

OLYMPIC SAILING MEDIA KIT

Audience and reach | 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. The sailors who will drive those boats in 2032 are racing with us right now.

REACH AND AUDIENCE

9 to 11

EVENTS PER YEAR

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

40M+

COMBINED SOCIAL VIEWS

YouTube, Instagram, TikTok and Facebook, both channels

45K

PEAK LIVE STREAM VIEWERS

Worlds and Europeans, concurrent, 2023 high

1,033

YOUTUBE VIDEOS

809 on 49er, 224 on Nacra 17

5K

NEWSLETTER SUBSCRIBERS

Daily during events, weekly to biweekly off season

300K

WEBSITE VISITS, PEAK EVENT WEEK

49er.org and nacra17.org combined

FOLLOWERS • 49ER AND NACRA 17 COMBINED

136K

TOTAL FOLLOWERS

All platforms, both classes



76K

INSTAGRAM

49ER

NACRA 17



45K

FACEBOOK

49ER

NACRA 17



10.8K

YOUTUBE

49ER

NACRA 17



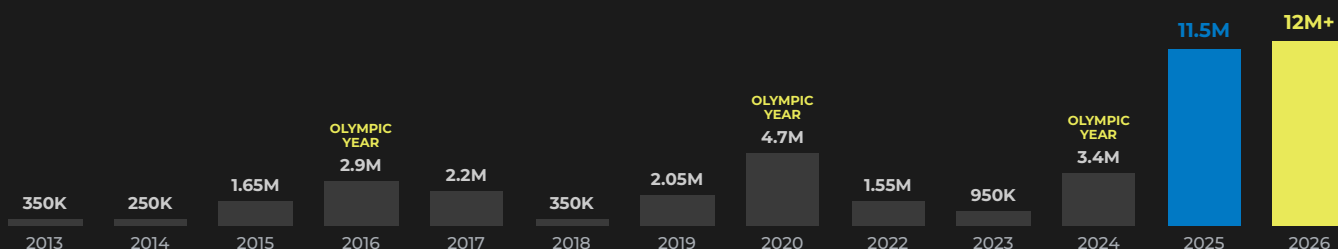
4.4K

TIKTOK

49ER

NACRA 17

GROWING AUDIENCE • SOCIAL VIEWS AT EUROS AND WORLDS



Output from our two biggest events is up more than 3x since 2024, and 2026 is already ahead of 2025. Interest spikes hardest in Olympic years, and we're heading into another one. Figures cover the Europeans and World Championship only.

MAJOR EVENTS COMING UP

- JUL TO 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 TO AUG 2028**
Olympic Games, Port of Los Angeles

Plus Sailing Grand Slam and national events throughout the season

FIND US

49ER & 49ERFX

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NACRA 17

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