



BORA Sailing Sponsorship Presentation

INNOVATION PERFORMANCE
TEAM WORK LEADERSHIP
EXCELLENCE RESILIENCE

DOES THIS FIT YOUR COMPANY BRAND?

www.borasailing.org

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WHY SAILING?

FASCINATION OF SAILING



Sailing is one of the fastest growing sectors in the sports sponsorship.

- // Regattas with **one-design boats** are the Formula 1 of sailing, but conducted inside the elements: Sun, water and wind.
- // **Combines tactical thinking**, physical abilities and dynamics – the outcome of the competition to be determined exclusively by the crew members' abilities, creativity and teamwork.
- // **No age or gender limitations** - the team format in the sport, makes different abilities - both physical and mental to be appreciated and valued.
- // Spectacular - the implemented format **keeps the competition close to shore** and all the spectators – usually inside port's aquatory.
- // One of the most outdoor sports – a common ambassador for **responsible** and **sustainable** environmental behaviour.
- // **Globally appreciated** and famous for its strong and loyal communities.

PRESTIGE

SAILING CHAMPIONS LEAGUE



BORA Sailing is a representative of the SAILING Champions League. Fastest growing sailing format ever

ISLA (International Sailing League Association) is the world governing body for national league sailing. ISLA is responsible for the promotion, development and success of the national league sailing format as exemplified by the SAILING Champions League events held in Europe each year.



Champions League Qualifier 1 2024 Vilamoura (Portugal)

Team: [SB20 Downwind Team Bulgaria](#)

Club: [Yacht Club "Port Bourgas"](#)



Champions League Qualifier 2 2024 Berlin (Germany)

Team: [Ultramarine Sailing](#)

Club: [Sports Club](#)



Champions League Qualifier 3 2024 Warnemünde (Germany)

Team: [Siroko Wind Club](#)

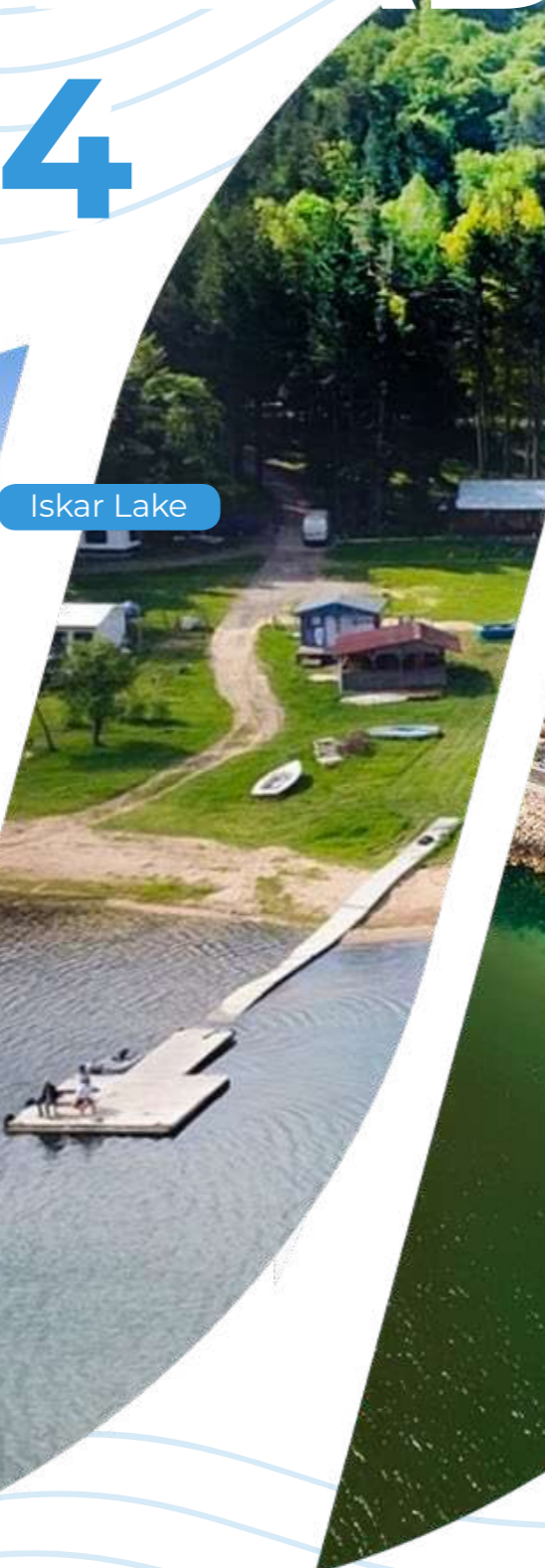
Club: [Central Sofia Yacht Club](#)

THE CHAMPIONSHIP LEAGUE

TIMETABLE 2024



Port Burgas



Iskar Lake



Port Varna

2024

April

Sofia, Iskar Lake

June

Varna, Port Varna

b1b box • LIVE on TV

July

Burgas, Port Burgas

b1b box • LIVE on TV

October

Sofia, Iskar Lake

THE SHOW MUST GO ON!

SPONSORS VISIBILITY



00 Name

Name The Regatta | Name The Championship

01 Boats

Sails | Hull | Spinnaker

02 Teams Clothes

Training Bib | Caps | Bandannas

03 Racing Distance

Marks | Starting vessel | Flags | Tent

04 The Entire Event Environment

Awarding Banner | Tent | Presenting one of the prize ceremony

05 Social media

Facebook | Instagram | YouTube | LinkedIn

06 Broadcast

TV

07 Website

Sponsors & Partners panel Results page



00
NAME

Name The Regatta | Name The Championship

NAME THE REGATTA

00.NAME

*The name of the **regatta**, chosen by the Sponsor, to appear across all media.



The screenshot shows a news article on the Fakmu website. The header is red with the Fakmu logo. The main headline reads: "SAILING Champions League (Brand name appears here) to open the season in Burgas". Below the headline, there is a sub-headline in Bulgarian: "ветроходство - регата - спорт". The main text starts with: "Първото за сезона събитие от престижната верига ще се провежда в Шипченския залив на езеро Искар от 29-ти април до 2-ри май". There is an aerial photograph of a harbor with several sailboats. Below the photo, the author's name "Ивайло Борисов" and "Автор във Fakl.bg" are visible. At the bottom of the article, there are social media sharing icons for Facebook, WhatsApp, Telegram, Email, Print, and a printer icon. A small text at the very bottom of the article reads: "Своето първо издание в София ще направи първото по рода си за България състезание с четири единични лодки Laser SB20 BORA Sailing Champions League. Надпреварата, част от Шипченската лига по"

Media Report Sofia (Iskar Lake) 2023

26

Publications

6

Online publications in national media

15

Online publications in regional media

3

Online publications in sport media:

Including

1

national radio station

12 600

event viewers in social media

NAME THE CHAMPIONSHIP

00.NAME

*The name of the **championship**, chosen by the Sponsor, to appear across all media.



Media Report Varna 2023

- 58 Publications
- 12 Online publications in national media
- 30 Online publications in regional media
- 16 Online publications in sport media

Including

- 2 national radio station
- 3 online interviews
- 48 500 event viewers in social media



01. BOATS

Sails | Hull | Spinnaker

01. BOATS

01 Sails

02 Hull

03 Spinnaker





02. TEAMS CLOTHES

Training Bib | Caps | Bandanas

2. TEAM CLOTHES

01 Front



02 Back



2. TEAM CLOTHES

01 Front and sides



02 Back



2. TEAM CLOTHES

CREATE ○

Banditto[®] SPONSOR'S LOGO

CUSTOM DESIGN

CTO

BRAND NAME SPONSOR TEAM NAME



*Powered by Banditto Head Wear: www.bandittoheadwear.com



03. RACING DISTANCE

Marks | Starting vessel | Flags | Tent

MARKS

03. RACING DISTANCE

*marks the position of the sponsor's logo



STARTING VESSEL

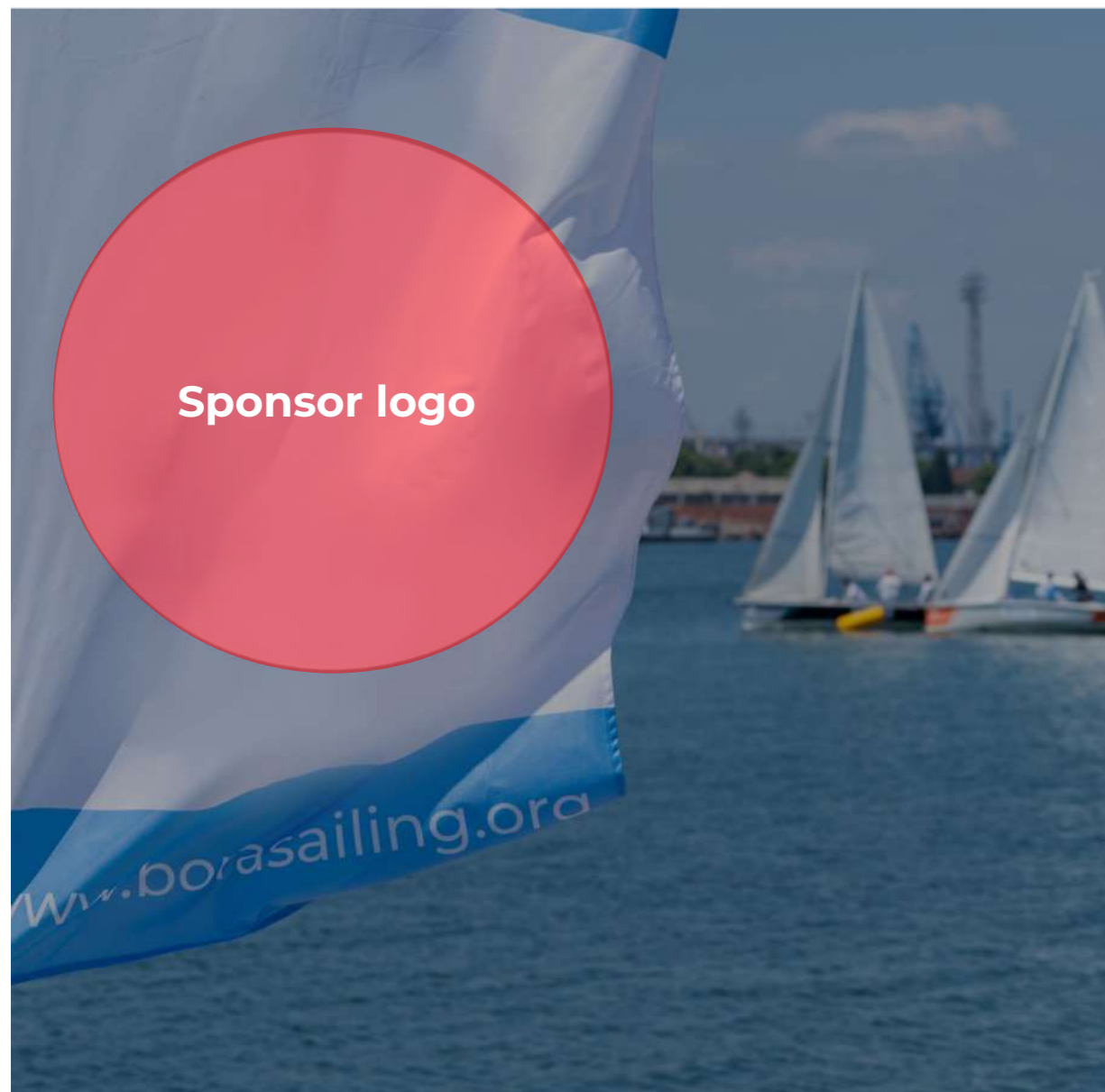
03.RACING DISTANCE

*marks the position of the sponsor's logo



03.RACING DISTANCE

*marks the position of the sponsor's logo



04. THE ENTIRE EVENT ENVIRONMENT

Awarding Banner | Tent | Presenting
one of the prize ceremony

04. THE ENTIRE EVENT ENVIRONMENT



04. THE ENTIRE EVENT ENVIRONMENT



PRESENTING ONE OF THE PRIZE CEREMONY

04. THE ENTIRE EVENT ENVIRONMENT



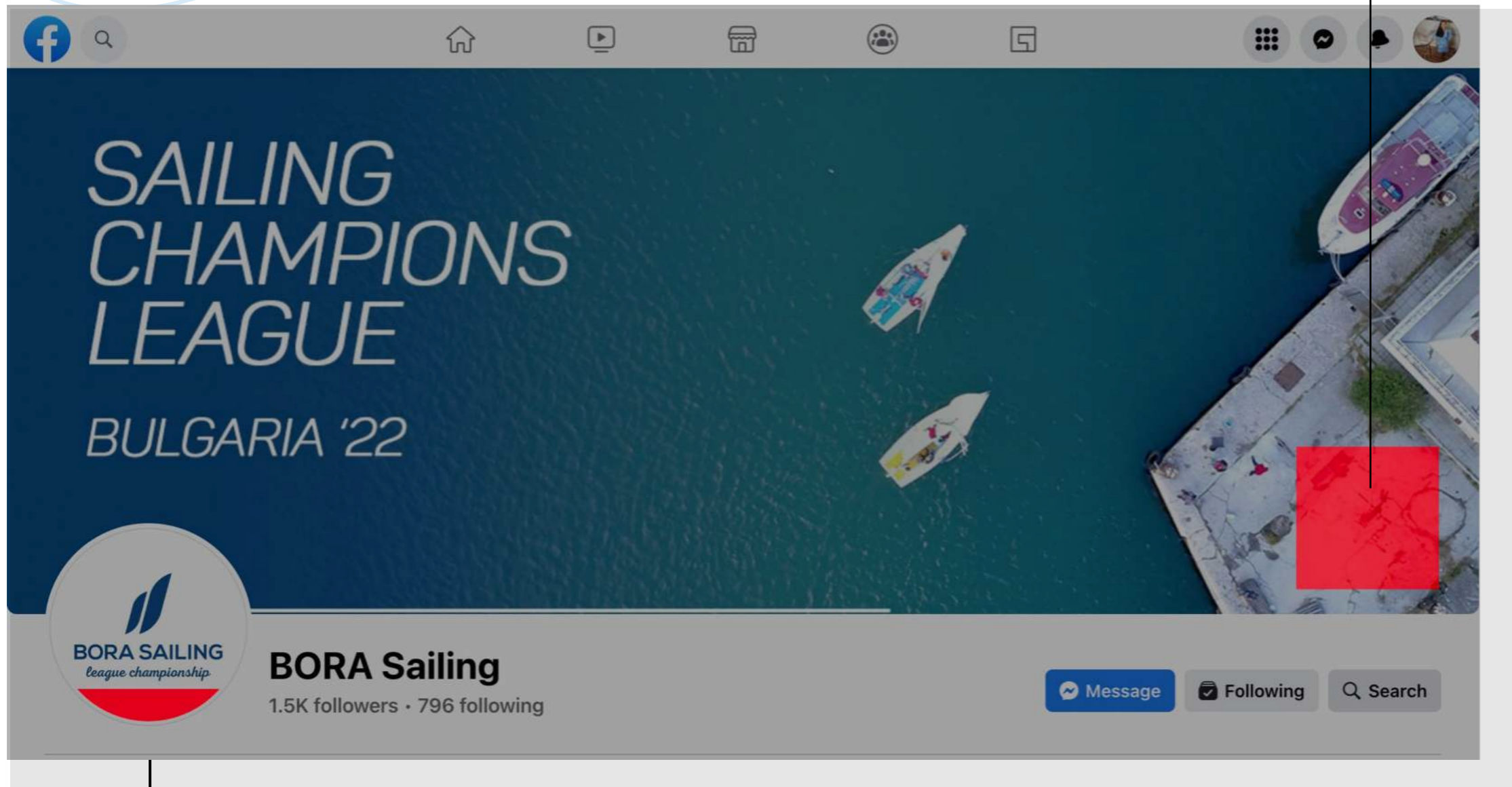
05. SOCIAL MEDIA

Facebook | Instagram | YouTube | LinkedIn

05.SOCIAL MEDIA

01 Facebook cover

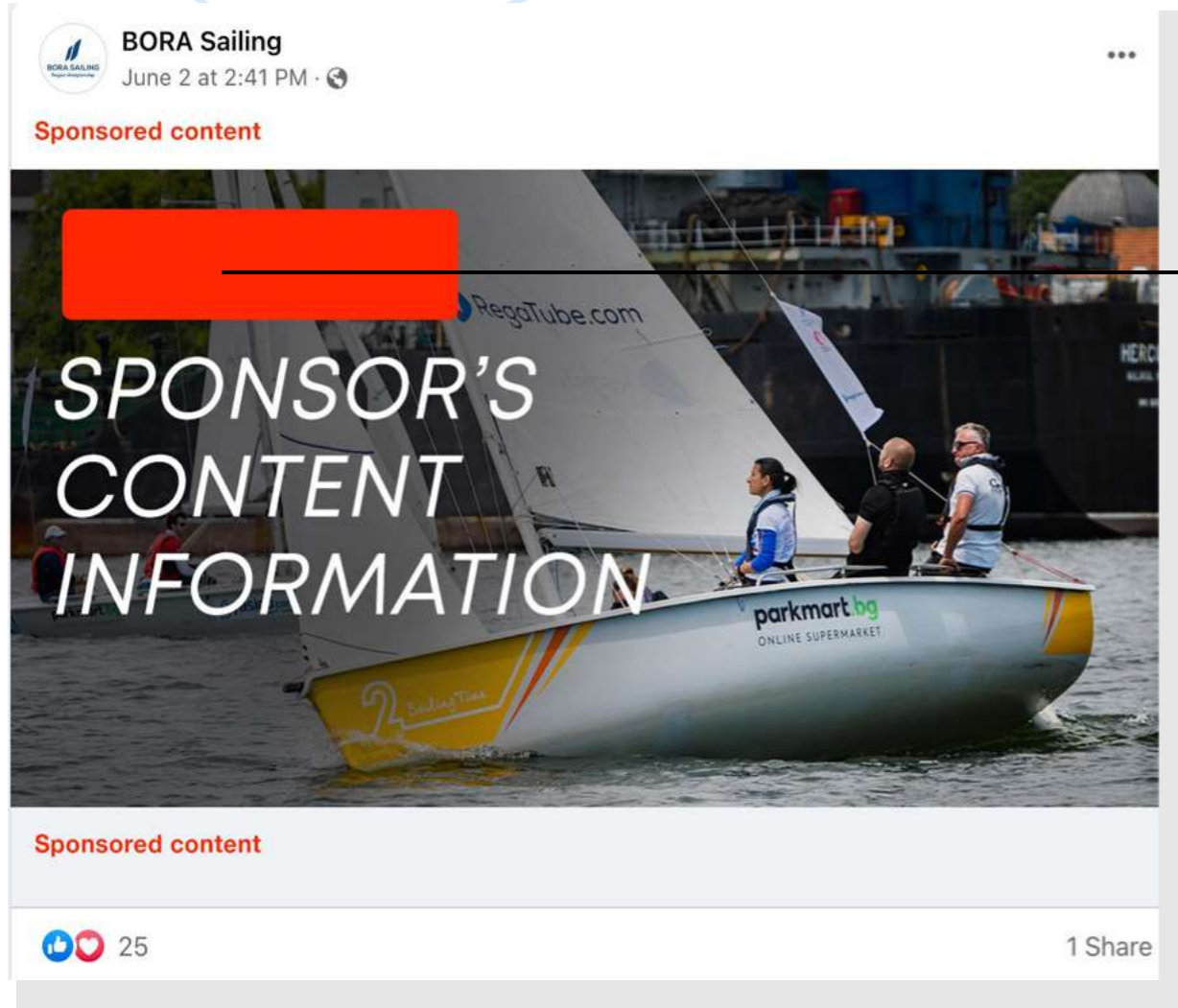
Sponsor logo



Sponsor logo

05.SOCIAL MEDIA

02 Facebook post



Sponsor logo

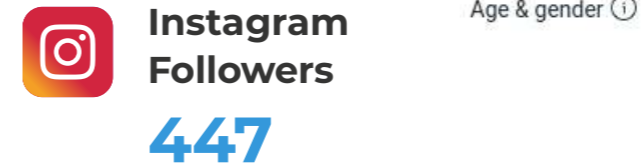
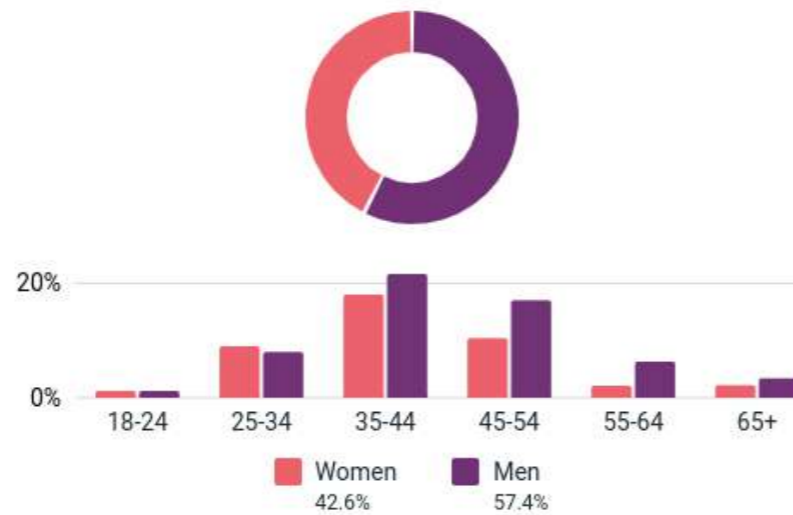
03 Facebook story



Sponsor logo

05.SOCIAL MEDIA

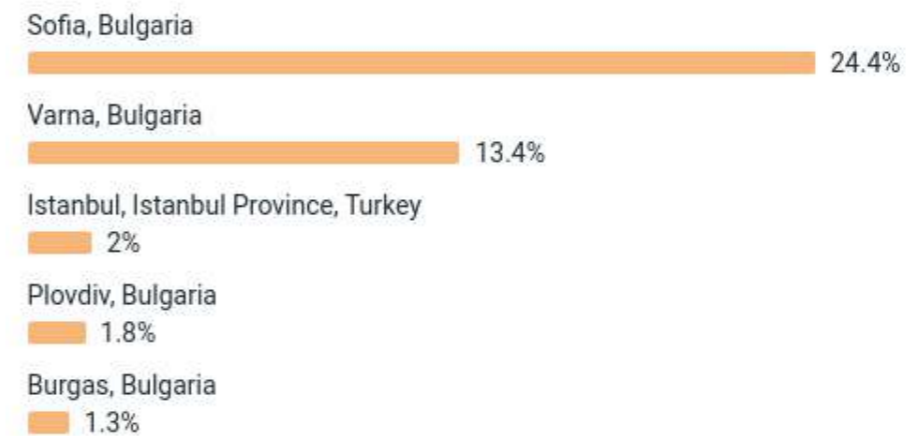
Audience



Top town/cities

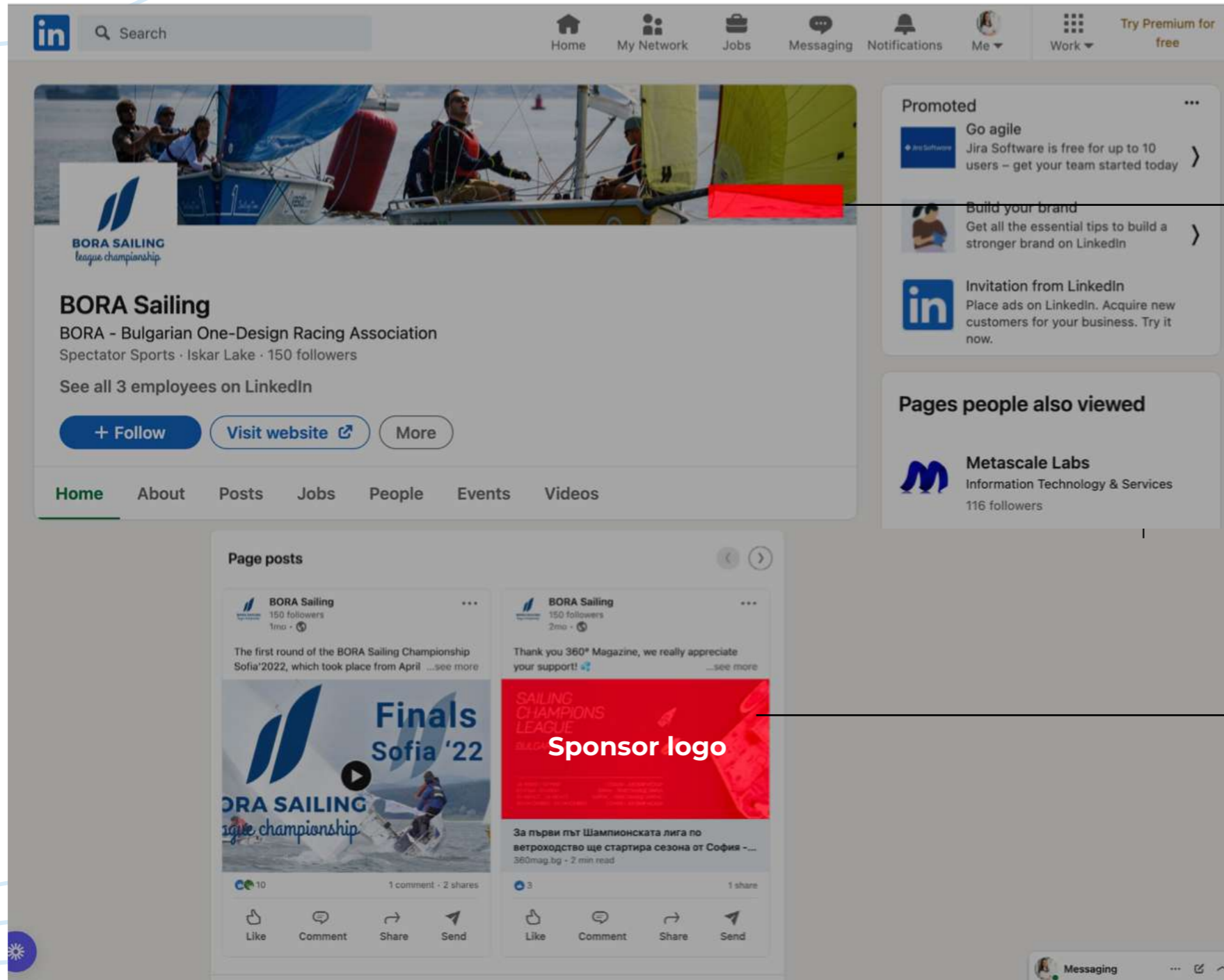


Top countries



05.SOCIAL MEDIA

LinkedIn cover and post



Sponsor logo

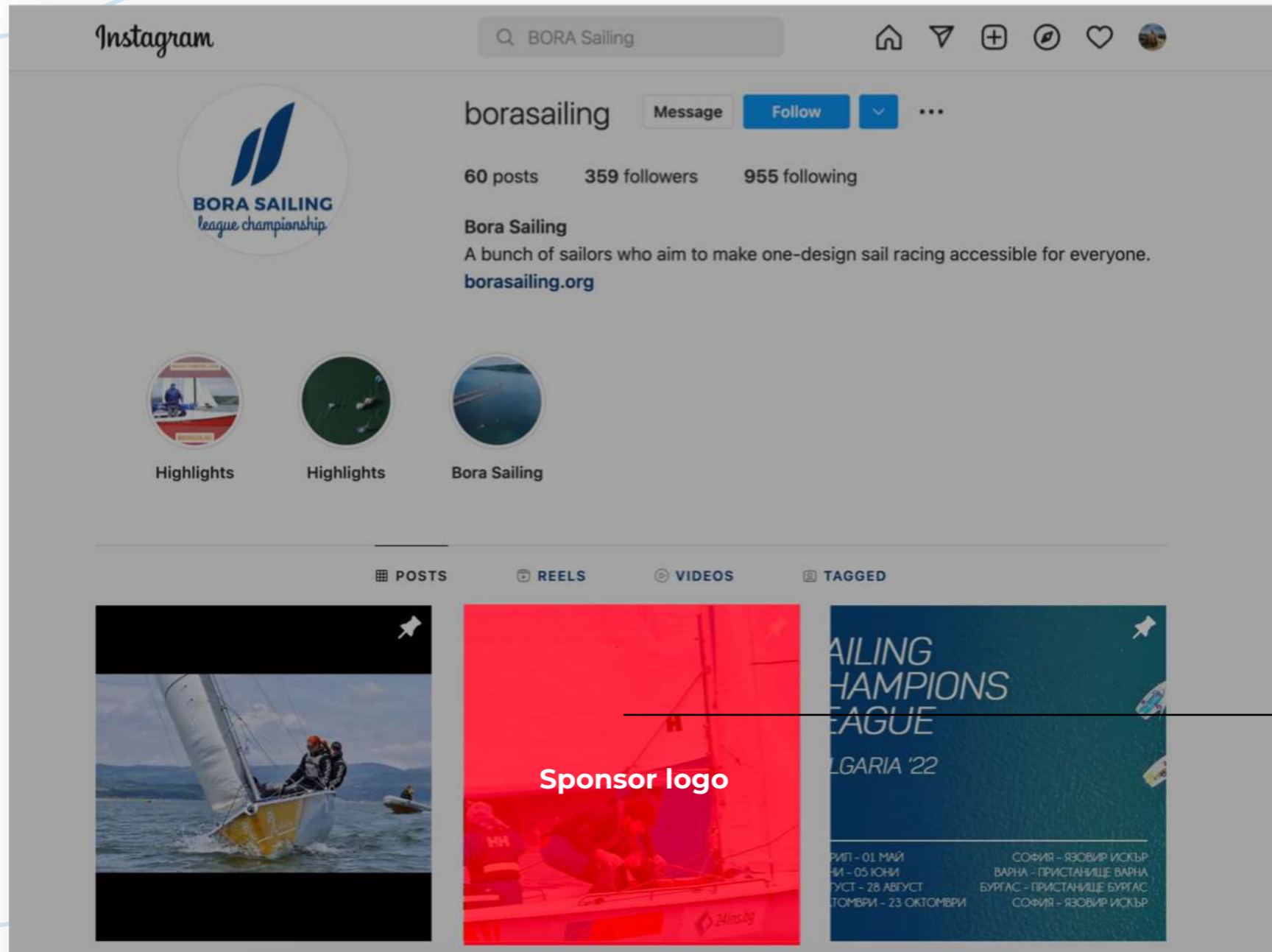
Sponsor's post

Sponsor logo



05.SOCIAL MEDIA

Instagram post



Sponsor's post

Sponsor logo



05.SOCIAL MEDIA

The screenshot shows a YouTube video player interface. At the top left is the YouTube logo and a search bar. The video content shows a sailing race on a lake with several sailboats. A red rectangular box is overlaid on the video, containing the text "Sponsor logo appears in the video". Below the video player, the video title is "BORA Sailing Championship'2022 Sofia 1 | Finals". The description reads: "11 views May 15, 2022 The final day of the BORA Sailing Championship'2022 in Sofia delivered fresh breeze on Iskar Lake and tight races - 3 more to wrap the Qualifyin ...more". The channel name is "BORA Sailing" with 16 subscribers. The video has 1 like and 0 dislikes. The video progress is 0:31 / 3:53.



06. BROADCAST

TV

06.BROADCAST

b1b.box



BORA Sailing Championship Varna'2022 has earned a place in history as the first live broadcast of sailing competitions in our country on the air of sports television b1b.box!

BORA Sailing has agreed a long-term partnership with B1B.box to broadcast live the Sailing Champions League qualifiers held in Bulgaria.

B1B.box is a fast growing sports broadcaster with the ability to broadcast and produce various sports, mainly from Bulgaria. It focuses on the promotion of Bulgarian sports and athletes - amateur, professional, junior and youth.

The sponsorship package includes broadcasting of 30 second commercials in the breaks of the live broadcast.

The live broadcast of the coverage guarantees high visibility of the sponsor presence.

06.BROADCAST

Sailing Championship in Bulgaria x +

borasailing.org/live/

Temporary ranking Sponsor's logo 

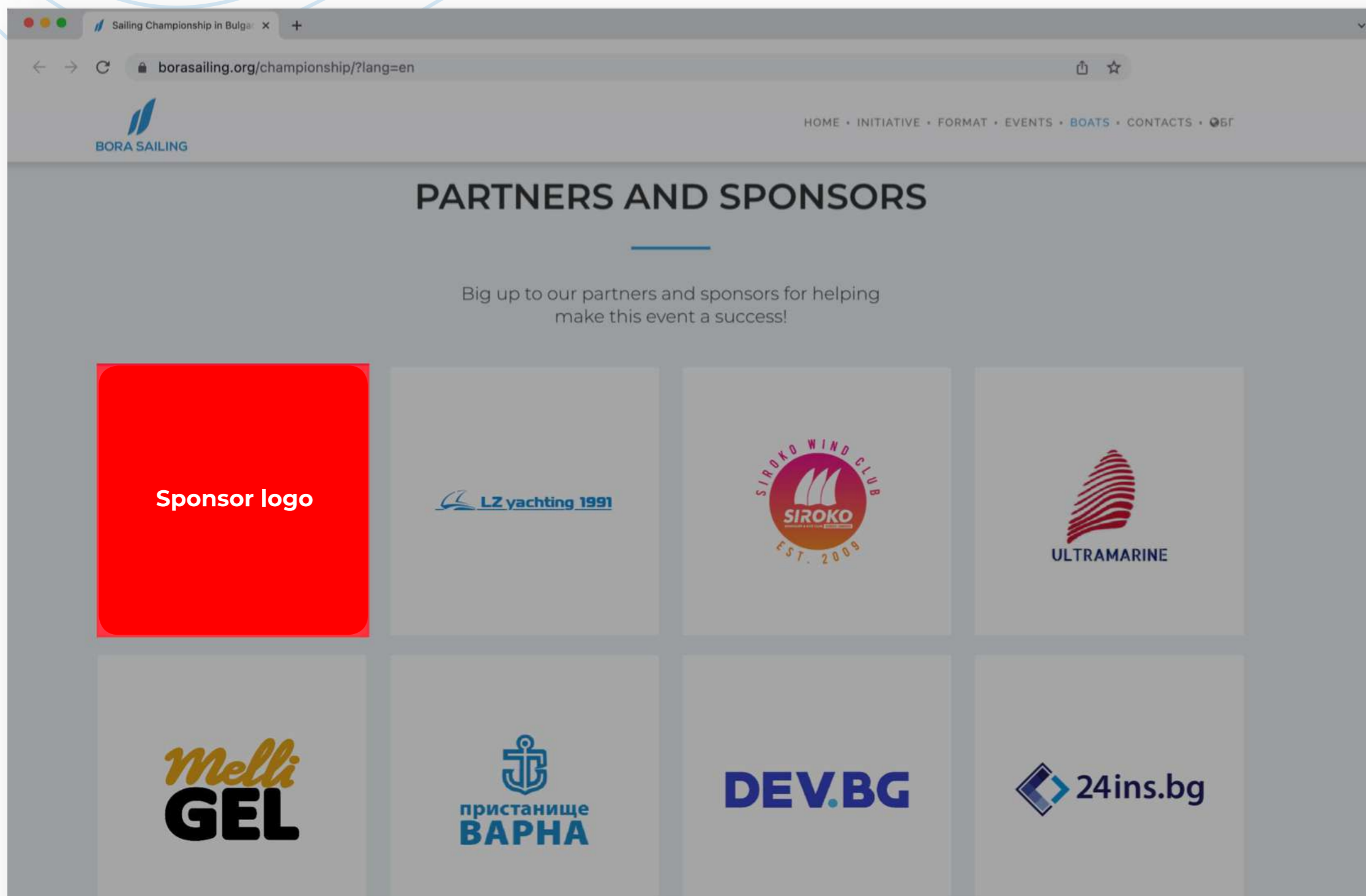
Ranking		Race	Total
01.	Chocolate Sailing Team (Yacht Club Port Burgas)	14	20
02.	PARKMART Sailing Team I (Yacht Club Capt. G. Georgiev - Port of Varna)	14	28
03.	PARKMART Sailing Team II (Yacht Club Capt. G. Georgiev - Port of Varna)	14	30
04.	HV Nessebar I (HV Nessebar 2000)	14	32
05.	LZ Yachting 1991 (LZ Yachting 1991)	14	39
06.	Siroko Wind Club (CSYAK)	14	42
07.	HVAC Nessebar II (HVAC Nessebar 2000)	14	45
08.	Yasido.com (Port Burgas Yacht Club)	14	53

Sponsor's branding

07. WEBSITE

Sponsors & Partners panel | Results page

07.WEBSITE



07.WEBSITE

The screenshot shows a web browser window with the URL borasailing.org/championship/?lang=en. The page title is "SAILING LEAGUE EVENTS FOR 2024". A red box highlights the "Ranking" section, which includes a table of team results and a "Sponsor's branding" text block.

Sponsor's logo (Red box)

RULES & SCORING 2024

April 29th - May 2nd, Iskar Dam June 2-5, Varna August 25-28, Burgas October 20-23, Iskar Dam Season 2022

Ranking

Team	Points	Races
01. Chocolate Sailing Team (Port Burgas)	Gold Fleet 14 (20)	Gold Fleet 4 (28)
02. PARKMART Sailing Team II (Yacht Club "Cap. Georgi Georgiev - Port Varna")	Gold Fleet 16 (30)	Gold Fleet 4 (28)
03. PARKMART Sailing Team I (SC Port Varna)	Gold Fleet 20 (28)	Gold Fleet 4 (28)
04. LZ Yachting 1991 (LZ Yachting 1991)	Gold Fleet 30 (39)	Gold Fleet 4 (28)
05. OVK Nessebar I (OVK Nessebar 2000)	32	28
06. Siroko Wind Club (CSYC)	42	28
07. OVK Nessebar II (OVK Nessebar 2000)	45	28
08. Yasido.com (Port Burgas)	53	28

Sponsor's branding

For each event during the season, teams are scored on the maximum system, with first place taking 10 points, second place taking 9, and so on. All teams after 9th place receive 1 point.








If there are 3 or more events in the season - the annual points per team are formed from all events except one - the one with the worst result (least points). If there are two (or one) events - they all count.

Teams that did not participate in some events of the season receive 0 points for them.

The top two or three clubs whose teams scored the most points during the season are eligible to participate in SCL events the following year.

SPONSORSHIP PACKAGES

PACKAGES

	 BRONZE		 GOLD
00. Name	X	X	✓
01. Boats			
01. Sails	X	✓	✓
02. Hull	X	✓	✓
03. Spinnaker	X	X	✓
02. Clothes			
01. Bib	X	X	✓
02. Caps	X	X	✓
03. Bandanna	X	✓	✓
03. R. Distance			
01. Marks	X	X	✓
02. Vessels	X	X	✓
03. Flags	✓	✓	✓
04. Environment			
01. Awarding Banner	✓	✓	✓
02. Tent	✓	✓	✓
03. Prie	X	✓	✓
05. Social media			
 01. Facebook	✓	✓	✓
 02. LinkedIn	X	✓	✓
 03. Instagram		✓	✓
 04. YouTube	X	✓	✓
06. Broadcast			
- 30sec. ad clips (per day)	1	4	8
- Results panel	X	✓	✓
07. Website			
- Sponsors panel	✓	✓	✓
- Results page	X	✓	

CONTACT US

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 indicates special price offer



BORA Sailing Sponsors Presentation

THANK YOU!

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