



IT Sailing League Initiative

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The Sport

“Regattas with one-design boats - a Formula 1 of sailing.”

Competitive sailing is a sport, combining tactical thinking, physical abilities and dynamics, and is spectacular to watch. Conducted on identical (one-design) boats, it allows the outcome of the competition to be determined exclusively by the crew's abilities, creativity and teamwork.

- **No age limitations** - the team format in the sport, tolerates participation of both youngsters and adults.
- **Complete experience**, for the body and the mind, for this is a duel of sailing skills, mindful tactics and psychological endurance.
- **Spectacular** - contrary to the big boats' offshore races, the competitions between smaller, one-design boats are taking place close to the shore, and the audience.
- **Comprehensible** for the audience. In one-design races, the first team to cross the finish line is the winner, and the crews are permanently in close battle.
- **Sailing is a reputable sport**, usually associated with terms like - dynamic, endurance, teamwork, etc.
- **There is a distinct uptrend** in the sport, both worldwide, and in the region: **50% more regattas** organized in 2020, compared to 2019 (according to bulsaf.bg), **120% more members** in sailing social media groups (according to [facebook.com](https://www.facebook.com)).

The Concept

Similar to other sports' corporate events - like tennis and football, we intend to allow employees from IT companies to train and participate in regular sailing events during the year as part of a **Bulgarian IT Sailing League Championship**:

- Each **league founding company** owns the boat it sponsored, and has her named after the company. We aim to have at least **4 identical boats**.
- We take care for the **boat maintenance**, providing **experienced trainers**, and conducting regular events and **courses for each company's employees**.
- Participating company's **employees have exclusive access to the boats**, with a certain amount of free training hours with **professional coaches**.
- There are several **potential locations** for establishing a base or conducting an event - Iskar lake (close to Sofia), Pomorie, Burgas, Varna, Limnos island (Greece).
- Each year, all qualified teams will take part of a **grand-finale for the IT Sailing League Championship**.
- We intend to organize **international racing events, at least 2 times a year**, providing greater credibility and media coverage for the whole initiative.
- **Our goal is to make the sailing sport more popular, especially among kids**, and utilize the league's facilities with school classes, putting the sailing sport on their calendar, similar to ski sport.



League Founding Company

The first companies, founding the league and sponsoring the boats purchase, and initial setup of the base, will always have exclusive access and wildcard access for any sporting events organized by the *BORA IT Sailing League*.

- The company will **own one boat**, but will have **no obligations for her maintenance**, transportation, and so on.
- Will have **the boat named after the company**, ensuring **media exposure** on any event, being conducted with these boats. Sails represent a large, visible area - ideal for **advertisement** purposes.
- The boats can be used in **company's team-building events**, with the assistance from our trainers.
- A **dedicated training and coaching will be provided for up to three teams**, built from the most enthusiastic company employees.
- Taking part in **international sailing regattas with a competitive team, representing the company**, will help build both company's prestige and team spirit..
- All employees will have **exclusive, discounted access** to the boats.

League Member Company

A company can become a permanent member of the league without taking part of the initial funding.

- Up to **two teams from the company's employees** can utilize our professional trainers and coaches.
- All employees will have **exclusive, discounted access** to the boats.

Event Participant

For each event, additional participating teams will be allowed or invited - both to help in funding the initiative and raise the awareness and credibility of the events.

Unlike **founding** and **member** company's policy, no regular access to the boats will be provided - just required equipment for the particular event.



The Audience & Events

Aside from internal benefits for the company from providing such motivational experience to its employees, we foresee many different levels of potential exposure of company's involvement in the initiative:

- The **growing community of sailors in Bulgaria** will immediately recognize the company as a supporter of their sport.
- Regular **PR publications in social media** and all respective media, regarding each event of the league.
- **Exposure to international media**, during participation in big, international events, around Europe (<http://www.sb20class.com/category/international-events/>).
- The one-design format allows partnership with **International Sailing League** and **Sailing Championships League** (<https://sailing-championsleague.com>), which will potentially provide access and exposure on top-ranking sailing events.
- The participation of the boats in **international regattas** and trainings with **the name and branding of the company**
- Bulgarian One-design Racing Association will organize a **women's sailing academy** and work for **greater gender diversity** in the sport.

The Boat

The type of the boat that we have designated for the initial launch of the initiative is **SB20**. She is intended for a crew of **3 or 4 persons**. She is also known to be:

- **Easy and safe** to handle, making it possible for newcomers to enjoy the sport.
- **Durable**, significantly lowering the maintenance costs.
- **Fast and fun to sail**, which is an important ingredient for keeping the interest in the sport.
- **Towable with a car**, for feasible relocation of the boats for different events.
- **Popular around Europe**, enabling participation in bigger events.

**The estimated funds in the table below, cover the purchase of a second-hand boat in a good condition, but requiring some additional maintenance.*



The Numbers

Initial spin out of the initiative requires more than purchase of the boat, among other implied costs are: boat **transportation**, sails and other parts **inspection and renewal**, personal equipment - life vests, clothing, etc.; coaching rib, race buoys, etc.

Depending on the level of involvement, the anticipated expenses are given in the following table:

Level of involvement	Initial sponsorship EUR	Annual membership EUR	Event participation EUR
IT League Founding Company: <ul style="list-style-type: none">- Boat ownership- Team-building events- Training of 3 dedicated teams- Employees discounted access- International events' wildcard- No maintenance obligations- Free event's participation- Free pre-event clinics participation- Free gear and equipment use	14,500	8,500	-
IT League Member Company: <ul style="list-style-type: none">- Training of 2 dedicated teams- Employees discounted access- No maintenance obligations- Free event's participation- Free pre-event clinics participation- Free gear and equipment use	-	9,700	-
IT League Event Participant (per team): <ul style="list-style-type: none">- Event's participation fees- Pre-event sailing clinic fee- Free gear and equipment use	-	-	550

Our Partners

We are in touch with **numerous experienced professionals** in the sport, whom we intend to involve at different stages and aspects of the initiative:

- **Edward Russo (France)** - a former SB20 class chairman, currently president of International Sailing League.
- **Thomas Bässgen (Germany)** - Communications Manager in ISLA (International Sealing League Association).
- **Petra Kliba (Croatia)** - a sailing umpire, coach and active sailor - participant in two Olympic campaigns.
- **Stavros Kouris (Greece)** - an international sailing judge, active sailor and sailing clinics organizer.
- **Luigi Bertini (Italy)** - long time international sailing judge, sailing clinics organizer and coach.
- **Pax Quiñonero (Spain)** - international sailing judge and sailing clinics coach.
- **Yavor Kolev (Ultramarine, Bulgaria)** - sailing coach and active sailor - former coach of the Bulgarian national sailing team.
- **Stefan Hristov (Siroko Wind Club - Lemnos Island, Greece)** - more than 10 years of experience in surf training.
- **Dimitris Sofitsis (Aegeas Yachting - Kavala, Greece)** - many years of experience with bareboat chartering and actively organizing sailing events for the last 5 years.
- **Denica Pavlova (Yachting Info, Bulgaria)** - main copywriter in a leading sailing media in Bulgaria.

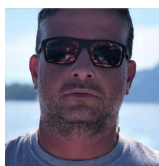
The Authors



Ivan Gueorguiev - IT consultant & developer, active sailor since 2000. Participation in international regattas, reaching 86th position in the international Match Racing ranking.



Yana Veleva - financial consultant, business analyst and copywriter. Dedicated to sailing since 2018, including boat reconstructions and maintenance.



Yassen Kachinski - IT entrepreneur. Actively Involved in sailing since 2014, with many participations in national and international sailing events.



Examples of media exposure

