

Sailing

• Teamwork • Strategy • Exhilarating • Aspirational • Affluent • Entertaining



Swedish Match Tour

The Swedish Match Tour is a worldwide professional sailing series featuring America's Cup teams competing in eight countries, including the United States, Italy, Denmark, Bermuda, New Zealand, Germany, Croatia and Sweden. The overall Swedish Match Tour Championship points prize totals US\$200,000, with over US\$400,000 in event prize money. Tour television reaches over 330 million homes in 177 countries. Sponsorships include official tour sponsor, title to events and team sponsorships.

www.swedishmatchtour.com



ADT Gold Cup, Hamilton Bermuda

One of the eight events on the Swedish Match Tour, the Royal Bermuda Yacht Club in Hamilton is one of the oldest and most prestigious Royal Clubs in the world. As the world's oldest match racing tournament held in One Design yachts, the King Edward VII Gold Cup enjoys a prominent place in the history of competitive sailing. A 24-team field meets October 12-20, 2002 for a week of intense competition.

www.adtgoldcup.com



UBS Challenge, Newport, Rhode Island

UBS Challenge Regional Qualifiers - May - July, 2002
UBS Challenge U.S. Championship - July 27 - 29, 2002

A week long, televised, professional sailing event featuring America's Cup Team's racing for top prize money. The UBS Challenge is preceded by a series of regional events at prestigious yacht clubs around the country qualifying to the UBS Challenge Nationals and the UBS Challenge, an event on the Swedish Match Tour, held July 30 - August 4, 2002.

www.ubs.com/ubschallenge



Congressional Cup, Long Beach, California

Organized by the Long Beach Yacht Club, the 38 year old Congressional Cup is the fifth event on the Swedish Match Tour. The Congressional Cup is one of the oldest and most prestigious match racing events in the world. Previous winners of the "Crimson Blazer", emblematic of a Congressional Cup victory, include Dennis Conner, Bill Ficker and Ted Turner. The event takes place from April 9-13, 2002.

www.lbyc.org



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Acura SORC - South Beach, Miami, Florida

The Acura Southern Ocean Racing Conference (SORC), in its 62nd year, brings the best national and international sailors to the warm and steady breezes of South Florida for a week long lifestyle festival. The event features over 200 racing yachts and over 2,500 participants from around the country. CEO's who sail include:

- SAP's - Hasso Plattner
- United Technologies - George David
- Oracle - Larry Ellison

www.acurasorc.com



Corporate Outings

Corporate outings provide an opportunity in which employees, customers and/or guests can experience the adventure of sailing while participating in team-building exercises that challenge and build individual group dynamics and form lasting relationships.



Around Alone Race

One Person, One Boat, One Globe, Around Alone is the longest single-handed race on earth for an individual in any sport. The Around Alone course spans some 27,000 miles of the world's roughest and most remote oceans. Title sponsorship is available for this grueling single-handed race, one of the most difficult and dangerous in the history of sports. The event starts in NYC on Sept. 15, 2002.

www.aroundalone.com

aroundalone.
one person, on a boat, around the world, alone



OneWorld America's Cup Challenge

Craig McCaw and Paul Allen have partnered to challenge for the 2003 America's Cup. Ten teams (three from the United States) will vie to take on New Zealand in the February 2003 Finals. OneWorld has the top yacht designer, as well as a group of professional sailors led by Peter Gilmour. Current sponsors include: Tech TV, Ford and SAIC.



www.oneworldchallenge.com

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Ellen MacArthur

In 2001, Ellen was the youngest competitor aged just 24 years of age, in the Vendee Globe single handed yacht race around the world. She spent 94 days, 4 hours and 24 seconds at sea and finished an incredible second position. In January 2001, Ellen was awarded the FICO Lacoste Offshore Sailing Skippers World Champion Trophy, and was awarded the Sunday Times Female Sports Personality of the Year.

www.ellenmacarthur.com



Adventure Sailing



Gorge Games

The NBC televised event is the world's leading outdoor competition and festival, featuring adventure racing, kayaking, kiteboarding, climbing and more. The 49er is the fastest and most technical sailboat on the water providing intense racing. Several Olympic medalists returned to challenge not only each other but the huge Gorge winds.

Adventure 1000

It began as a bet; that one could not sail a 16-foot catamaran from Miami, Florida to Virginia Beach. This adventure sailing event is now in its 26th year, consisting of 12 stops along the East Coast of the United States. Strong regional media and sampling opportunities are available at each stop along the course.



SAILING DEMOGRAPHICS

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Age 25-54	65%
Male	75%
Female	25%
Median Net Worth	\$1,013,986
Net Worth \$1 Million+	51%
Net Worth \$3 Million+	11%
Professional/Managerial	53%
CEOs	26%
College Graduate or More	75%

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Own securities valued at \$1,500,000+	160
Own life insurance valued at \$500,000+	161
Value principal residence at \$400,000+	154
Took 15+ airline trips/year	256
Own/lease any import luxury car	148
Own a computer	197

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