



AN OCEAN OF OPPORTUNITY





Sailing is a growing market in the business of sports sponsorship. As a title sponsor of international ocean racing, we at Hugo Boss have a skipper with whom we are able to achieve fantastic global press coverage, both print and broadcast.

*- Til Pohlmann
Head of Sport Sponsorship,
Hugo Boss AG*



PARTNERSHIP.

RYAN BREYMAIER is America's most talented short-handed ocean sailor and has broken 4 World Speed Sailing Records.

Our partnership is a great opportunity:

- To attract over 8M sailing fans around the world, as part of a 4-year cycle of international sailing events.
- For significant international PR value outside sporting press.
- For a unique and highly engaging platform for VIP hospitality.
- To have a brand ambassador with an incredible story of human endeavor and adventure.

MISSION.

An exciting and fruitful marketing opportunity, the values and challenges of ocean racing mirror those of today's business world.

My commitment is to provide a versatile communication platform and assure my sponsor significant return on their investment and objectives.

To share the adventurous spirit of the sport by competing in the world's most extreme ocean races.

To represent my country as the sole American in the discipline and bring the sport ocean of racing to the eyes and hearts of the public worldwide.





ACCOMPLISHMENTS.

Born and raised in Maryland, Ryan studied and sailed at St. Mary's College where he developed his passion for competitive yacht racing. Determined to succeed, he pursued his professional sailing career first on a number of American programs before relocating to France to immerse himself in offshore racing. He quickly started to work and compete on the coveted IMOCA circuit and skippered/raced on many accomplished campaigns.

- 2015: 3-times Guinness World Record/World Speed Sailing Record holder as Skipper of VPLP maxi trimaran 'Lending Club' 3 | Shortlist for Rolex Yachtsman of the Year Award.
- 2014: 1st Place IMOCA New York to Barcelona double-handed transatlantic race on 'Hugo Boss'.
- 2013: 1st Place Multihull division and first to finish Transpac on Orma 72 'Lending Club' | World speed sailing record holder, 'The Golden Route' New York to San Francisco in 47 days onboard VOR70 'Maserati'.
- 2012: 4th place Krys Ocean Race (New York - Brest, France) on MOD70 'Musandam' | 2nd place Transat Quebec - St Malo on Class 40 'Mare' | 1st Place USA Atlantic Cup offshore race on Class 40 'Mare'
- 2011: Ranked 6th in the 2011 IMOCA World Championship, first ever ranked American.
- 2010: 5th Place Barcelona World Race: non-stop double-handed circumnavigation. 1st prize for video and photo communication during the race.





Ocean Masters World Championship

- 20+** Active teams makes IMOCA the strongest ocean racing class in the world
- 2** Events per year with one around the world race to finish each cycle
- NEW** Events to attract new fans and new international commercial sponsors



Vendée Globe

- 816** TV hours
- 4,309** Accredited media attendance
- 52,647** Print articles
- 210M** Official website views
- \$1.4B** Media value
- 97K** Facebook fans with 83% interaction during race

ONSHORE ACTIVITIES.

Share the excitement of race day with VIP access for guests at events.

Passes for tours of the boat at the dock.

Exclusive meetings with the skipper.

Spectator boats on the water to follow the race start.





A PLATFORM FOR SUCCESS.



**MORE THAN JUST A
HOSPITALITY PLATFORM.**

Offer a once in a lifetime opportunity to experience life aboard one of the world's most technologically advanced racing yachts.

Share the compelling stories of human endurance and endeavor, go sailing with a world-class skipper.

TRULY INTERNATIONAL.



Breymaier Sailing offers a sponsorship platform that drives international coverage in sports and lifestyle press. It truly is like no other.

- Combining the IMOCA Ocean Masters World Championship and promotional sailing ensures presence around the globe.
- With 75% of the world's major cities situated by the ocean, our partnership is the perfect opportunity to target those markets.
- Short-handed racing generates incredible stories appealing to both sports and international lifestyle press.
- Ryan's story makes him an ideal international brand ambassador and the boat is a unique backdrop for lifestyle photography.

POWERFUL CONTENT.

Create captivating and
inspirational stories

Onboard technology allows
fans worldwide to follow the
adventure.

Engagement with the skipper
at sea through live video links
and social media.

Virtual racing games against
the skippers in real time.





ADVENTURE. INSPIRATION. TELL YOUR STORY.



Redefine streaming content. Deliver your brand message and capture an audience drawn on the human endeavor of ocean racing.

- 3.29 million sailing fans/market/followers in United States and growing across all demographics. Over 6 million globally when including France, the UK, and the rest of Europe.
- Volvo, Puma, Oracle, Hugo Boss, Safran, Banque Populaire, Neutrogena, Mercedes, BMW, Emirates Airline, Maserati, Land Rover, are just a few of the brands who've had success in associating and campaigning with offshore sailing racing circuits.
- 5 million event attendees to IMOCA race villages for the start/finish, engaging with teams and brands. Breymaier Sailing also delivers potential for additional IMOCA events in the United States.
- IMOCA offshore series delivers over \$1B in media value and coverage
- IMOCA Ocean Masters Series: 800+ TV hours. 50,000+ written articles. Massive digital footprint.



Partner with a winning American in a sport that is simple to understand and attracts the attention of a wide consumer base outside of the sailing community.

Get the compelling parallel stories with a real-time connection to a world-class skipper.

Creative opportunities at every corner.

First hand adventure storytelling of the adversity faced when circling the Earth.

Offshore sailing provides the perfect platform to develop a unique brand story that can be manipulated to achieve varying objectives from internal communications to consumer engagement to B2B hospitality.

AN OCEAN OF POSSIBILITIES.



BREYMAIER
SAILING 



SET SAIL WITH US.

-
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The wind, the caprice of the sea, the temperature, are not the only forces to contend with. You also have the solitude and the bare bones essence of the setting - but Ryan is positively unruffled by any of this. He looks forward to the wind and the sun, the challenge, and the experience.

- Peter Crosby, *Prelude to an Odyssey*