

Matchmaking 101:

How to Decide if a Championship is Right for your Club

Sailing Leadership Forum 2020



Introductions

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Topics

- Your Online Profile– What are you looking for in an Event?
 - Hosting a US Sailing Championship
- Long Term Relationships - How Far Our 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



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HOSTING A US SAILING CHAMPIONSHIP THREE YEAR FUTURE CHAMPIONSHIP PLANNING CALENDAR

QUICK LINKS

- US Sailing Resource Library
- Join US Sailing Today
- Donate
- SafeSport
- Insurance Solutions by Gowrie Group

[SUBMIT A BID TO HOST A CHAMPIONSHIP](#)

Championship	2019	2020	2021	2022
U.S. Adult Sailing Championship	9/5 - 8/2019 Beverly Yacht Club Marion, MA	Accepting Bids	Accepting Bids	Accepting Bids
U.S. Match Racing Championship	10/3-6/2019 St. Francis Yacht Club	9/25-27/2020 Rochester Yacht Club	10/1-3/2021 Long Beach Yacht Club Long Beach, CA	TBD Oakcliff Sailing



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?



Welcome to Tinder.
Please follow these House Rules.

Be yourself.

Make sure your photos, age, and bio are true to who you are.

Play it cool.

Respect others and treat them as you would like to be treated.

Stay safe.

Don't be too quick to give out personal information. **Date Safely**

Be proactive.

Always report bad behavior.

GOT IT

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

