Matchmaking 101:
How to Decide if a Championship is Right for your Club

Sailing Leadership Forum 2020
Introductions

• Linda Ambrose, Harborside Director, Annapolis Yacht Club
  • Lambrose@annopolisyc.org

• Janet Baxter, volunteer, Chicago Yacht Club. Chair of Special Regattas Committee.
  • janetcbaxter@gmail.com
Topics

• Your Online Profile—What are you looking for in an Event?
  • Hosting a US Sailing Championship
• Long Term Relationships - How Far Does your Calendar Go?
• Budgets: Dutch Treat or I’m on my Own?
• Social Media Minute
• Thinking Ahead to Our Future—Getting Left at the Alter!
Your online Profile- what are you looking for?

• ADULT OR JUNIOR – WHAT’S THE DATING POOL?
  • RESPONDING TO RFP (request for proposal)? OR PRO-ACTIVE BID?

• ONE DESIGN CHAMPIONSHIPS – LOCAL/NATIONAL OR WORLDS (CLASS ASSOC.)

• JUNIOR EVENTS (JO’S, OPTI TEAM TRIALS)

• US SAILING CHAMPIONSHIPS
# Hosting a US Sailing Championship
## Three Year Future Championship Planning Calendar

<table>
<thead>
<tr>
<th>Championship</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
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<tbody>
<tr>
<td>U.S. Adult Sailing Championship</td>
<td>9/5 - 8/2019 Beverly Yacht Club Marion, MA</td>
<td>Accepting Bids</td>
<td>Accepting Bids</td>
<td>Accepting Bids</td>
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Won’t you be my Neighbor?

• SOMETIME THERE’S SAFETY IN NUMBERS – BRING A WINGMAN
  • WHO NEEDS TO BE INVOLVED IN THE PROCESS?
  • CLUB APPROVAL? JUNIOR COMMITTEE? SAILING COMMITTEE? RACE COMMITTEE? BOARD OF GOVERNORS?
  • WHO TAKES THE NEXT STEP? STAFF OR VOLUNTEER(S)?

• OTHER CLUB INTERACTION/SUPPORT FOR HOSTING OR VICE-CHAIR

• CHAIR(S) – DO YOU HAVE A CHEERLEADER FOR THE EVENT?
  • EVENT COMMITTEE – HOW MANY COMMITTEE HEADS AND HOW DO YOU CONVINCE THEM TO GO ON A 2ND DATE?
Long Term Relationships- How far out does your calendar go?

• WHAT BOXES DO YOU NEED TO CHECK?
  
  • ARE THERE OTHER REGATTAS IN TOWN THAT WOULD AFFECT CREW?
  • ARE THERE NON-SAILING EVENTS IN TOWN THAT WOULD AFFECT HOUSING?
  • DOES THE CLUB HAVE SOCIAL SPACE AVAILABLE? WHAT DOES THE EVENT/CLASS REQUIRE FOR REGISTRATION/WEIGH-IN/MEASUREMENT?
  • WET OR DRY STORAGE NEEDS – HOW DOES THIS AFFECT YOUR MEMBERS?
  • DOES THAT CLASS ASK YOU TO HOLD MULTIPLE EVENTS/DIFFERENT YEARS?
  • PARKING FOR VISITING YACHTSMEN AND YOUR MEMBERS – FIND THE BALANCE
IT IS TIME FOR THE
SOCIAL MEDIA MINUTE

Please take 60-seconds and post one takeaway, picture or thought from this session on a social media platform of your choice and tag

@USSailing    @(presenter)    #SailingLeadership
Dutch Treat? or Am I on My Own?

• BUDGETS
  • I’M A CHEAP DATE – JUST THE BASICS
  
  • WILL THE CLUB SUBSIDIZE ANY PORTION OF THE EVENT?
  
  • DOES THE CLASS ASSOCIATION (INT’L/NAT’L/LOCAL) INCLUDE FUNDS FOR THIS EVENT?
  
  • SPONSORSHIP – DON’T BE AFRAID....
SHOULD WE SWIPE LEFT.....OR RIGHT?

• BOTTOM LINE – PASS OR PROCEED?
THINKING AHEAD TO OUR FUTURE – WERE YOU LEFT AT THE ALTER?

• THEY’RE JUST NOT THAT INTO US...

• POST-MORTEM – THE GOOD, THE BAD, AND THERE WILL BE UGLIES

• PHOTOS – TAKE LOTS OF THEM
In the End (and Beginning)

- Represent your Club fairly and know what you want
- After the first meeting- Consider the Long Term
- Budgets – Spend or Earn?
- The Future, Other Events
- Swipe Right?
Your Opinion Matters

Please open the Sailing Leadership Forum app and complete the session survey found in the menu bar.

Thank you for attending this session