water, reducing drag and adding speed
- The boats start ‘foiling’ at speeds of 11 knots (20km/h)
- Reaches speeds up to 50 knots (over 90km/h)



*“The AC45F is physically the hardest boat we have ever sailed.”*

**Paul Campbell-James, Wing Trimmer Land Rover BAR**

## THE AC45F

### SPECS

Boat Type	Catamaran of carbon composite construction
Builder	Core Builders Composites Warkworth, New Zealand
Hull Type	Carbon laminated over ultralight honeycomb core
Hull Length	13.45 m / 45 ft.
Max Beam	6.9 m / 22.6 ft.
Mast Height	25.6 m / 84.0 ft.
Max Draft	2.7 m / 8.8 ft.
Wing Span	24.3 m / 79.7 ft. (from ball)
Wing Weight	421 kg / 928 lbs. (with rigging)
Total Weight	Approximately 1,400 kg / 3,086 lbs. (without crew)
Wing Area	93.7 m <sup>2</sup> / 1,001 sq. ft.
Gennaker Area	100 m <sup>2</sup> / 1,076.4 sq. ft.
Jib Area	30 m <sup>2</sup> / 332.92 sq. ft.

WING

TILLER

BEAM

TRAMPOLINE



MAST

GENNAKER

BOWSPRIT

HULL

DAGGERBOARD

RUDDER

# LOCATION: BERMUDA



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## AMERICA'S CUP BERMUDA 2017



- The Bermuda Great Sound is a natural amphitheater which will **allow many spectators watching the event** more closer than never before
- The amazing **America's Cup Village**, where the paddock and Team Hospitalities take place, will be the heart of the America's Cup Experience, **designed with the only goal of attracting as many as possible spectators to the event**



# THE VILLAGE



- Space designed and reserved exclusively for teams and partner clients
- The existence of several tournaments before the final match, offers more exposure to the sponsors that will increased awareness for their products, and brand equity is similarly enhanced

# HOSPITALITY RIGHTS

## VISIBILITY



- Possibility of inviting clients, celebrities or VIP people to the Village or to sail
- The King of Spain has already showed interest in supporting this initiative



THE DUCHESS  
OF CAMBRIDGE



# TIMING: CALENDAR

PREPARATION: October - May

## October

- GC32 Tour – **Lisbon**



## November

- GC32 Renting – **Brest**

## December

- Training Camp **Barcelona** (TBC)

## February

- Training in **Bermuda** with AC45 (TBC)
  - Training in **Abu Dhabi** with GC 32

## April

- GC32 Training with training partner **Palma de Mallorca** (TBC)

## May

- Warm Up - Bermuda

COMPETITION: June

## June

- Training in Bermudas
  - 1-2 June
  - 5-10 June
- Competition:
  - 13-14 June: 1<sup>st</sup> Classifying Races
  - 16-19 June: 2<sup>nd</sup> Classifying Races
  - 21-22 June: Finals
- Louis Vuitton America's Cup Final (LVAC)
  - 10-12 June (26 May- 8 June Playoff & Qualifier)
- America's Cup Finals (AC)
  - 17-18 & 24-27 June



## JUNE

Su	M	Tu	W	Th	F	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

# BRANDING: AC45F RACE YACHT

## VISIBILITY – Branding Possibilities for Team Partners

### Surface areas of the AC45F:

- soft sails, except country flag/code areas
- middle 1/3 of the wing
- back of the hull from dagger boards

*Sponsor's Logo location and size will depend on contribution*





# TEAM CLOTHING: RACE UNIFORMS

## VISIBILITY – Branding Possibilities for Team Partners

The race uniform is the rash guard / top shirt layer garment worn during a race.

- team's logo with title partner on the right breast of the uniform.
- all other areas including the sleeves – except areas as indicated



The principal purpose of including names on the race uniforms is to enhance the broadcast of the event.

The minimum size of the letter is 75mm high. If the last name of the sailor is too long to stay within the 75mm height regulations the overall name may be adjusted to fit within the 375mm area illustrated on the right.

The font used for the name should be sans serif i.e. Arial or Helvetica and in its bold state to increase visibility.

The color used needs to be high contrasting against the color of the Race Uniform.

All team partner branding is required to maintain the 35mm exclusion zone around the name.

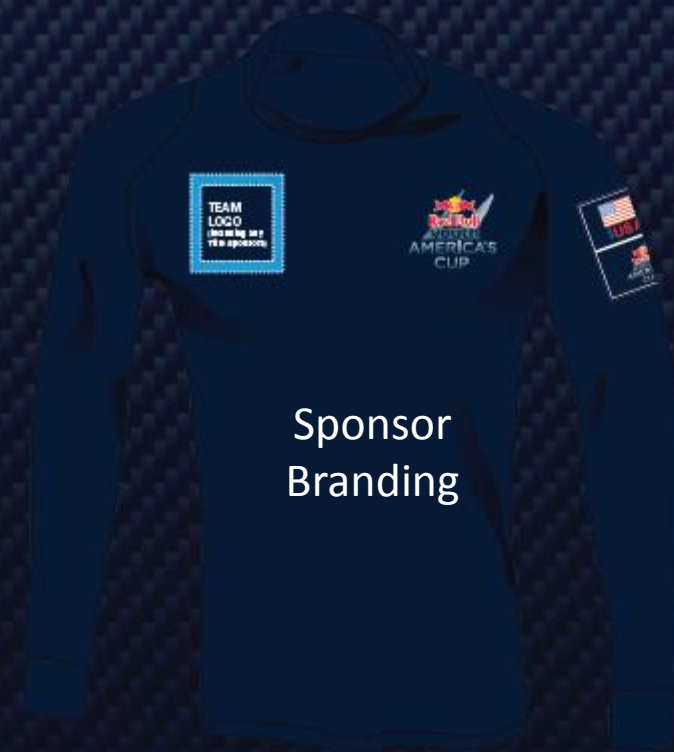


# TEAM CLOTHING: RACE UNIFORMS

## VISIBILITY – Branding Possibilities for Team Partners

The race uniform is defined as the rash guard/top shirt layer garment that is worn during a race.

- The Red Bull Youth America's Cup logo is required to be displayed on the left chest of the uniform.
- Unless specified by ACEA, The Red Bull Youth America's Cup badge is required to be displayed on the left sleeve of the uniform.
- The team's logo with or without title partner must be displayed on the right breast of the uniform.



- A minimum of 50mm exclusion zone around both logos is required on the Race Uniform.
- Apart from the sailor's name on the back of the uniform (see next page) all other areas including the sleeves are available to the team.

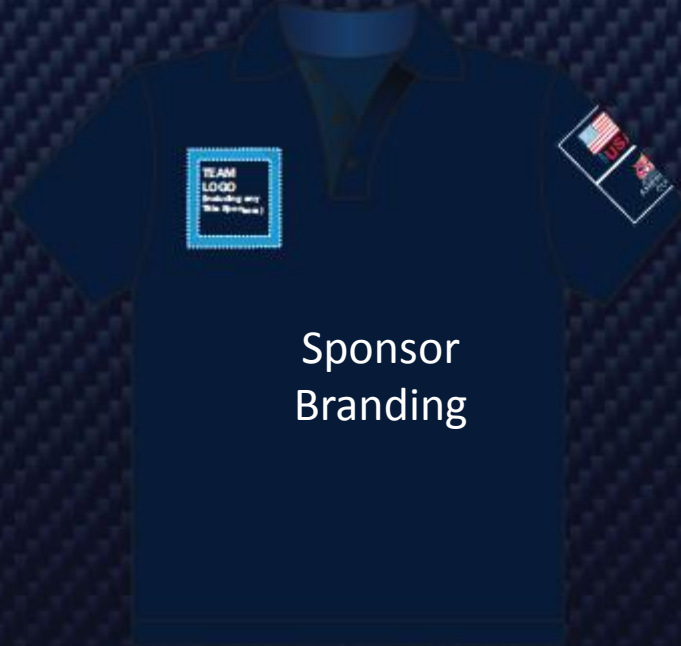


# TEAM CLOTHING: ON-SHORE UNIFORM

## VISIBILITY – Branding Possibilities for Team Partners

The on-shore uniform is defined as the top shirt layer garment/s that is worn by both the sailors and technical staff at any given time.

- all areas including the right sleeve except Event Branding as indicated



The Red Bull Youth America's Cup badge is required to be displayed on the left sleeve of the uniform.

The team's logo with or without title partner must be displayed on the right breast of the uniform.



TEAM BADGE

- A minimum of 50mm exclusion zone around both logos is required on the On-shore Uniform.
- All other areas including the right sleeve are available to the team.
- There is no requirement to place team member names to the back of the on-shore uniforms.



# HAT & HELMET

## VISIBILITY – Branding Possibilities for Team Partners

Hats are required to display the Red Bull Youth America's Cup logo on the front within the minimum size of 70mm in width. Additional sponsor branding is not permitted on the hat.



- The font used for the number should be san serif i.e. Arial or Helvetica and in its bold state to increase visibility.
- The color used needs to be high contrasting against the color of the helmet.
- The front of the helmet will be branded with the Red Bull Youth America's Cup logo, the side and the rear of the helmet is reserved for the country flag of the respective team and helmet number on the rear.





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