



**23. MATCH RACE GERMANY**

**GERMANY**  
MAY/JUNE 27-1



MANAGEMENT SUMMARY 2020

++ Become a partner ++ see page 9 ++

4. NEW MOBILITY CONVENTION







## WELCOME to Match Race Germany

Since 1997 we have been organizing Germany's most valuable and highest certified Match Race on 7 identical raceyachts as a stop to the World Match Racing Tour. There is focus on teamwork, performance and leadership. The only Grade 1 and World Tour event in Germany will take place in Langenargen on Lake Constance, directly at the border to Austria and Switzerland with the impressive snow-capped alpine peaks as a famous backdrop. Easy to reach via the airports Friedrichshafen, Zurich, Munich Lake Constance offers a unique natural arena for the best sailors in the world. Match Race Germany 2020 takes place from May 27th through to June 1st and will be sailed in the biggest monohulls on the World Match Racing Tour. 12 international Teams compete in over 100 individual matches in front of the picturesque Langenargen. Over 25,000 enthusiastic visitors, with high purchasing power come to the D-A-CH (GER-AUT-SUI) region annually to watch authentic top sport and to experience an exciting social program onshore.

At Match Race Germany business meets sport, be it in the Race Village, celebrating and meeting in the VIP Lounge or in the original "Erdinger Urweiße Hütt'n" "directly on the shores of Lake Constance. Numerous journalists and TV stations capture the sailing event worldwide.

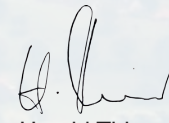
We offer, compared to classic sports sponsoring 250 days of exposure and activation options for your company, your employees and customers. We would be happy to show you where the added value lies for your company.

Put your trust in sailing! We have a 23 year track-record! Let's develop a success-oriented strategy together and implement it.

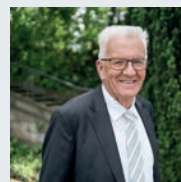
We look forward to working together with you!



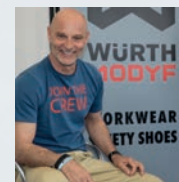
Eberhard Magg



Harald Thierer



Winfried Kretschmann  
Patron  
Prime minister



Simon Licht  
Event ambassador  
International actor



Eberhard Magg / Harald Thierer  
Founder/Eventdirector





## SAILORS DEMOGRAPHICS OVERVIEW

Average age	46	Capital EUR 1+ Million	52%
Age 25-54	78%	Capital EUR 2+ Million	31%
degree	83%	Own house	93%
Academic degree	40%	More than 2 cars	86%
EUR 100.000+ Income	77%		

Source: KWRW Research und US SAILING Survey



Becoming a partner at MRG, no matter of the sponsorship level, you get an extremely powerful and customized business tool, which increases the goals of your company's communication and recognition of your brand.

- *Building a long term relationship with a world class sport event under an attractive budget*
- *Visible brand presence on all marketing materials on shore, water and on yachts, as well as on all social media channels and worldwide TV distribution*
- *Fantastic networking platform and advertising access to sailors, sponsoring partners and over 25,000 visitors with high purchasing power, as well as numerous VIP guests and high calibre contacts*
- *Special product placement in a very interesting target group and unusual and beautiful environment*
- *Extensive coverage of the event through our media partners, journalists, TV and online media*
- *Unique, highly emotional world of images, for the use in your corporate communication*
- *Year-round activation program for management, employees and customers with our sailing events and management trainings, held in our business lounge and on the lake or worldwide on race yachts*
- *Company presentations on site including sales and generation of high quality contacts/business*
- *Customized hospitality program in our VIP lounge, sailing with the stars, hot seat live in the race and many more*



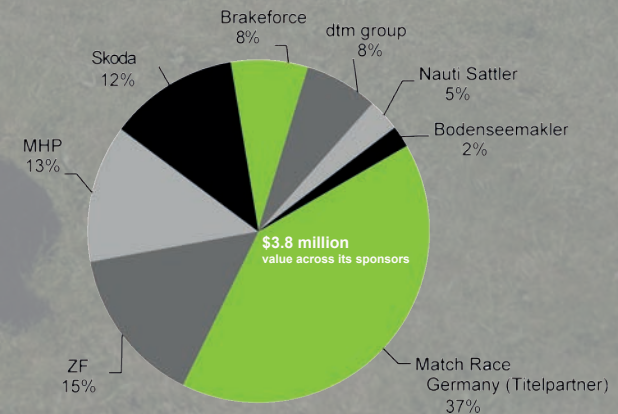


# MEET YOUR CUSTOMER

## OUR SPONSORING PHILOSOPHY

At Match Race Germany, sponsors are partners and part of our Match Race family. They are very important to us and fully integrated into our event and through the year. We help our partners with crossselling, upselling and the implementation of goals. We work hand in hand with you to develop campaigns and programs with over 22 years of experience in sportsmarketing. We understand well what moves you, and get straight to the point - your success is our success. This win-win situation drives and inspires us every day!

Match Race Germany Brands | Q1 Media Value % Share





## EVENTPROMOTION

Is running regionally and nationally on all channels. Worldwide promotion supported by the World Match Racing Tour. Whether adverts, promotional clips, programbooklet or flyer, are distributed to our mediapartners to all households and our guests. Posters are prominently placed in the region by our partner Messe Friedrichshafen. High visibility for our logo, your message and your company.



Backdrop for Prizegiving/Press-conference, flags..more  
Social-Media channels MRG

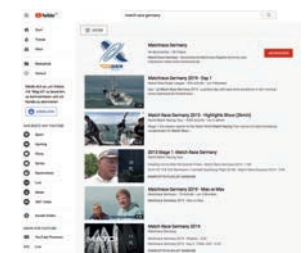
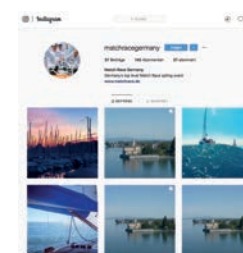
Whristband, posters 1.000 pcs.  
Flyer 16.000 pcs.  
Program 50.000 pcs., website



## EVENTBRANDING

In the natural arena of Langenargen we offer athletes and guests a unique platform. Flags, banners and tied advertising bring your business closer to the targetgroup.

On all socialmedia channels we are present around the clock and deliver news, daily video highlights and interesting information - including yours!





# LET US PREPARE A PROPOSAL THAT FITS YOUR NEEDS



## OUR PACKAGES

### TITLE PARTNER 🚩🚩🚩🚩🚩

- Exclusive naming right to the event
- Exclusive branding of 1 raceyacht and your logo with eventlogo on all bow sections, sail
- Exclusive racemark branding
- Omnipresent appearance on all promotional channels on/offline
- Omnipresent branding on shore
- VIP program "Title" \*
- Hospitality program "Title" \*
- Full-year activation program "Title"

Budget: 250,000 EUR net

### PRESENTING PARTNER 🚩🚩🚩🚩🚩

- Exclusive right to present the event (i.e. MRG presented by:)
- Exclusive branding of 1 raceyacht and "presented by" on all bow sections
- Highly dominant appearance in all promotion channels on/offline
- Highly dominant branding on shore
- VIP program "Presenter" \*
- Hospitality program "Presenter" \*
- Full-year activation program "Presenter" \*

Budget: 150,000 EUR net

### BOAT PARTNER 🚩

- Exclusive branding and naming of 1 raceyacht
- Prominent appearance in all promotion channels on/offline
- Dominant branding on shore
- VIP / Hospitality program "Boat partner" \*
- Full-year activation program "Boat partner" \*

Budget: 60,000 EUR net

### SPONSOR PARTNER 🚩

- Logo branding on boom, cockpit or stern
- Appearance in the most important promotion channels on/offline
- VIP / Hospitality contingent „Sponsor" \*
- Discounted conditions activation program "Sponsor" \*

Budget: from 10,000 EUR \*detailed elaboration with you



## RACE VILLAGE

Our event are is situated in one of the most beautiful waterfront esplanade. The race village attracts around 25,000 visitors every year and about 1,000 invited guests. It also offers attractive sponsorship/sales and exhibition stands on the esplanade offering a unique flair. The duration of a typical stay is usually all day long, and there is plenty of time to experience your product, your brand message or to place your offer.

## VIP MEETING LOUNGE

Right on the lakeshore, with a spectacular view of the Swiss Alps and the regatta, our VIP lounge "Breeze In" is located. Ideal for business meetings and congresses like the „4.New Mobility Convention“, or premieres and product presentations, customer- and employee meetings. On the two final days the Lounge „Breeze In“ is reserved exclusively for you and your guests.

## SPECIAL EVENTS

Plan your event in the event! Our complete infrastructure is at our disposal. Whether press events, premieres, test events, customer events or management meetings. Our experienced team is ready and at your side from beginning to realize your goals.



## HOSPITALITY

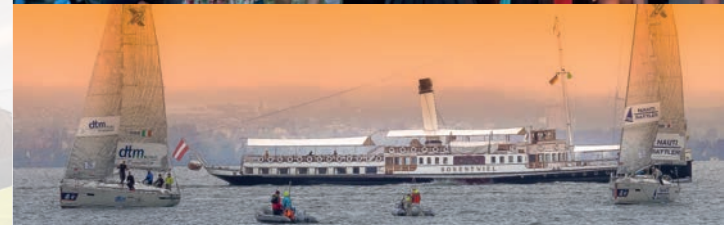
Our packages are family and goal-orientated, open for your personal demand, combined with sailing events, exclusive motoryachts, ProAm (sailing with the stars) or the "hot seat". All with a guarantee for unique moments. „Sports meets Business „ is the networking evening to do business, generate new leads and contacts. Very special charter ships are another option like the "MS Hohentwiel" or the "MY Emily" or a 53 foot custom sailing yacht.

## CULTURAL EVENTS

The party's of Match Race Germany are legendary. At free admittance both, sailingstars, sponsors and guests celebrate the unique atmosphere on 4 evenings in the specially built original wooden massive "Erddinger Urweiß Hütt'n". Live Music, Traditionl German delicacies make the stage for unforgettable hours.

## CHARITY EVENT

Do good, help and talk about it! We have been constantly supporting selected projects to give something in return back to society. In the last years, we have been very successfully working together with the KMSK (children with rare diseases) and the TIOGA Sailing project - sailing for the good purpose. Join in the support of these organizations.





# NEW Mobility Convention

## FUTURE MOBILITY AND FORWARD THINKING

As part of the only "World Sailing Grade 1 and World Match Racing Tour Event", we will be hosting the "4. New Mobility Convention" in our VIP Lounge "Breeze In", directly on the shore of Lake Constance. We welcome top-class personalities, who take us behind the scenes of mobility looking into the crystal bowl. Excluding the public, only for our partners, their guests and invited guests. Last year we even hosted the worldpremiere of „Flynn“, a revolutionary E-scooter. Numerous media, TV stations and celebrities were eager to be there. We also bring in impulses from top-class sports personalities and offer an exciting antipole, which is an active Match Race with you and the sailingstars on Lake Constance to top that day. After that we network together in our "Erdinger Hut" and get to know each other better. Many success stories and sustainable contacts started here ...

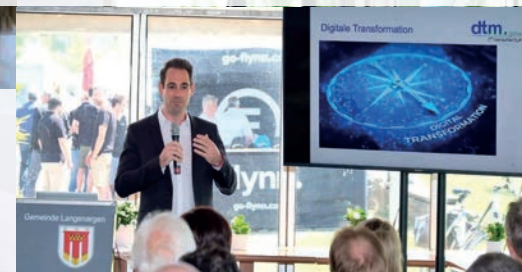
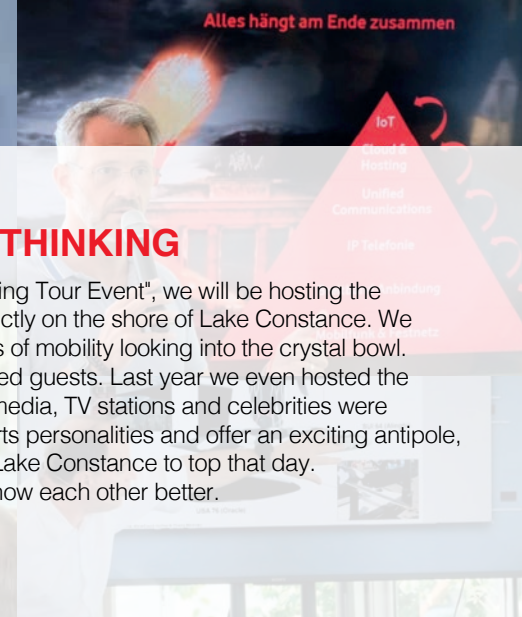
### Extracts from our partners:

MHP - A Porsche Company  
Vodafone  
SAP  
ZF AG  
Skoda Auto  
Brakeforce One - Flynn  
dtm group  
finepower  
Dominik Neidhard, America's Cup winner  
Roland Eitel - media consultant Jogi Löw  
Jes-Gram Hansen - SAP Extreme Sailing Series

### Become partner 4. New Mobility Convention

You bring one keynote speaker and 20 guests for the day, including catering and hospitality and an exciting yacht race.

Extensive branding and exhibition possible.  
Integration in the promotion channels on / offline  
15,000 EUR net





## 2019 Partners

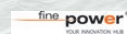
### BOOTS PARTNER



### SPONSOREN



### PARTNER NEW MOBILITY CONVENTION



## MATCH RACE GERMANY GMBH

Match Race Germany GmbH was founded by Eberhard Magg, Admiral's Cup winner, America's Cup campaign founder and multiple German Match Race champion as well as Harald Thierer, marketing expert, working for the Coca-Cola AG, British Airways, and was agency founder. Bernd Buck, shareholder ifm, systemic coach and innovation specialist.

## CONTACT

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[www.matchrace.de](http://www.matchrace.de)

Check out our promotional video



<https://www.youtube.com/watch?v=7GK1eSZSLs&list=PLFWp2rkkVq9GDfzqd6RiahwHoHJeDwx6O>



# TIMESCHEDULE - MASTERPLAN

