

SailPro

A THREE-YEAR CLUB PARTNERSHIP

Back the club. Build your brand.

A practical sponsorship proposal for companies that want to support sailing and reach the people taking part.



STAGE 1

**Three years of
club software**

STAGE 2

**25 trackers for
racing & training**

Potential deal • Illustrative budgets • October 2026

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THE PROPOSITION

One sponsor. Three seasons.

A company funds the club's digital sailing programme in exchange for agreed branding, campaign access and measurable engagement.

What the company makes possible

The club receives a funded software package, launch support and the option to add a shared fleet of 25 trackers in the second year.

The proposed deal

Company provides	Club and programme provide
Funds the agreed three-year package; approves brand assets and offers.	A named digital partner role and agreed club-specific advertising placements.
May fund 25 trackers at a second-stage approval point.	Branded race coverage, training activity and post-race content where technically supported.
Supports one club under a defined category of sponsorship.	A campaign calendar, quarterly reporting and agreed access to club events.

Suggested title: "The club's sailing programme, powered by [Sponsor], delivered through SailPro." Sponsorship rights cover this club and its agreed events; they do not imply advertising rights across the worldwide SailPro user base.

A simple three-year progression

Year 1: configure, train and launch; establish audience baselines.

Year 2: add 25 trackers after a successful pilot; expand race coverage.

Year 3: reuse the fleet, improve participation and renew the partnership on measured results.

CLUB BENEFITS

What the club receives

A proposed club package built around race organisation, tracking and a more connected sailing programme.

Included in the proposed scope	Practical benefit
36-month club software allocation	Three seasons of continuity under an agreed licence and price.
RaceHub and browser-based Race Control	Race creation, race status management, competitor race tokens, race trimming and race-list exports. [1]
Live tracking and race replay access	A way for supporters to follow races and for coaches to review the fleet. [2]
Club setup and volunteer onboarding	Configuration, two launch training sessions and one annual refresher, proposed within the setup allowance.
Sponsor-branded club and event presence	Agreed club landing page, race presentation and campaign links, subject to SailPro approval.
Year-two tracker fleet, if funded	25 units shared across boats and activities; the club controls allocation and storage.

The supplied RaceHub presentation adds a wider club workflow and a public regatta page. Page 4 sets out the proposed functions and their readiness conditions. The supplier quote must identify what the funded licence includes, user limits and any premium member entitlements.

Proposed covered software and launch cost to the club: £0 while sponsor funding is received. The club provides volunteers, suitable computers, internet access and day-to-day administration. Individual premium subscriptions are excluded unless explicitly bundled.

ADDED CLUB VALUE / RACEHUB

Less repeat administration

The sponsor helps the club connect its sailing programme, reducing the manual handoffs between entries, crew records, race-day lists and public updates.

Workflow in the supplied presentation	Value to the club
Club and event management	Calendars, regattas, series and boat records in a shared workflow.
Entries, payments and crew	Online registration and payment handling, with crew lists linked to events.
Compliance and documents	Safety documents and certificates, plus notices, amendments and document acknowledgements.
Course setup and race day	Course setup, pursuit races, FleetStart, sign-on and finish records.
Skipper and crew communication	Automatic event email updates and WhatsApp group integration.
Public event and regatta pages	One club-website link for schedules, documents, results, standings and live tracking.

A useful benefit beyond the racing fleet

Boat records, crew coordination and document handling can also support participating non-racing boat owners where the agreed club package permits. Race replays provide material for coaching and sponsor-supported training sessions.

Delivery status and licence scope

The deck describes the intended offering; its notes flag some workflows as testing-only. Confirm availability, payment fees, integrations and migration before agreeing delivery. Smart PHS/native handicapping remains planned in the deck notes, with AMS, IRC and ORC scoring unverified. Protest management is a future release and is excluded from launch commitments.

Year 1 should pilot one series, check document and sign-on workflows, and measure volunteer time saved. Retain existing results tools until the required scoring has been validated. The expanded scope must fit the confirmed licence quote; it does not create a verified cost saving or a new price guarantee.

STAGE 1 / FINANCIAL MODEL

What the company pays

Illustrative three-year budget for one club. These are proposal allowances, not a current SailPro quotation.

Budget line	Basis	Sponsor cost
Club software	US\$2,000/year × 3 years	£4,800
Setup and training	One-time delivery allowance	£800
Brand launch and campaign setup	One-time delivery allowance	£400
TOTAL / THREE YEARS	Software + launch	£6,000

Equivalent to £167 per month

£6,000 spread across 36 months. A sponsor supports a useful club service while building a repeated presence around sailing activity.

Proposed payment schedule	Year 1	Year 2	Year 3
Software + initial setup	£2,800	£1,600	£1,600
Club payment for covered scope	£0	£0	£0

The licence assumption uses the earlier US\$2,000 annual club tier discussed with GDS. All USD amounts use a fixed planning conversion of US\$1 = £0.80; this is not a live exchange rate. Three-year price protection must be agreed with SailPro.

Excluded: VAT/taxes, freight/import charges, any custom development or paid advertising-placement fees, hardware, member upgrades and connectivity. No additional placement charge is assumed; confirm this before signing. Support beyond the quoted scope is separately priced.

STAGE 2 / FLEET OF 25

Dinghy or oceanic racing

Add the fleet at the start of Year 2, following a coverage, battery-life and integration pilot.

25-tracker option	Basic dinghy	Solar / extended use
Earlier indicative price per unit	US\$150 / £120	US\$350 / £280
25 units, purchased once	£3,000	£7,000
Allocation, mounting and training allowance	£800	£800
STAGE 2 ADDITION	£3,800	£7,800
Combined with Stage 1 / 3 years	£9,800	£13,800

Earlier specifications supplied by GDS: basic unit approximately 2 m accuracy and two days per charge; solar unit approximately 0.5 m accuracy with a larger enclosure. These are unverified planning inputs. Confirm exact models, waterproofing, update rate, battery life and SailPro compatibility before purchase.

Oceanic racing: a separate procurement route

Oceanic coverage requires a validated offshore communications solution. Solar power and GPS accuracy alone do not establish offshore live tracking. Select 25 suitable satellite-capable units or another proven offshore feed, then confirm ingestion into SailPro and test the route.

Oceanic sponsor total: £6,000 + (25 × quoted unit price) + £800 deployment + quoted integration + airtime. For budgeting only, a hypothetical £600/unit allowance gives £21,800 before integration and airtime. This is a sensitivity example, not a tracker price or an available SailPro package.

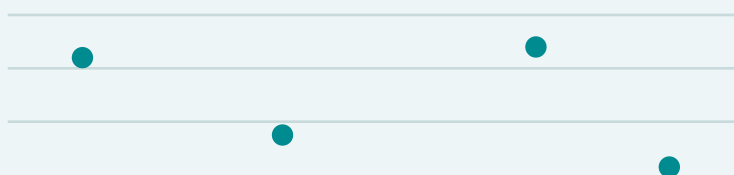
Dinghy SIM/data charges remain a club expense, as in the earlier model. Oceanic airtime must have a separate funded line before launch. Freight, taxes, repairs and replacement units are excluded. Tracking supports race presentation; it does not replace required safety equipment.

SPONSOR VISIBILITY

Advertising where sailing happens

The supplied deck describes sponsor branding and advertising placements in race viewing. Agree the actual inventory, technical delivery and rights for this club before launch.

CONCEPT ONLY / PROPOSED CLUB RACE VIEW

Club Summer Series | Supported by [Sponsor]

[Sponsor]
Member offer
Visit website →

A proposed layout, not a screenshot of a current SailPro feature.

Placement to agree	Sponsor return
Club page and entry journey	Logo, sponsor introduction and a tagged website link.
Live race and replay views	"Supported by" header and unobtrusive linked brand panel.
Results and season summaries	Sponsor credit alongside repeat viewing and shared event coverage.
Optional member offer panel	One relevant offer with a tracked link or redemption code.
Club-owned channels	Launch story, website presence, event signage and 4 agreed posts each year.

Aim for persistent brand recognition without interrupting race tools. No pop-ups or changes to paid ad-free member experiences are assumed. If native placements cannot be supplied, use agreed branding around the club's race web pages; revise the rights and price before commitment.

ADDED SPONSOR VALUE / PUBLIC PAGES

One link for the regatta

The supplied presentation describes a public event page embedded in the yacht club's website, with automatically published race information.

An ongoing reason to return

Skippers, crew and spectators can revisit the same event link for schedules, documents, live fleet tracking, results and series standings. Sponsor presence can accompany those visits.

Event stage	Proposed sponsor use
Before racing	Sponsor credit beside the event schedule and documents; a relevant offer linked from the public page.
During racing	Brand presence around live tracking and the spectator race viewer, within agreed supported placements.
After the finish	Sponsor credit beside results, standings and replay links, keeping the funded contribution visible.
Between events	Share the public link through club communications and agreed sponsor channels; use replay content for training.

A tangible exchange for funding the setup

Offer the company named digital partner status on the regatta page, a linked brand panel and agreed race-view placements for the three-year term. The funded software gives the club a useful service; the sponsor gains recurring visibility in a relevant sailing audience.

A campaign the club can fulfil

Proposed annual delivery: persistent branding on the agreed public pages, four club posts, one sponsor-supported training or briefing session, and quarterly engagement reporting. Agree which events and pages are covered, who updates the assets and how the sponsor may share club content.

Use tagged links and voluntary offer codes. Count views only when sponsor branding is actually displayed; report unique visitors separately. Public access may extend reach beyond members, but no additional audience or sales uplift is assumed. Confirm website embedding and analytics in the supplier scope.

COMMERCIAL RETURN

Make the sponsorship measurable

The strongest case combines a useful club service, repeated brand exposure and an offer that the audience can act on.

Why a company can justify the spend

A relevant sponsor can reach sailors, boat owners, families and visiting crews while demonstrating a visible contribution to their club.

Illustrative audience model

Example: 250 participants × 30 sailing dates × 4 sponsor-visible views = 30,000 exposures/year, or 90,000 over three years. This is not a forecast; repeated views are not unique people.

Cost per 1,000 modelled exposures: £66.67 for Stage 1 or £108.89 with basic trackers. These include programme costs, not just advertising. Trackers do not automatically increase reach.

A sales test the sponsor can use

At £250 gross profit per new customer, £6,000 requires 24 attributable customers; £9,800 requires 40 over three years. Replace this assumption with the sponsor's own margins. Returns are not guaranteed.

Quarterly report	Evidence
Visibility	Placement delivery, view counts where supported and unique visitors where available.
Response	Tagged outbound clicks, offer-code uses and voluntary enquiries.
Business result	Sponsor-confirmed leads, sales and gross profit attributable to the programme.
Club impact	Active participants, tracked races, replay use and volunteer feedback.

PUTTING THE DEAL IN PLACE

A partnership both sides can deliver

Agree the funded scope, the sponsor rights and the launch criteria before any commitment.

Proposed term	How it works
Duration and category	36 months from launch; one named sponsor in an agreed business category, subject to existing club commitments.
Funding and delivery	Company pays the agreed supplier invoices. Club receives the licence rights; SailPro supplies approved software scope; GDS coordinates the proposal and rollout.
Tracker ownership	Proposed transfer of purchased units to the club on paid delivery. Club logs issue/return, charging, losses and maintenance.
Second-stage decision	Approve at month 9-12 after a pilot. Dinghy and oceanic scopes are separately quoted and funded.
Sponsor fulfilment	Attach a placement schedule, campaign calendar and reporting method. Agree remedies for undelivered rights.
End of term	Club retains purchased trackers; software renewal, continued branding and communications charges need a new agreement.

Ready-to-discuss offer: £6,000 for the three-year club programme; £9,800 including 25 basic dinghy trackers; or a separately quoted oceanic fleet. All figures are illustrative and exclude the items identified on pages 5-6.

Let's build the package around your club and your company.

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Sources / planning basis

[1] support.sailpro.app/portal/en/kb/articles/race-control-how-to-use

[2] sailpro.app/post/sailpro-v4-0-audible-laylines-and-smarter-race-replays

Website checks: 1 October 2026. Revised 2 October using supplied SailPro-RaceHub-four-slides-v4(1).pptx, including its readiness notes. Historical TopYacht prices are excluded.

Costs remain planning allowances. Confirm licence scope, sponsor inventory and tracker integration in writing.