

National Sailing League Management Manual (Rule Book)

1. Introduction

This manual defines the standards and regulations for obtaining the exclusive “National League License”. The National League License, exclusively provided to only one selected entity per nation, grants these licensees the exclusive right to organize the National Sailing League events with the ultimate objective to select the top national clubs qualifying for the SAILING Champions League.

2. Background Information

The German Sailing League started 2013 in its first season. In 2014 already 36 clubs were competing in the first and second league fighting for the title “German Champion”, qualifying for the 1st and 2nd league in nine events. The interest of sailors, clubs, media and sponsors in Germany is tremendous. Denmark adopted the idea and started in its first league season 2014. In the year 2015 more than 15 nations are on the way to establish a league. This manual is a guideline for all nations on how to implement a national sailing league in their country in the following referred to as “National Sailing League” as the organisation meeting the standards and regulations as stated in this document.

3. Organisational Structure

3.1. League Organisation

- The league clubs should be organized in a non-profit “National Sailing League Association” with at least three elected representatives/board members. One official representative from each participating sailing club elects the board members.
- This organisation will be the holder of rights regarding the relevant National Sailing League.

- All decisions of the National Sailing League organisation should focus on the interests of the clubs and competitors. Therefore it is recommended that the majority for decisions shall be made by the sailing clubs.
- The relevant National Sailing Federation should be integrated in the organisation.
- Based on the experience from already established National Sailing Leagues it is not mandatory that any national sailing league is in 100% control of the relevant National Sailing Federation. It is more important, that the individual organisation does reflect the club majority in all decisions.
- Integrating a professional marketing and management company in the league structure is optional but recommended.
- A stable league organisation shall consist of all three pillars: the National Sailing Federation, the League Association and a professional marketing management company.
- It is recommended to take the top-level decisions into a “League Steering Committee”, where the elected club representatives represent the majority of votes.

3.2. Logo / CI

- Konzeptwerft Holding GmbH grants the licensees the usage of a logo and the relevant CI defined for the National Sailing League and revised annually in the “National Sailing League Management Manual”.

3.3. Project Management

- It is recommended to handover the project management and the marketing issues to a professional company in order to take 100% care of the organisation, communication and marketing of the National Sailing League.

4. Marketing and Media Activities

4.1. Public Relations

- PR is part of the managing agency and is generally controlled.

- Each league event will be announced and accompanied by media. A final report is provided after each event.
- A photographer provides suitable photographic material
- The management of the SAILING Champions League will be informed regularly about all news and relevant information around the National Sailing League.
- The National Sailing League helps the SAILING Champions League management to expand contacts and addresses to all clubs and sailors of the world wide sailing league initiative.

4.2. Sponsoring

- The involvement of the sponsors in the league events is one very effective way to finance the entire National Sailing League.
- Sponsors have the opportunity to place their logos on boats, marks, flags, sails, at event locations as well as media space (online, offline, social media etc.).
- The Konzeptwerft Holding GmbH, as the holder of rights for the SAILING Champions League and licensor is entitled by all National Sailing Leagues to support them with sponsors and partners as long as there no conflict of interest in regards to existing league sponsors.
- In case Konzeptwerft Holding GmbH acquires a sponsor for a National Sailing League, Konzeptwerft Holding GmbH is entitled to charge a fee of 20% for all services rendered by such a sponsor (cash or non-cash benefits).
- It is advisable to avoid to offer advertising to a sponsor on one exclusive boat. Sponsorship should be rather allowed within the entire racing fleet. This also applies if it results in a smaller advertising space available. Allowing sponsor logos on the entire racing fleet avoids problems in fleet allocation as a boat may be damaged and replaced by another one.
- The Konzeptwerft Holding GmbH offers to the National Sailing League organisations professional support based on long-term experience with league sailing as well as the relevant marketing and international networking. Key focus is to acquire partners and sponsors for the relevant National Sailing League. Such a partnership with Konzeptwerft Holding GmbH includes approaching clients, support regarding presentations, workshops etc. Relevant services will be individually

negotiated between the National Sailing League organisations and the Konzeptwerft Holding GmbH.

4.3. Broadcasting/SailTracks

- SailTracks is an optional broadcasting and tracking service specifically designed for National Sailing League events.
- SailTracks is implemented by a top professional sailing broadcasting and tracking service company.
- The services offered by SailTracks are based on SAP technology, which has been developed on the back of a long-term partnership with SAP SE.
- This partnership is focused on developing easy to handle, affordable and top quality standards for tracking, performance analysis and broadcasting solutions for sailing events worldwide.
- SailTracks is 100% owned by Konzeptwerft Holding GmbH.
- SailTracks supports sailing events with top professional tracking and TV broadcasting solutions.
- The service spectrum ranges from small standard solutions (2D live tracking, one camera, one commentator, leader board, Race Management App) up to a full TV broadcasting set-up with a professional TV studio, 3D tracking, professional moderation, public viewing area, media distribution, on-board audio and video and up to ten cameras including a drone.

5. General Information for National Sailing League

This section of the Rule Book is divided into requirements, which are mandatory for each National Sailing League and recommendations, which are non-mandatory.

5.1. General Requirements

- A final report for communication of each league event (results, images, text) has to be handed in to the SAILING Champions League within two weeks after the event, using the template of the SAILING Champions League.

- The management of the SAILING Champions League has to be informed regularly about relevant information about the National Sailing League.

5.2. Format

Requirements:

- Fleet races with five to eight boats
- Short races of 12 to 20 minutes target time
- A National Sailing League series consist of at least three events per year

Recommendations:

- There are up to 45 races per league event (three days), defined in the race schedule and pairing list

5.3. Modus

Requirements

- The composition of the teams and races are defined in the pairing list, drawn before each league event

Recommendations

- The modus consists of 15 flights in total, with three races each and five to eight boats

5.4. Boat Park

Requirements:

- The boat park consists of six to nine boats depending on the number of clubs.
- There should be one spare boat ready to use in case of damage, for easy and quick replacement.
- It is mandatory to use identical boats. It must be guaranteed that there is no advantage/disadvantage because of different material.
- Trim of all boats needs to be identical (rig tension, mast position, etc.).

- An authorized technician by the organising authority (OA) is supposed to check the trim of all boats each morning before the racing starts to ensure the usage of identical boats.

Recommendations:

- Identical condition of the sails is also very important. If the boats will be used between league events, it should be avoided to use the sails intended for league races.
- A repair service with a qualified person (boatswain) carrying a stock of spares and consumables should be available.
- Sets of spare sails should be available plus additional gennakers/spinnakers. These spare sails need to be rotated in turn with all the other sails so in case a spare sail is needed it doesn't come out of the bag as brand new. By complying with these guidelines, sails will be used only for league events and will be worn out in the same manner.
- Keep a usage log for each sail marked with a unique reference number.

5.5. Clubs

Requirements:

- Competitors need to be "registered associations" defined in the terms of the federation (see RRS 89.1).
- All sailors need to be full members of their competing club and must also have been members for at least one year previous to the relevant race.
- Every national club must have the opportunity to participate in a qualifying regatta for the National Sailing League.
- A National Sailing League is required to have a minimum of twelve competing clubs.

Recommendations:

- Hosting clubs should be "registered associations" defined in the terms of the federation (see RRS 89.1) and be participating clubs in the league.

5.6. Rules

Requirements:

- The ISAF Racing Rules of Sailing apply.

- Appendix Q for Umpired Fleet Racing applies.

Recommendations:

- Furthermore, there are special rules regarding the handling of the boats, defined in the Sailing Instructions.

5.7. Adjudication – Protest Committee/Umpires

Requirements:

- Umpire/Protest Committee and Race Officers with at least a national status should be appointed at each event.

Recommendation:

- The umpire team should have at least five members to allow each umpire to have a break in between the races.
- [Advice Service: There will be a ‘Question & Answers’ service to help Race Officials with common questions]

6. Events/Regatta Schedule Recommendations

6.1. Schedule

- It is recommended to start a National Sailing League event on Friday and to finish on Sunday.
- Each club should have the opportunity for an official practice session in the morning of race day one before the skippers’ meeting.
- Potential sponsor events are best scheduled on Thursdays before the event.

6.2. Check Lists for National Sailing League Organisations

- If a nation decides to book a “Starter Package”, it includes check lists and further documents regarding the organisation of a National Sailing League.

- The Starter Package contains: Check lists onshore, check lists offshore, Notice of Race, Sailing Instructions, all relevant presentations as well as a one-day workshop.

7. SAILING Champions League

The SAILING Champions League (SCL) is the most important club competition in the world, where the best international sailing clubs compete against each other. The overall winner after one SCL season is awarded “The Best Sailing Club of the Year”.

7.1. General information

- Holder of rights for the SAILING Champions League is the Konzeptwerft Holding GmbH.
- Every strategic decisions will be made in a SAILING Champions League Steering Committee (SCL Steering Committee) meeting, as the decision making body.
- Members of the SCL Steering Committee are selected out of at least six nations, including at least one member nominated by Konzeptwerft Holding GmbH. (In December 2014 the SCL Steering Committee for 2015 was elected by the participating sailing clubs of the SCL 2014 in Copenhagen.)
- The election for the upcoming year is held during the final event of the previous year.
- The members represent their National Sailing Leagues or a hosting club of a SAILING Champions League event (and are doubled to represent other interest – ISAF, EUROSAF, etc.).

7.2. Qualifications

- Mandatory requirement for a qualification representing any given nation is the compliance with the requirements defined in this manual and accepted by the association through signing the relevant license agreement.
- The top two clubs of each National Sailing League are automatically qualifying for the SAILING Champions League. In case that more than 32

clubs will be qualified by this rule, the SCL Steering Committee will decide upon a change of the selection and qualifying criteria.

- If there is no final ranking of any given National Sailing League, the decision for the qualification is made upon the current ranking of the league..
- The SCL Steering Committee reserves the right to grant wild cards to outstanding clubs or countries, bias towards countries with National Sailing Leagues in development.

7.3 Hosting an SCL event

- Every club around the world can apply to host a SAILING Champions League event.
- The minimum budget for hosting a SCL event is 150,000 Euro depending on the local set-up and environment.
- The Konzeptwerft Holding GmbH supports the hosting clubs regarding the acquisition of sponsors.
- There are three SCL events planned each year as a series with an overall ranking (cumulated results of each event).
- SCL sponsors/partners have to be involved in the communication and branding of the SCL event.

7.4 Modus

- The modus for SCL events equals the one for National Sailing Leagues, defined in this manual (see 5. General Information for National Sailing Leagues).
- The SCL Steering Committee will decide upon possible changes.

7.5 ISAF/EUROSAF

- A partnership with the ISAF/EUROSAF is optional.
- Terms and conditions will be decided with the SCL Steering Committee.