

OLYMPIC SAILING MEDIA KIT

Partnership & sponsorship overview | Path to Los Angeles 2028

50 / 78

Of the 78 athletes racing in SailGP this season, 50 came through our fleets — including 7 of the league's 11 drivers. SailGP's revenue grew 68% year on year to roughly \$200 million, and its franchises now trade near \$60 million. The sailors who will drive those boats in 2032 are racing with us right now, and they are still unknown. A brand that arrives in our fleet today is buying the next generation at the price of the current one.

REACH & AUDIENCE

9–11

EVENTS PER YEAR

Worlds, Europeans, Junior Worlds, Sailing Grand Slam & FX Open

40M+

COMBINED SOCIAL VIEWS

YouTube, Instagram, TikTok & Facebook, both channels

45K

PEAK LIVE STREAM VIEWERS

Worlds & Europeans, concurrent, 2023 high

1,033

YOUTUBE VIDEOS

809 on 49er, 224 on Nacra 17

DAILY

NEWSLETTER, DURING EVENTS

One send per race day, weekly to biweekly off-season

300K

WEBSITE VISITS, PEAK EVENT WEEK

49er.org & nacra17.org combined

FOLLOWERS — 49ER & NACRA 17 COMBINED

136K

TOTAL, ALL PLATFORMS

76K

INSTAGRAM

45K

FACEBOOK

10.8K

YOUTUBE

4.4K

TIKTOK

Branding on every jib, in every fleet. A class rule approved by our World Council gives us the right to sell the advertising space on the jib of every boat across all three fleets, the only Olympic sailing class with this right. That mark shows up on the water and in every frame of coverage, including national championships and FX Open events we don't film ourselves, because the boats race there regardless.

WHY SPONSOR NOW

A DATA LAYER BUILT FOR IT

Every boat races with an electronic starting system recording position, speed and timing, every start, every second. We're building Tour de France style classifications on top of it: best starter, top boat speed, biggest gain across the racecourse, a season-long leader's jersey. A title partner owns that classification outright.

THREE WAYS IN

From a single championship to a fleet-wide, multi-season title position. Start small and grow, or start where it belongs.

MAJOR EVENTS COMING UP

JUL–AUG 2027
World Sailing Championship, Gdynia
AUG 2027
Olympic Test Event, Los Angeles
NOV 2027
European Championship, La Palma, Canary Islands
JAN 2028
World Championship, Tangier
JUL–AUG 2028
Olympic Games, Port of Los Angeles

Plus Sailing Grand Slam and national events throughout the season