

Discover the Leisure Side of Sailing

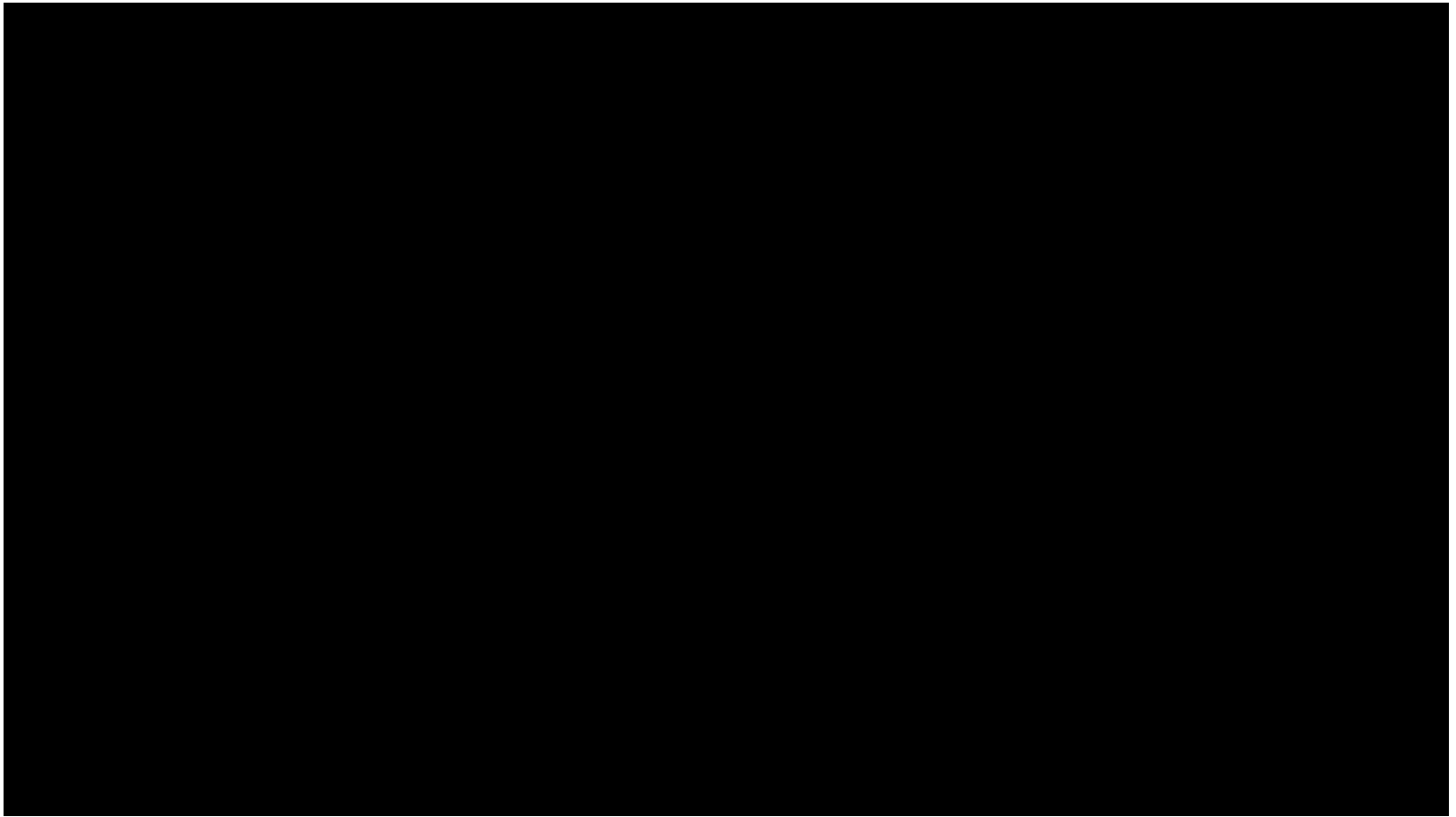
Utilizing the Charter Industry to Gain Members, Earn
Revenue, and Provide Incentives



But first... an update

- This past fall we experienced one of the worst Caribbean hurricane seasons in recent memory
- Destinations across the region were devastated, from St. Martin, to the Virgin Islands, to Puerto Rico and Florida
- Over the past 4 months the sailing community has rallied around the region and the charter and tourism industry, raising millions of dollars through charity
- As of February 1 we are happy to report that all 3 affected destinations for The Moorings and Sunsail are now open for business

Caribbean Comeback











Back to Business

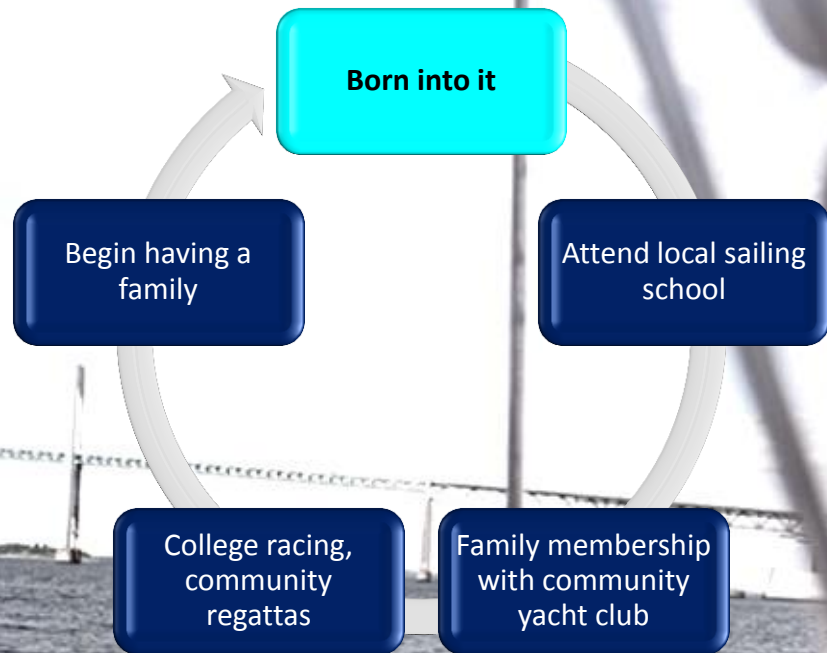
- We are all here today because we are interested in growing the sport of sailing
 - Increase membership, participation, revenue, awareness
- Within the industry, the sport of sailing seems to be focused almost entirely on just that... the *sport*
 - *Olympics, America's Cup, Volvo Ocean Race, college regattas, local regattas, Caribbean Regattas*

We forget that it is also a lifestyle

Beginning a Dialogue

- Charter represents the leisure side of sailing
 - Sailing for sailing's sake – no finish lines, no prizes
 - This is something you can do forever
 - Can be a strong incentive to learn to sail
- The side everyone aspires to and dreams of, but nobody talks about as a possible solution to the problem of - how to grow the sport?

We are here to start that conversation





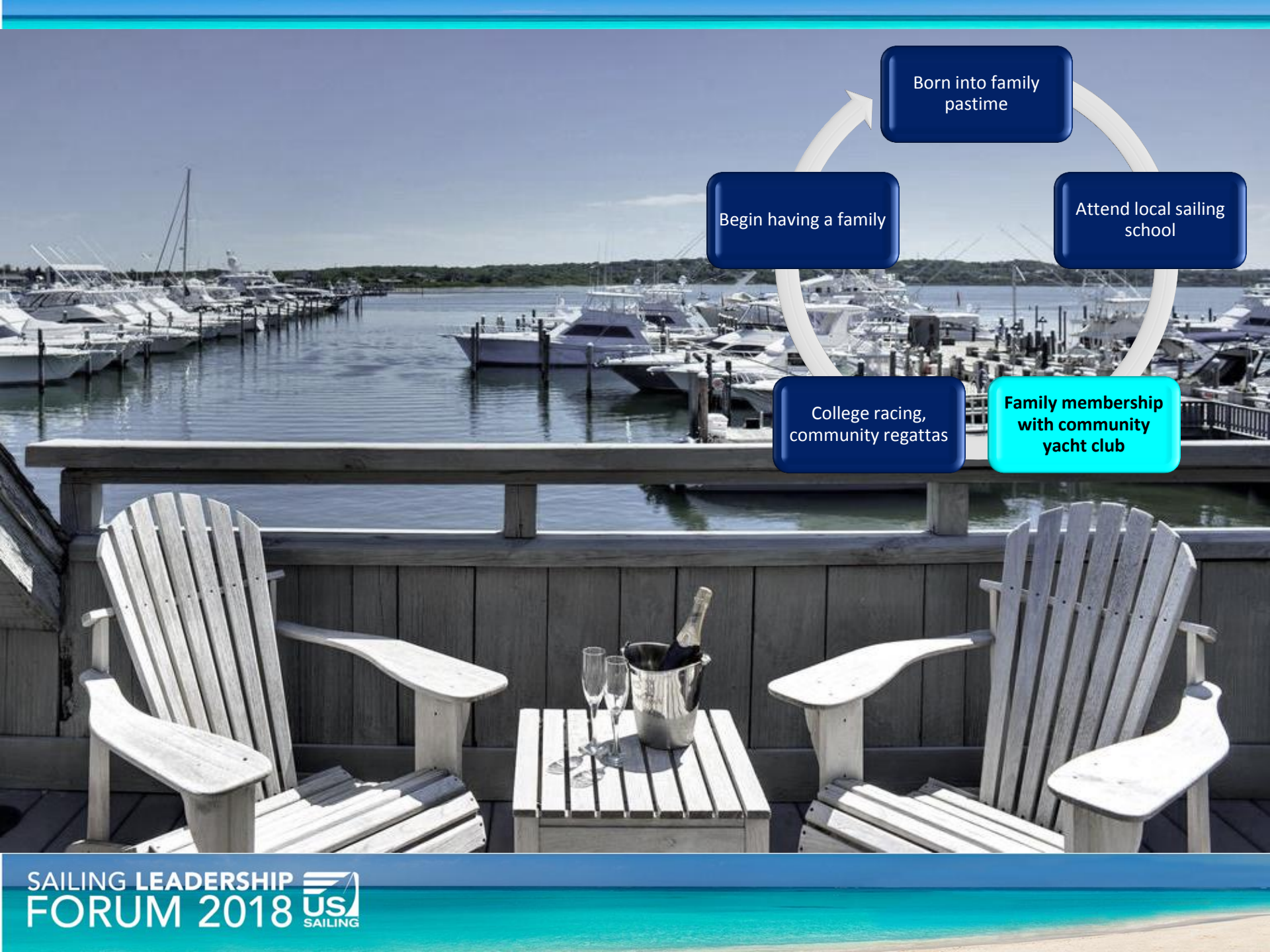
Born into it

Begin having a family

Attend local sailing school

College racing, community regattas

Family membership with community yacht club



Born into family
pastime

Begin having a family

Attend local sailing
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College racing,
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**Family membership
with community
yacht club**



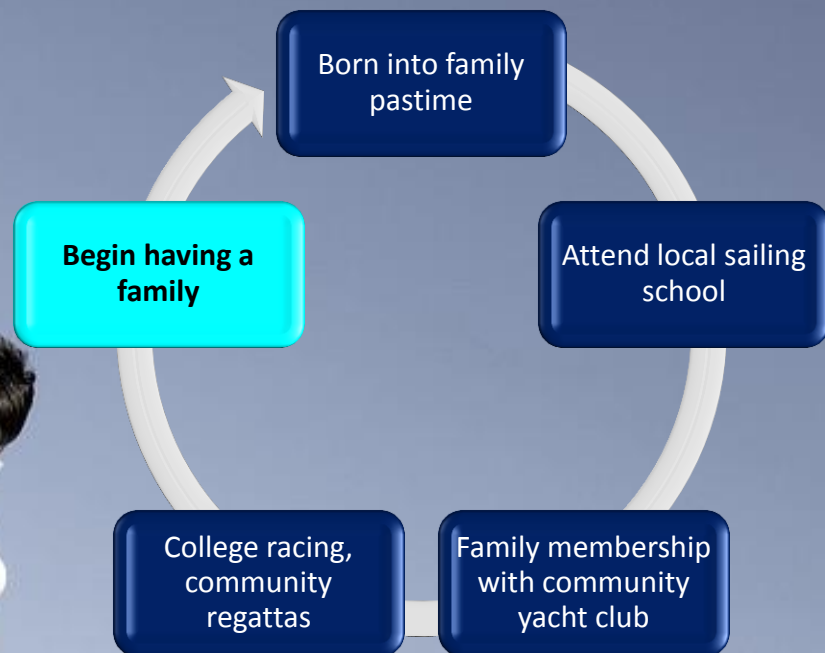
Born into it

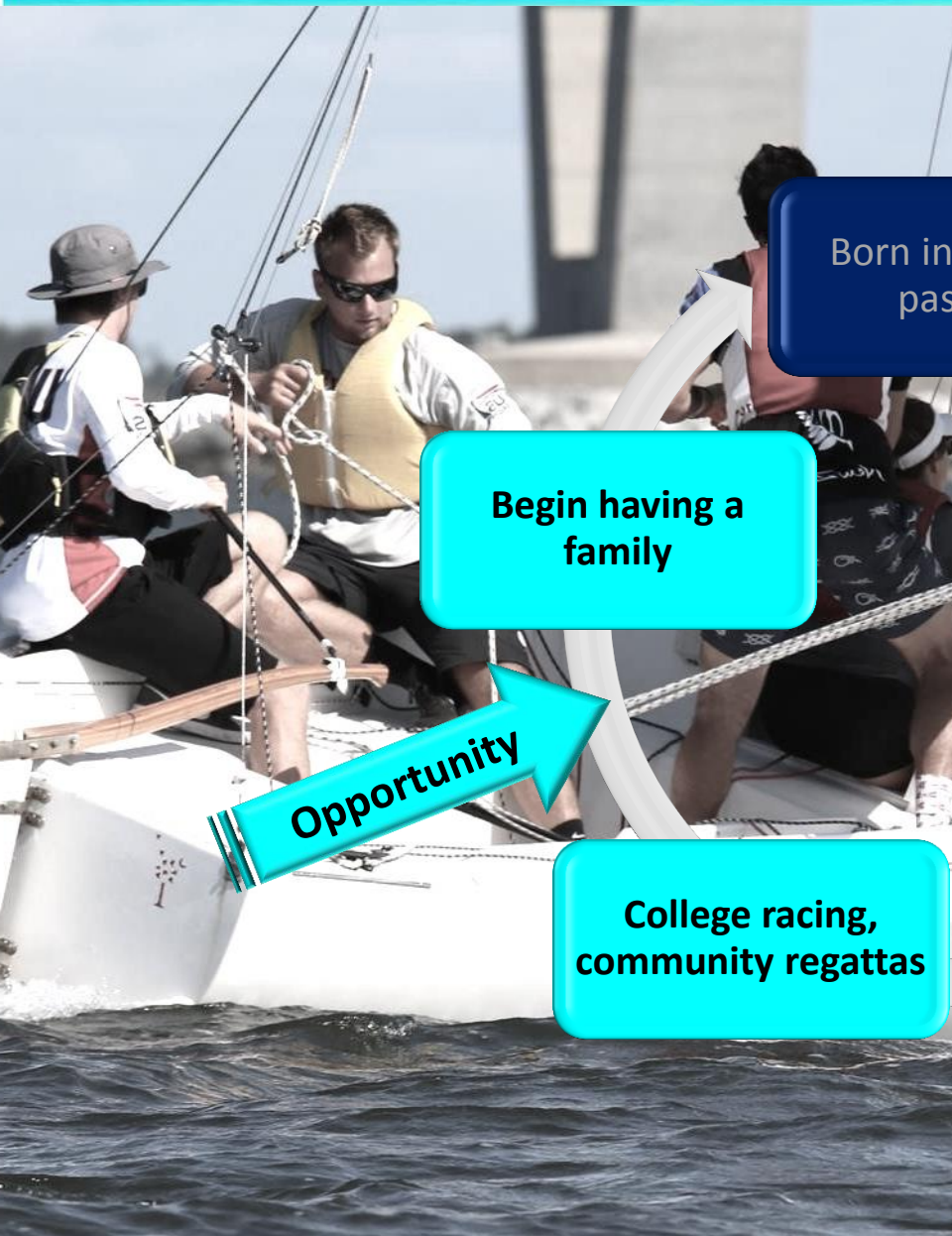
Attend local sailing school

Begin having a family

College racing,
community
regattas

Family membership
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Born into family
pastime

Begin having a
family

Opportunity

College racing,
community regattas



Attend local sailing
school

Family membership
with community
yacht club

What are your goals?

- To encourage participation of sailing amongst our communities nationwide.
- Have a facility that encourages membership growth.
- Create and maintain a level of social activity, for the whole family, that supports the enjoyment of the membership.
- Create and maintain level of competitive sailing that is instructional at all levels.

What are your members' goals?

- When members join your club or enroll in your sailing school, what is the ultimate objective?
 - ✓ Continued involvement in sailing community
 - ✓ A new hobby? Learn something new?
 - ✓ Join a sailing team?
 - ✓ A bucket list item?
 - ✓ Own a sailboat?
 - ✓ Compete in the America's Cup or Volvo Ocean Race?

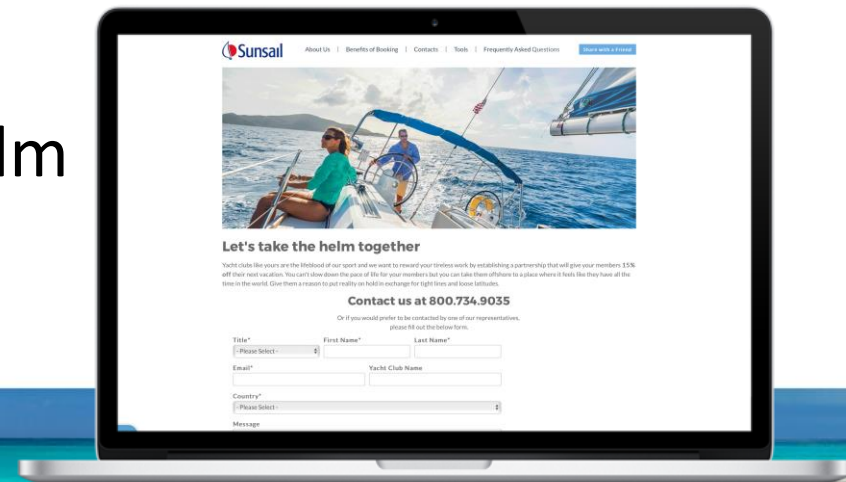


Our Goals

- To set your organization apart from the competition in that you're offering something unique and valuable to membership.

Let's Take the Helm Together

- You are the lifeblood of our sport.
- We want to reward efforts by establishing a partnership that benefits your members.
 - Exclusive savings
 - Customized group bookings
 - Complimentary charter
 - Event sponsorship
- Visit sunsail.com/takethehelm



Exclusive Savings

- Your members yearn for offshore adventure and unlimited cruising freedom.
- Members receive an exclusive **15% off** Sunsail sailing vacations on charters year-round.

Event sponsorship

- We want to be more than your charter company.
- We want to be your preferred partner in supporting the sport and growth of sailing in your community.
- As a partner, we'll invest in regattas, membership drives, educational programs, fundraisers, and private functions.

Complimentary charter

- Your organization has the opportunity to earn a free charter from Sunsail to use at its discretion.
- This would be perfect for a membership drive, a superb auction item, regatta prize, or even an employee incentive.

Customized Group Bookings

- We have an entire department dedicated to organizations like yours.
- Our Group Sales Team creates tailored sailing trips for groups of up to 300 people.
- We can build a customized flotilla, bareboat sailing adventure, or all-inclusive crewed yacht escape tailored to your organization.


















We look forward to working with you!

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Your Opinion Matters

Please open the **Sailing Leadership Forum app** and complete the **session survey** found in the **menu bar** for a chance to win a **free drink ticket!**

Thank you for attending this session