



CALL OF THE OCEAN

REGATTAS AROUND THE WORLD

ON EVERY CONTINENT

IN EVERY OCEAN

About the Project

Call of The Ocean is a five-year project to sail around the world following the routes of regattas that are taking place on each continent and each ocean. We are planning to join the ranks of the very few yachts which can pride themselves on participation in top regattas on multiple continents. In the past, these have been Maxi class, 30 meters long yachts. What's unusual is that we'll get everywhere on our own. It's quite an accomplishment with great potential for hours of videos for viewers. Additionally, organizers of sailing events announce the yachts that have come the longest distance at the start of a given race, so for the journalists and viewers such a yacht becomes a super attraction.

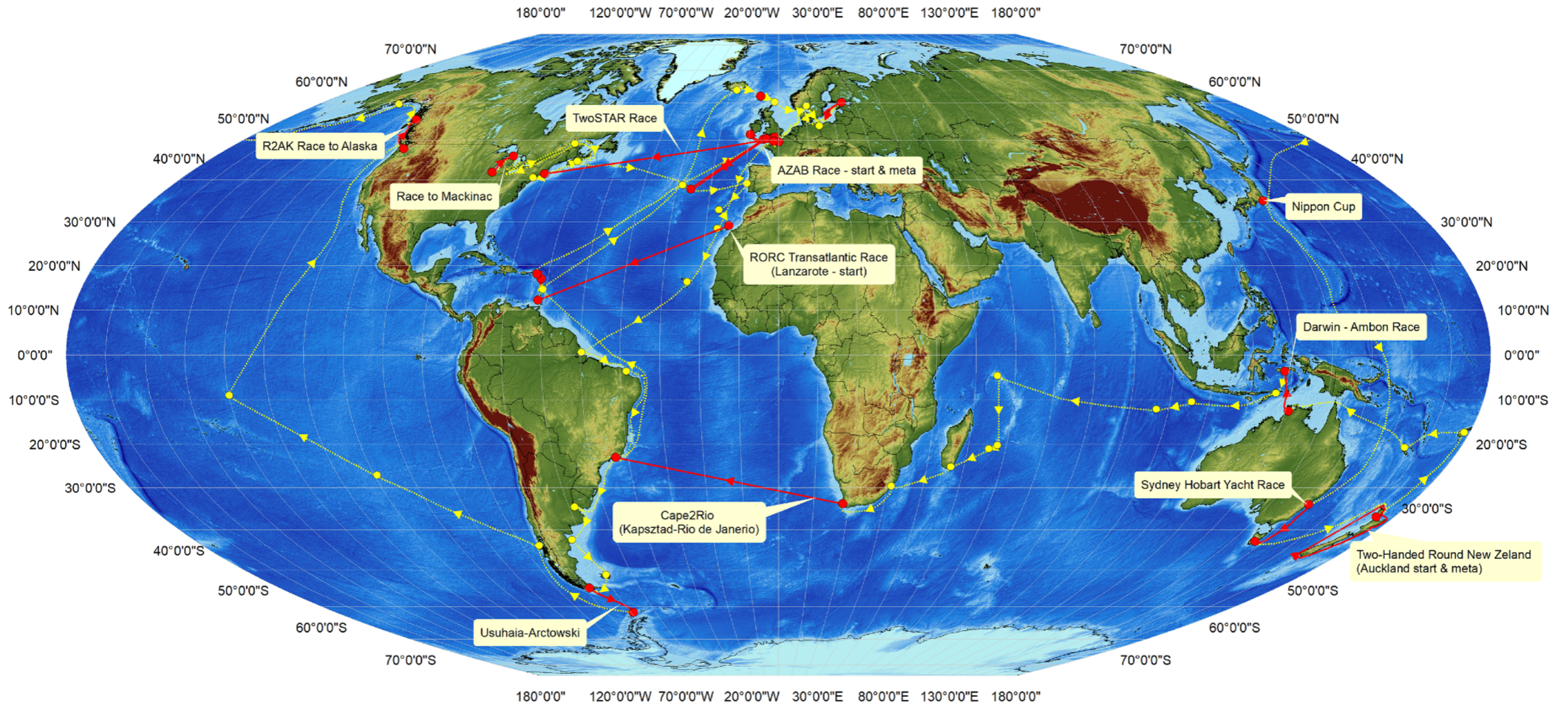
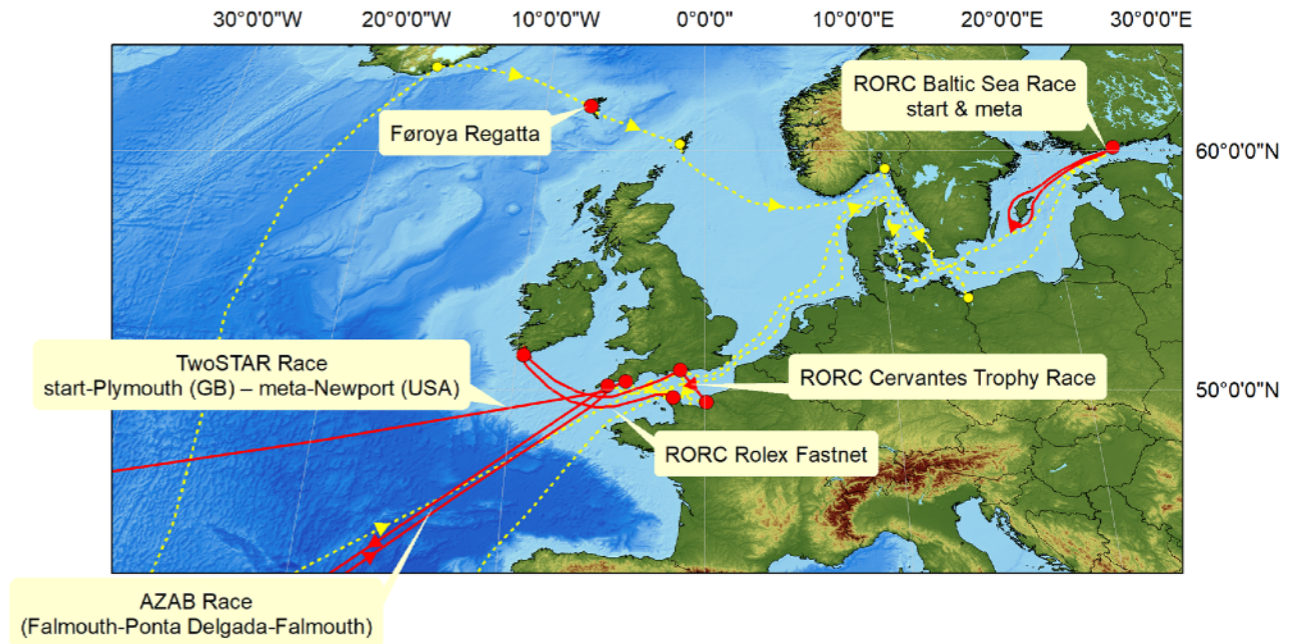
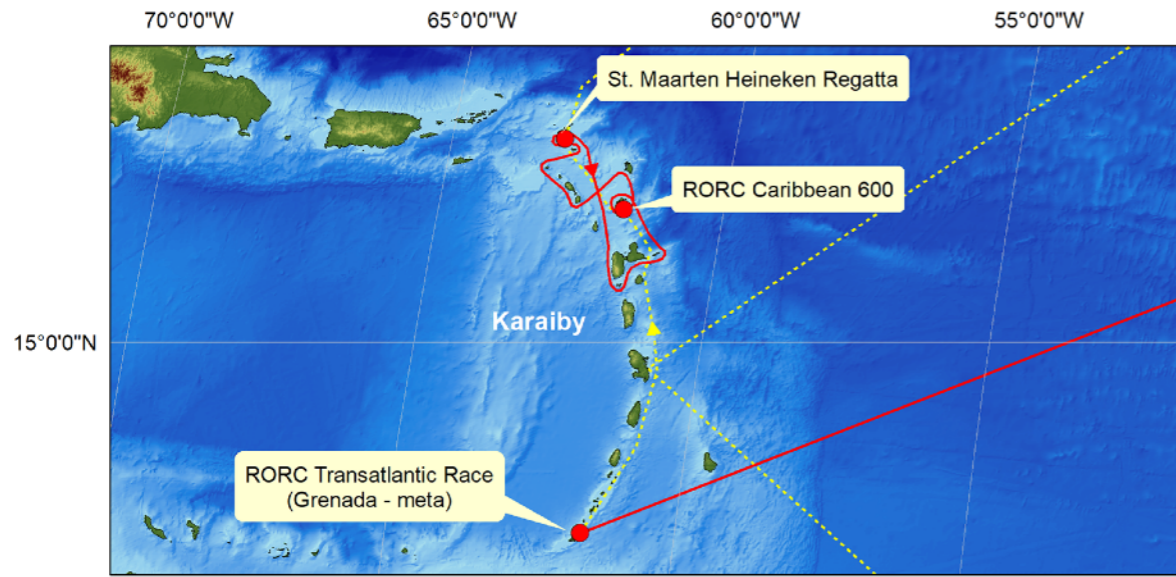
Our project is a combination of entry in the most popular local regattas as well as the voyages between the most spectacular places on earth, such as Antarctica, Easter Island (Rapa Nui), Alaska, Aleutian Islands, Japan, Great Barrier Reef, and the Seychelles. What makes the project even more special is that it's carried out by only two sailors as a single voyage.

The first stage is the TwoSTAR regatta from Plymouth through the Atlantic in May 2022. Next, the Race to Mackinac on the Great Lakes in the USA; the world's biggest inland regatta. We will then move on to the unmissable RORC Caribbean 600 regatta, which will be followed by the prestigious Rolex Fastnet Race regatta. From there we'll take off through Brazil and Patagonia to Antarctica where regattas will take place for the first time

ever. Then, to round the famous Horn in a super difficult variant, against the current and wind from East to West. Via Chilean fjords and Easter Island, in an extremely long passage, we'll reach Seattle to participate in the Race to Alaska. Once we reach the finish line in Katchiken, we'll pass by the Aleutian Islands to get to Japan where we'll take part in a local race. After this, we will head off to Australia for the famous Rolex Sydney – Hobart event, followed by an extensive sail in the vicinity of Tasmania and New Zealand where we'll compete in regattas, before sailing to Fiji, Christmas Island and Madagascar. We are going to take part in the Cape2Rio regatta from Cape Town, and afterwards we'll take off to the Caribbean, the Azores, and the Faroe Islands with its amazing local regattas for the residents. Then, we'll get back to Poland through the Shetland Islands and Norway.

We are going to do all this on a Figaro One class boat, a great design by Groupe Finot/Jean Berret, made for the purpose of racing and long-distance regattas. We are sailing as a couple, so in the double-handed formula. This has been the fastest growing sailing discipline in recent years and there is a big chance that seagoing double-handed racing, in the male-female formula, will soon become a new Olympic discipline.

A way to expand the reach of our project is to invite the viewers to regattas and voyages in all kinds of places, all over the world. It will allow for a larger scale publicity.





Why sports sponsorships?

Sport is the biggest mass culture phenomenon which attracts interest of millions of sports fans. It has the superpower to attract attention of a huge number of viewers: an audience who is connected by shared emotions, strong identification with the discipline, a particular sportsman or a region. Thanks to this, it is a perfect means to reach an extensive group of supporters who are potential clients and customers. There isn't a more efficient way to promote than by appealing to emotions, and emotions are triggered by competition; the essence of sport.

Promotion through sports offers the exceptional possibility to advertise by means of original marketing campaigns which capitalize on the interest in extraordinary event and emotions of supporters. Sports sponsorship is a strong advertising tool which not only promotes the company but also facilitates marketing communication with potential clients by being close to the fans' emotions. It's a good way to increase brand awareness in the market. Unlike traditional advertising, this kind of sponsorship is subject oriented and serves the goal of strengthening the marketing power of the sponsor, their company's image and the public confidence in their brand.

Why Sailing?

As a form of publicity, sports sponsorship provides plenty of possibilities to communicate with the target group interested in sports competition and the values it represents. From the reputational point of view, sailing is very well perceived; it's free from violence, based on passion, full psychological and physical involvement, combining single-mindedness, courage, and purity of competition.

Sailing has always been associated with going beyond limits, strong emotions, fighting the element as well as beauty, individuality and the desire to succeed. It also represents modernity, innovation of technological solutions and continuous experimentation in utilizing the forces of nature. This sporting discipline, based on such explicitly positive values, is a perfect marketing tool for increasing in the viewers' brand awareness and developing a positive image among clients and customers..

Participation in regattas, especially ocean regattas, offers numerous marketing benefits. As our yacht's reputation and media profile increases, race organizer will act as the team's and team sponsor's partner using their own media channels and accredited journalists to prepare their own photos, videos and press materials in all kinds of publicity and promotional activities.





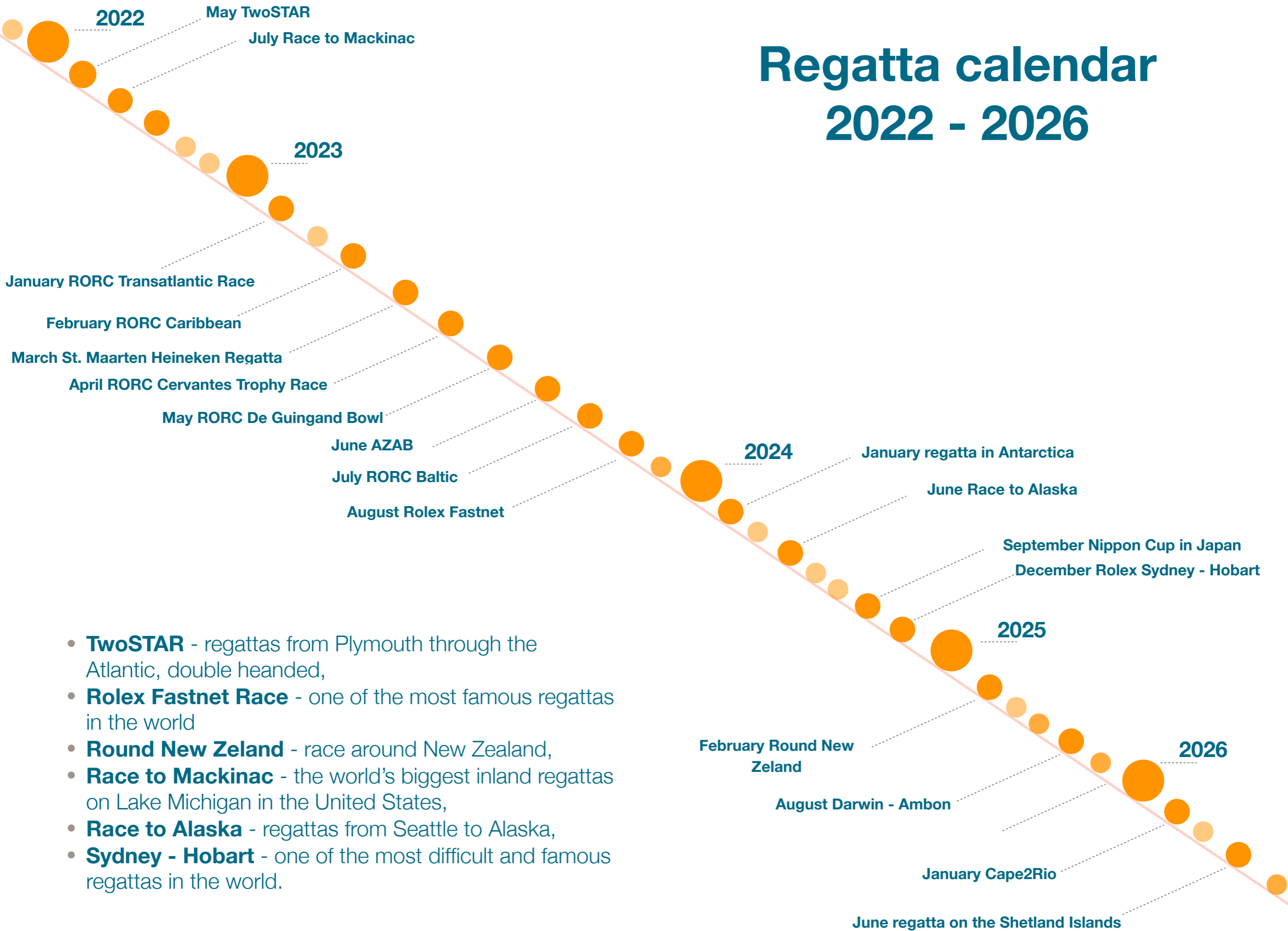
Why Regattas?

Nowadays, it is possible to follow almost every sports event on a phone or computer screen. It allows for contact with viewers who have the feeling of participating in the competition without leaving their homes. TV broadcast and social media guarantee significant marketing exposure of the event and the sponsor. What's also important is direct contact with the followers via social media in the team's free time, which also allows for the promotion of the event's sponsors and the companies involved.

Vast number of viewers follow their sailor / competitor at times when live broadcast is unavailable. It's possible through logging into regatta tracking systems, checking the current weather conditions on the route, and waiting for contact and information about the current position. This is an added value and unique to the sporting events that are regattas.

Virtual regattas that take place at the same time as the real-life regattas are very popular and have been created especially for supporters watching the real races. For example, only 59 yachts participated in the 2019 Trans Jacques Vabre race, while at the same time, over 47,000 online players took part in the Virtual Regattas on the same route and in the same weather conditions.

Regatta calendar 2022 - 2026



- **TwoSTAR** - regattas from Plymouth through the Atlantic, double headed,
- **Rolex Fastnet Race** - one of the most famous regattas in the world
- **Round New Zealand** - race around New Zealand,
- **Race to Mackinac** - the world's biggest inland regattas on Lake Michigan in the United States,
- **Race to Alaska** - regattas from Seattle to Alaska,
- **Sydney - Hobart** - one of the most difficult and famous regattas in the world.

The Crew

Szymon Kuczyński is one of fewer than one hundred people who has single-handedly sailed around the world, non-stop and without external support. He is one of the best and most globally recognized Polish sailors. Immense experience, recognition and popularity resulted from two voyages around the world. The second voyage broke the world record by using the smallest sailing vessel in the history of nonstop solo races, measuring only 6.36 meters. In 36 years, it was only the second successful attempt made by a Polish sailor to sail around the globe with non-stop. His achievements were recognized and rewarded not only in Poland, but also in Germany and Great Britain where he was also awarded the highest sailing distinctions.

Szymon is also one of the most active Polish sailors. Most of the time he is at sea, sailing, taking part in regattas and training. Among other things, this continuously attracts attention of the media and the public. He is invited to deliver speeches and presentations at all types of travel and sailing related events, as well as at film events, motivational meet ups and conferences.

Anna Jastrzębska has dedicated her whole life to sailing. For the last few seasons, she has sailed on many different boat types, including drop keel boats, sea yachts as well as Mini 650 class yachts. Now she is racing on her own Figaro One class sailboat. She participated in Morskie Mistrzostwa Polski (Poland Sea Championship) doublehanded team / crew. She earned a special distinction awarded by the President of the City of Gdansk, the “Burszynowa Róża Wiatrów” (Amber Wind Rose) and received the prize of the POZZ President “2020 Crystal Sail”. Her wish is that more and more women can sail regardless of their experience or age, because they are great at it. She likes herself on the boat when she goes beyond her own limits and the power to make things happen.



Previous projects were broadcast or reported on in Australian and Polish tabloids, the Times in the UK, in „Wysokie Obcasy”, „Twój Styl”, „National Geographic”, „Newsweek” and the in the sailing press about all over the world. Travel Channel Television produced an hour-long documentary featuring this sailor and radio stations were broadcasting the cruise live through a satellite connection. Even though each of the projects was extraordinary and perceived as pure madness by many people, still each one was 100% completed. Live broadcast showing the finishing moment of the round the world cruise was watched by 100 thousand viewers. TVN station was broadcasting live and aired a few hours of video material from the record cruise finish line.

In total, **130 press articles** and **630 internet media articles** were published. Sailing events undertaken by the Zew Oceanu (Call of the Ocean) were publicized in **70 radio programs** and **80 TV shows**.

The most important awards

- ▶ Trans Ocean Preise- the most important German sailing award 2018 r.
 - ▶ Jester Awards Ocean Cruising Club - British International Sailing Award 2018 r.,
 - ▶ Twice chosen „Sailor of the Year” by the readers of the magazine „Wind”,
 - ▶ „Sailor of the Year” of the Captain Baranowski’s Foundation 2013 r.,
 - ▶ Twice awarded „The Cruise of the Year” - the oldest and most prestigious sailing award in Poland (2016 i 2018 r.),
 - ▶ Twice awarded a special award of the magazine „Sails”,
 - ▶ Leonid Teliga Award,
 - ▶ „Travelers” finalist - National Geographic magazine travel award,
 - ▶ Twice awarded „Kolos” - the most important travel awards in Poland,
 - ▶ „Sailor of the Year” - Szczecin International Sailing Award 2019 r.,
 - ▶ „The Cruise of the Year” - Szczecin International Sailing Awards 2017 r.,
 - ▶ Member of the „Kolos” council- travel awards in Poland,
 - ▶ Twice invited by the president of the Republic of Poland to the presidential palace,
 - ▶ Silver medal at the Polish maritime sailing championship ORC Int.,
- Regatta winner:
- ▶ Volvo Gdynia Sailing Days
 - ▶ Gdynia - Władysławowo - Gdynia
 - ▶ Sailbook Cup
 - ▶ Unity Line
 - ▶ „Setką przez Atalntyk,,
 - ▶ Northman Cup
- Regatta podiums:
- ▶ Great battle of Gotland
 - ▶ B8 Lotos
 - ▶ Nord Cup
 - ▶ Eljacht Cup
 - ▶ Westerplatte Defenders Cup
 - ▶ Sputnik Cup
 - ▶ Doublehanded Off Short
-
- ▶ Participation in regattas: Rolex Fastnet Race, Gotland Runt, Baltic 500, Polish Sailing Top League, Class Mini 650

The Yacht

Hultaj (the Polish word for rascal) is a Figaro One class sailboat, of interesting construction, designed by the Groupe Finot/Jean Berret company. The boat was made for the famous regatta “La Solitaire du Figaro”. Michel Desjoyeaux, the only two times winner of Veende Globe claims that these Figaro regattas are the most difficult solo race in the world. For years, Figaro yachts and regattas have constantly been viewed around the world as the most important way to prepare for Vendee Globe.

Figaro is a fast-paced boat, with solid construction with a low weight, easy to control by one person. There are two water ballasts, rod or wire rigging, and a „taperowany” mast. In spite of the fact that the boat is over 30 years old it’s still competitive in sea races.

In total, 250 Figaro One units have been produced. Our Figaro is number 49. The color of Rascal (Hultaj in Polish) is something between green and aquamarine. It’s the original color from the time when it was the part of Grupe LG team.

We bought Hultaj in July 2021 and we started to race in it straight away. Regattas are a great test for the boat because all kinds of weaknesses can come up. In this year’s Baltic regattas, we won the podium twice, including the number one place. The boat reached the finish line of Bitwa o Gotland (Battle for Gotland) race. In Polish Maritime Crew Championships, we won the 5th place and similarly when we participated in a double handed formula in the Polish championships. We came second in the famous and the most numerous full sea regattas in Poland the “Gdynia - Władysławowo- Gdynia”.



The Budget

The costs comprise:

- Yacht's refurbishment, the purchase of new sails,
- Typical maintenance costs: insurance, stop overs,
- Running costs of maintaining technical state of the yacht specialized service costs (rigging replacement, electronic devices check-up and maintenance), sails service, service and replacement of equipment, design and print of visual branding, back-up budget for major repairs, crane services,
- Marketing costs: preparing press releases and other materials, photos and videos, the crew and yacht's branding, running, and maintaining the website, Facebook fan page, Instagram account, Youtube channel
- Participation in regattas: entry fees, food supplies, logistics, shipments, accommodation.

Platinum Sponsorship

Exclusive titular sponsor. Naming rights for the boat and team. 90% of advertising space including the sails. Using the boat and team at sponsor's events. Possibility for the sponsor's representatives to participate in regattas of their choice.

Golden Sponsorship

Main titular sponsor. Naming rights for the boat and team. 65% of advertising space, including the sails. Using the boat and team at sponsor's events. Possibility for the sponsor's representatives to participate in regattas of their choice.

Silver Sponsorship

Main sponsor. 40% of advertising space, including the sails. Using the boat and team at sponsor's events.

Bronze Sponsorship Sponsor

Minimum 20% of advertising space, including the sails.

White Sponsorship Partner

5% of advertising space on the hull and deck.

Sponsorship Costs

	costs in 2022	costs in 2023	costs in 2024	costs in 2025	costs in 2026
Platinum Sponsorship	45 000	11 000	11 000	11 000	11 000
Gold Sponsorship	33 000	8000	8000	8000	8000
Silver Sponsorship	22 000	6000	6000	6000	6000
Bronze Sponsorship	11 000	3000	3000	3000	3000
White Sponsorship	2200	1000	1000	1000	1000
	amounts in euro	amounts in euro	amounts in euro	amounts in euro	amounts in euro

Forms of promotion

- Naming rights for the project
- Naming right for the yacht
- Yacht's, team's clothes, and website's visual branding
- Access to the yacht during stop overs and starts as well as at additional external and internal sponsor's events
- Sponsor's presentation on the website and Facebook, Twitter, Instagram fan pages, information in press releases
- Advertising flags and banners during stop overs and during leaving and entering ports
- Right to use photo and video materials prepared by the team
- Sharing and publicizing photo, video and text materials including information on sponsoring the project
- Right to use team's image for marketing purposes
- Regular publications in industry media
- Regular publications on proprietary channels (website, FB, Tweeter, Instagram)
- Other forms of publicity agreed with the sponsor

Five years' log project projects the participation in around 20 international regattas. Many of those races are events with high recognizability and high media potential.

Those include **TwoSTAR**, **Fastnet Race**, **Sydney-Hobart**, **Caribbean 600** which take place on each continent which is an opportunity to publicize the sponsor in many places all over the world..

Sailing yacht is a natural and tasteful billboard. The large surface area of the sails, spread out on high masts, is a perfect advertising space and visible from great distances. Contemporary sails production technologies make it possible to print on them any graphic image or design.

Media potential

Regatta fans, those on land and at sea, are participating in sailors' competition during the start and when they reach the finish line. They visit regatta villages which are open for many days. They have the possibility to see all regatta yachts and teams. Organization and atmosphere resemble the vibe you get at industry fairs combined with a cultural event air. There are live concerts, contestants and famous sportsmen are introduced. Attractions for families with children are organized. There are many stands of various brands which are connected with sailing in one way or another; these are mainly companies sponsoring the regatta and particular teams.

Races organizers ensure an extensive and professional media setting. Importantly, they not only promote and take care of the favorites and winners, each contestant is treated as a future winner and each sponsor receives the treatment of a recognized sailing patron.

In order to demonstrate the scale of these events, let us provide you with statistics of regattas through the Route du Rhum on the Atlantic which are organized every 4 years.

Here is the summary of a single event:

- ▶ 50 million Euro of advertising equivalent
- ▶ 2 million views on the regatta's website
- ▶ 2.2 million viewers
- ▶ 200 thousand watchers on the start, of which 18,000 were on the accompanying vessels
- ▶ 2100 TV broadcasts, 44 hours of broadcast
- ▶ 1800 radio broadcasts, 50 hours of broadcast
- ▶ 5500 items of press coverage



Let's sail!

Szymon Kuczyński Anna Jastrzębska

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