

BUSINESS MARKETING TOOLKIT
ITM NEW ZEALAND SAIL GRAND PRIX | AUCKLAND



ITM NEW ZEALAND SAIL GRAND PRIX AUCKLAND

SAIL GP



POWERED BY NATURE.™

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HOW TO USE THIS TOOLKIT



HOW TO USE THIS TOOLKIT

The City of Sails is set for its long-awaited SailGP debut, promising high-octane racing action in front of some of the world's most passionate fans.

Over 20,000 racing enthusiasts are expected to witness twelve F50 catamarans reaching speeds of over 100 km/h on the Waitematā Harbour, across the race weekend of 18-19 January 2025. This presents a compelling opportunity for local business to leverage the excitement of the event and attract fans to their premises.

This toolkit equips you with everything you need to enhance your venue's visibility and engage with SailGP fans throughout race weekend. From promotional tools to creative event activation ideas, you'll find valuable resources to help drive foot traffic and increase sales.



WHAT IS SAILGP





THIS IS **SAIL GP**

**THE FASTEST
SPORT ON WATER**



**CLICK TO
PLAY VIDEO**

THE CHAMPIONSHIP

HOW IT WORKS



NATION VS. NATION

12 national teams, with the world's best sailors and fiercest rivalries, competing at 14 iconic locations around the globe.



RACE ACTION SHORT & FAST

Short, 15-minute inshore races are engineered to captivate a wide audience with thrilling, fast-paced action, all within a 90-minute broadcast window.



FLEET RACES FIVE + FINAL

Each event unfolds over a weekend with five fleet races featuring all 12 teams. The top three teams over the race weekend battle it out in a winner-takes-all final race.



LARGEST PRIZE MONEY IN SPORT

The season culminates in the SailGP Grand Final in Abu Dhabi, featuring a winner-takes-all race that crowns the SailGP Champion.

KEY MESSAGING

OFFICIAL EVENT NAME: ITM New Zealand Sail Grand Prix | Auckland

sailgp.com/auckland

- SailGP is the best of high-speed, high-tech racing – but on water.
- SailGP is where sport meets spectacle. It's close-to-shore stadium racing, with world-class, waterside event experiences.
- 12 national teams battle it out in identical 50-foot foiling catamarans, racing faster than the wind at speeds over 100 km/h (60mph), powered by nature.
- The best athletes in the sport – male and female – compete, with national pride, personal glory, and a total prize pool of US\$7 million all on the line.
- Racing for a better sport and better planet, SailGP's Impact League is pioneering change in sport and entertainment - the first league in the world where teams compete for their social and environmental impact.

AUCKLAND-SPECIFIC

- SailGP makes its hotly anticipated debut in Auckland - New Zealand's unofficial 'home of sailing' - on January 18-19, 2025.
- Approximately 10,000 fans per day will witness the racing on Waitematā Harbour, including a wall of noise beaming from the purpose-built 8000-person grandstand on Wynyard Point - SailGP's official Race Stadium.
- The ITM New Zealand Sail Grand Prix | Auckland will boast a number of 'world firsts', with 12 F50 catamarans set to race - the largest fleet in SailGP history - as well as the introduction of the new 'game-changing' T-Foils into competition for the first time.
- Limited tickets remain - buy now at sailgp.com/auckland before it's too late.

EVENT DETAILS



TIMINGS

RACE DAY 1 | SATURDAY 18 JANUARY

SailGP Race Stadium | Wynyard Point
Race Times | 1600–1730

RACE DAY 2 | SUNDAY 18 JANUARY

SailGP Race Stadium | Wynyard Point
Race Times | 1600–1730

Ticket holders are encouraged to travel via public transport with bus and train travel included in all ticket categories.



SAIL GP™

BAYSWATER



ITM NEW ZEALAND SAIL GRAND PRIX

AUCKLAND

JAN 18/19, 2025

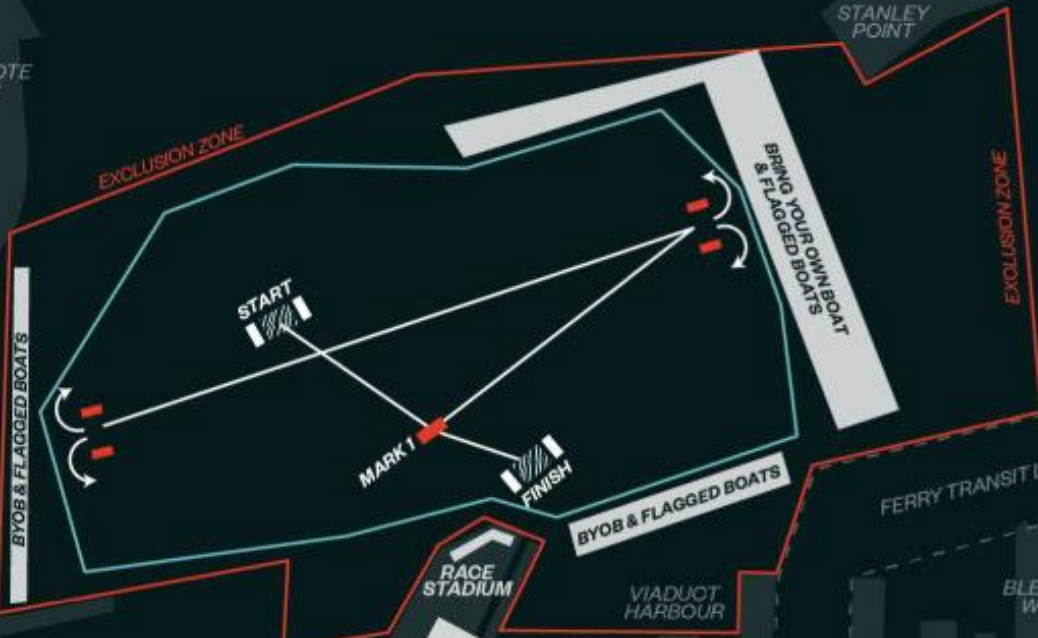
NORTHCOOTE
POINT

STANLEY
POINT

EXCLUSION ZONE

EXCLUSION ZONE

AUCKLAND
HARBOUR
BRIDGE



WESTHAVEN
MARINA

RACE
STADIUM

TECH
SITE

WYNARD
QUARTER

VIADUCT
HARBOUR

FERRY TRANSIT LANE

BLEDISLOE
WHARF

PORT OF
AUCKLAND

INDICATIVE MAP ONLY.
ACTUAL RACE AREA WILL BE DISCLOSED ON RACE DAYS.

TICKETED FAN EXPERIENCES

WATERFRONT GRANDSTAND

Elevated grandstand seating in the Race Stadium, just metres from the shoreline. Fans are close enough to feel the sea breeze as the high-tech, high-speed F50s battle it out right before their eyes.

WATERFRONT PREMIUM

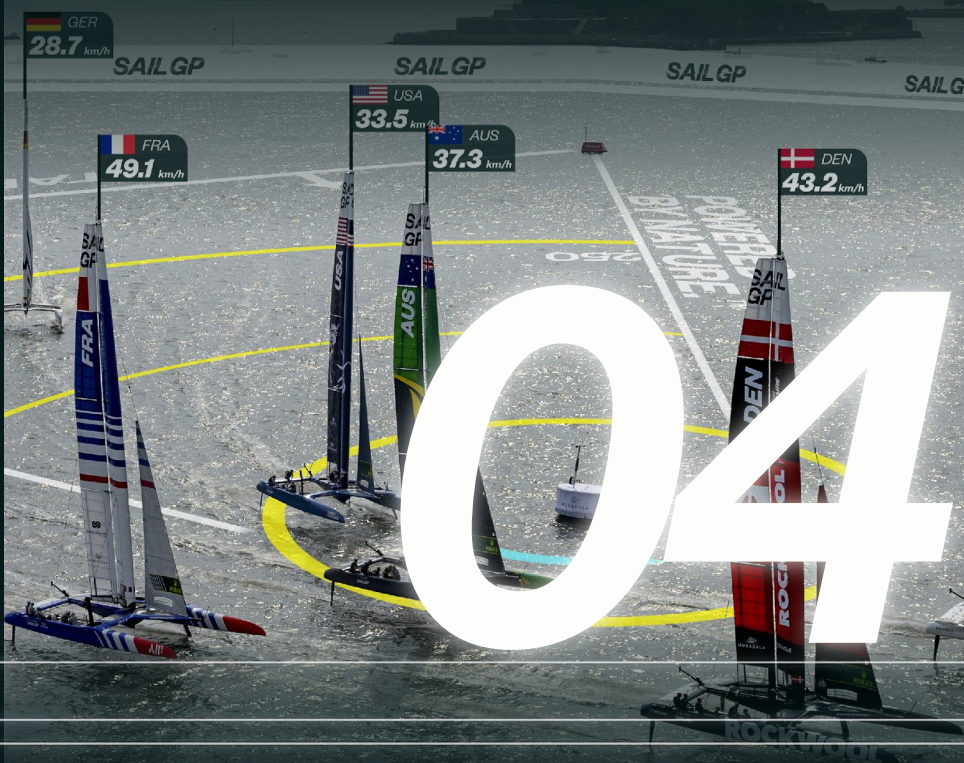
Exclusive waterfront seating with a dedicated bar, enhancing an already unforgettable experience. Feel the adrenaline as the high-speed F50's fly by, bringing fans closer than ever to the action.

BRING YOUR OWN BOAT

Recreational boat owners can purchase a flag to secure a prime viewing spot inside the public exclusion zone, guaranteeing the best vantage point to witness the thrilling F50 action.



MARKETING GUIDELINES



HOW TO INCLUDE SAILGP IN YOUR MARKETING

Tap into the excitement of the ITM New Zealand Sail Grand Prix | Auckland. Take advantage of these ready-to-use assets and align your promotions to the most exciting racing on water.

DOWNLOAD OFFICIAL SAILGP //

[BRAND GUIDELINES](#)

[BEST OF IMAGERY](#)

Important: Any marketing materials that reference SailGP or use its logo or images must be approved by SailGP before publication or printing. This applies to all marketing emails, social media posts, website content, printed materials (brochures, flyers, posters) and any other assets related to the event.

For approvals, please contact Head of Marketing and Communications APAC, Taryn Kirby (tkirby@sailgp.com)

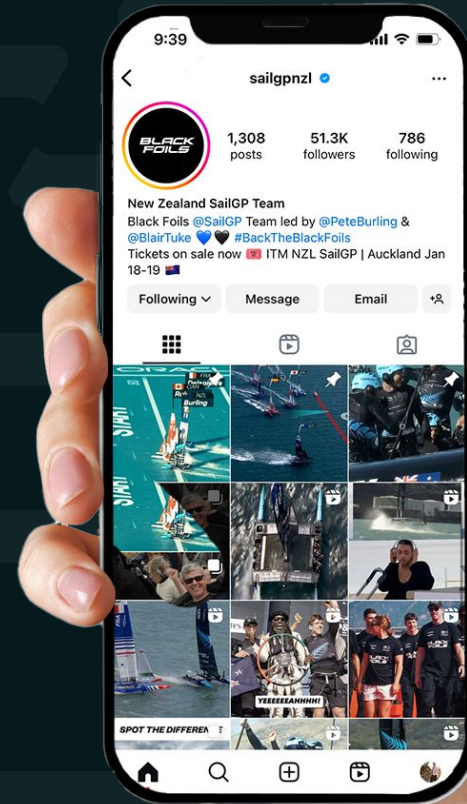
USEFUL LINKS

FACEBOOK [@SAILGPNZL](#)

INSTAGRAM [@SAILGPNZL](#)

TIKTOK [@SAILGPNZL](#)

[EVENT WEBSITE](#) | [TICKET WEBSITE](#)



WHAT YOU CAN AND CAN'T DO

We encourage you to notify your clientele about the ITM New Zealand Sail Grand Prix | Auckland, happening 18-19 January 2025. Share your plans to drive footfall to your venue during the race weekend describe Wynyard Quarter and Waitematā Harbour as the heart of the action.

DO'S

- Use approved SailGP imagery that adhere with SailGP brand guidelines.
- Create promotions that tie into the event (e.g. ticket-holder discounts and watch parties)
- Refer to the event as the ITM New Zealand Sail Grand Prix | Auckland – please always use the vertical bar symbol as shown. If you reference SailGP, please note there is no space between SAIL and GP.

DON'TS

- Do not create merchandise with SailGP logos unless pre-approved.
- Avoid implying official sponsorship or partnership with SailGP unless you are an official partner.
- Do not resell any SailGP tickets or create promotional activity that gives away tickets.
- Do not activate and/or promote any other activity relating to SailGP without prior approval from SailGP.

BROADCAST AND VIEWING



HOW TO WATCH THE LIVE BROADCAST

Encourage visitors who can't attend the event live to watch the action from your venue! SailGP is broadcast live and free-to-air in New Zealand on Freeview Channel Three and ThreeNow.

RACE TIMES

Saturday 18 January 4–5.30pm
Sunday 19 January 4–5.30pm



HOST A SAILGP WATCH PARTY

01. SET THE SCENE

Create a SailGP aesthetic to immerse the guests in the action:

- Decorate your venue with SailGP posters and team flags.
- Set up areas so that guests can “adopt-a-team” on arrival.
- Encourage staff to wear colours of the team you are backing.
- Set up screens to ensure guests can see and hear the live broadcast.

02. PROMOTE THE EVENT

Let your customers know about your watch party:

- Share details across your social media channels, newsletters and website.
- Use SailGP branding (approval required).
- Offer special deals to those dressed in team colours.

03. CREATE SPECIAL MENU ITEMS

- Offer SailGP-inspired dishes like “Foiling Fries” or cocktails “High-Speed Breeze”.

04. DRIVE ENGAGEMENT

- Run a SailGP quiz during breaks in the races.
- Set up a backdrop for instagrammable moments.
- Display venue hashtags and social media handles.
- Engage with SailGP’s social media accounts by tagging @sailgpnzl



PROMOTIONS ON PREMISE



PROMOTIONS

ON-PREMISE IDEAS

01. EXCLUSIVE OFFERS FOR TICKET HOLDERS

- Provide discounts or special deals for ticket holders.

02. POST RACE DINING

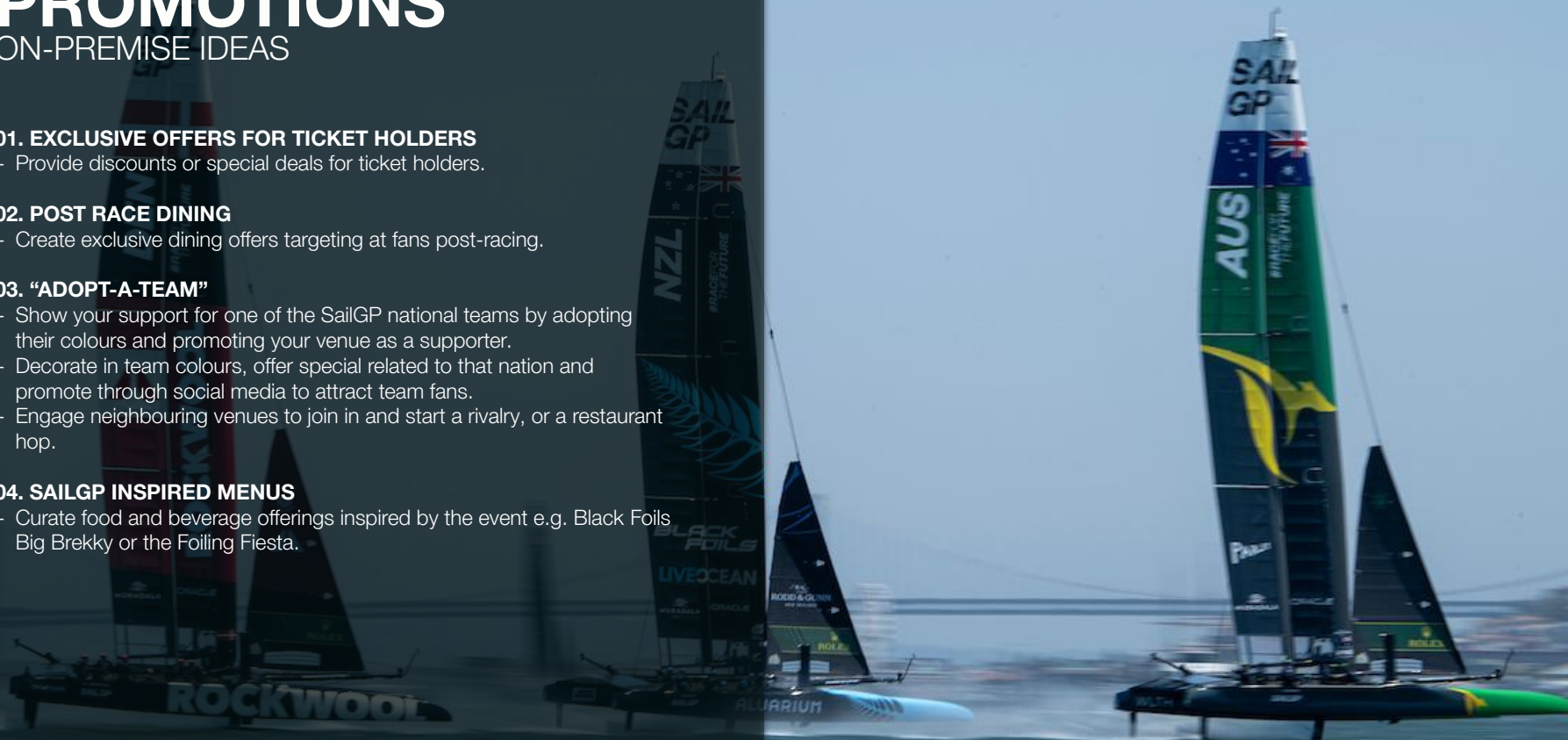
- Create exclusive dining offers targeting at fans post-racing.

03. "ADOPT-A-TEAM"

- Show your support for one of the SailGP national teams by adopting their colours and promoting your venue as a supporter.
- Decorate in team colours, offer special related to that nation and promote through social media to attract team fans.
- Engage neighbouring venues to join in and start a rivalry, or a restaurant hop.

04. SAILGP INSPIRED MENUS

- Curate food and beverage offerings inspired by the event e.g. Black Foils Big Brekky or the Foiling Fiesta.



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