



SAIL GP

17-18 July 2021

The Great Britain Sail Grand Prix is coming to Plymouth

Five ways your business can engage!

SailGP is sailing redefined. Not only for the sailing enthusiast - but for anyone that wants to be part of a truly thrilling, adrenalin packed, annual global sports championship. It will culminate with a \$1 million winner-takes-all match race in the final in San Francisco in March 2022.

However, major events such as SailGP bring more to a city than fan excitement. In addition to the thrills of the on-sea action, SailGP will funnel millions of pounds into the local economy - whilst attracting global attention and supplying the cobbles with a boost to tourism.

Far from being incidental, the location of a major event such as SailGP can be instrumental to the value it can unlock for local businesses, both big and small. From shops to professional services, manufacturers to cultural settings, pubs and restaurants to hotels, leisure offers to taxi drivers.

Not only do they all reflect the personality of Plymouth, together they create a lens that showcases our hidden gems and Plymouth's riches, and they can also receive tangible business benefits from such events.

We want to make sure that this is not only a valuable event for those that visit Plymouth, but for all of us in Plymouth too. Making sure there is 'wind in your businesses sails' before, during and long after SailGP hits the sound.

Involvement and engagement are key to the success of your business benefiting from SailGP's two-day event, and with that in mind, here are the first in many ways that your business can unlock value from this thrilling close to shore yacht racing event.



First Five - join in!

Here is an exciting list of things that will put you right in the centre of the action. This First Five is covered in more depth on the following pages.

01

Save The Date 17-18 July 2021

A fantastic weekend in the Plymouth events calendar.

02

Social Media

Businesses can engage, benefit and connect from the reach of SailGP.

03

Share your events

If you have events that you would like to share with a wider audience, you can do so for FREE on the Invest Plymouth events page.

04

Download the App

The SailGP App is your inside track to the world's fastest on-water racing. Every wave, turn and manoeuvre – blow by blow, at your control. For your ultimate race companion download the SailGP App today from the Apple App Store or from the Google Play Store.

05

Share stories

Telling your story about your business or sector is a powerful engagement tool, motivator and multiplier, engaging with the people is vital for talent retention and celebrating your successes.



First Five in depth

01

Save The Date

17th – 18th July 2021

This will be a peak weekend in the Plymouth events calendar.

Naturally the many fans, onlookers, journalists and friends & family will need places to stay, eat and visit during their time in Plymouth.

Plymouth is well-equipped to entertain the throngs of people who will travel before and after it takes place. Making sure your business has these dates in your diary will ensure you are well prepared!

02

Social Media

Social media for SailGP is really ramping up now, and with just a few months to go, this is such a good, free and easy way for your business to engage and benefit from the connection and reach of SailGP.

Ensure your social channels are following:

@SailGP @WhatsOnPlymouth @InvestPlymouth @VisitPlymouth

and use the hashtag #PlymouthSailGP to join the conversations and promote your business.



03

Share your events

If you have events that you would like to share with a wider audience, you can do so for FREE on the Invest Plymouth events page.

We are expecting greater reach and engagement on the Invest Plymouth website, due to the global interest that SailGP unlocks. With a new world of digital events and platforms why not make the most of local, regional, national AND global audiences.

Whether it's a specific SailGP inspired event or an event you are hosting in the lead up to it, you can enter the details directly onto the Invest Plymouth website, completely free of charge, by completing and submitting a simple form - <https://www.visitplymouth.co.uk/invest/events/submit-event>

04

Download the App

The SailGP App is your inside track to the world's fastest on-water racing. Every wave, turn and manoeuvre – blow by blow, at your control. Fully configurable - pull the data and stats you want, and watch SailGP your way, it's your ultimate race companion. Download the SailGP App today from the Apple App Store or from the Google Play Store.

Share stories

Story-telling about your business or sector is a powerful engagement tool, motivator and multiplier; but sometimes having your business or sector stand out from a crowded space and become a household name can be a challenge. Even if your business primarily functions as a business-to-business operation, engaging with the people in your city is vital for talent retention and celebrating your business and sectors successes.

Readers connect deeply to stories that relate to senses; stories that they can engage with and make sense of; even when it's not familiar to them.

We have created a 'Great Britain Sail Grand Prix in Plymouth' platform via Invest Plymouth that will allow you to share press releases and stories with new audiences. Linking to three SailGP themes: Global, Inspire and Sustainability.

Is your business connected globally with partners or customers? Are you working with educational providers or offering apprenticeships to engage and recruit new, young talent? Are working on your sustainability plans and doing inspiring things around clean and green growth; if the answer is yes, we would love to share your story.

Email: invest@plymouth.gov.uk with your story or press release, with the header: Global, Inspire or Sustainable Stories and we will link your business with the SailGP audiences.





Other opportunities

There are lots of other ways that your business can support and unlock value from SailGP.

If you would like to talk about:

- Supplying your product or service to the crew, VIP's, media centre, sponsors, participants, spectators
- Sell your products or services in the Event Village
- Be part of the Stem Event
- Engage with the Inspire Programmes
- Aligning your brand with SailGP and Visit Plymouth through sponsorship opportunities with tangible business benefits
- Advertising at the event, online or in associated publications and marketing assets
- Network with regional, national and international investors as well as key stakeholders
- Have your business cited on the SailGP Press Pack

For any of these opportunities and more, do get in touch directly with Conrad Humphries at conrad.humphreys@sportenvironment.com to discuss how you can be involved in this incredible event for Plymouth in 2021.