

Worlds 2016 – report from Petey Crawford

We are plugging away at all aspects of this event as well as with the Invitational we have set for Miami Yacht Club this November.

Sponsorship/Promotion

We are about to begin a huge promotion campaign for older boats to sign up and come participate in the 2016 Worlds. It is called Pimp My Ride and we will be drawing a random boat number and upgrading just about all aspects of the boat. Sails, Rigging, Parts, Lifelines, as well as team gear for the winners, graphics, free housing and logistics for the event.

We will be filming all aspects of the restoration and producing a bi weekly web show about it to show people that old boats can be competitive still with a little upgrade here and there and be competitive. They have to qualify by pre paying for the 2016 worlds by KWRW this jan, and need to have a 500 series or older boat.



We have been setting up meetings with lots of corporate sponsors and will have a few nailed down soon, unfortunately my chair is busy with some family dealings so she was unable to offer a report at the time. So far we have lots of interest from within the sailing community as well as miami tourism board resources etc.

Charter boats

We have 9 boats being qualified for charter for the 2016 World Championships. We are currently processing seven requests from outside the US. We are working to find and qualify more charter boats, including new and used boats. The range of charters is currently \$500-\$1000/day, plus shipping and storage. All "qualified" charters have:

Modern gudgeons/fasteners

Reinforced deck/T-frame (a-la- post #678)

Short Stanchions

We intend to extend the charters to be available through the 2015-16 World Winter Series, the 2016 Miami Worlds and 2016-17 World Winter Series.

It is expected that teams will ship their boats from the Hyeres European Championships to the US because after the 2016 Miami Worlds there will be a well-attended string of South Florida regattas to follow.

There is sufficient time (2 months) to ship the boats and train in the US prior to the Worlds

Web site

- **Update event web site to include NOR, online entry and registration systems, online media registration, entry list, registration information display, etc, all new sections of the web site to be approved by the IMCA prior to publication.**

Links for temporary landing page at www.melges24worlds.com have been forwarded to IMCA via email for approval and linking on main class website under 2016 Worlds link.

As more information, documents, multimedia, etc. becomes available I am prepared to work with Petey to build out the current landing page into a complete website. I will also be attempting to work with Luiz from Yachtscoring.com to attempt to integrate some features onto the main worlds website for ease of use, streamlining, and maintaining the class brand/sponsor exposure.

Currently landing page has minimal information/copy and directs users to yachtscoring.com sign up/event page.

MYC facilities

The club staff has already begun clearing the grounds of all old semi abandoned or unused boats. their goal is for the club property to be available for all of our needs come next year. They are dedicated to doing whatever it takes in order to pull off the successful event this November as well, even if it means they might go into the red financially. they understand the importance of this event for them as well as for the M24 association.

Housing

Aside from seeking and securing hotel partnerships and discounted rates our chair has reached out to the AirBnB Europe CEO to connect me to the right person stateside for this project. Currently waiting for feedback.

he is also checking into vacation rental options. My estimation for people that need accommodation is about 500 to 600 people.

I'll keep everyone in the loop on the progress.

We have already secured a number of local condos for Administration etc.

Race Committee

Anderson Reggio (PRO) is building his team and we are on target to have all in place and secured by the IMCA guideline date of 1 year out.

petey