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## Renewal of the 505 Euro Cup – Concept description

### **The class:**

The 505 is a high-performance 2 man dinghy raced primarily by crews aged between 30 and 50.

The 505 is probably the most competitive non-Olympic dinghy class.

### **The purpose:**

The purpose of renewing the Euro Cup is to strengthen the social cohesion of the class and create more awareness among other sailors and the public in general.

### **The venues:**

The 505 Euro Cup series will consist of a series of 4 regattas, 3 of which are high profiled events with more classes represented completed by a fourth and dedicated event that also serves as the European Championship for the 505 class.

### **Sponsors:**

The series shall have a main sponsor who will also be the sponsor of the Euro Cup final, which is also the official European Championship for the 505 class.

What's in it for the main sponsor?

The main sponsor will have his name associated with the series.

The boats will be carrying stickers on the hull with the sponsor's name at the final event.

Furthermore we suggest that the participating boats be supplied with a banner to be carried on the forestay when ashore at all the regattas – this would be quite a spectacle.

A significant part of the funds provided by the main sponsor will be spent on the making of video footage and press releases related to the events.

Furthermore, a number of prize sponsors will be invited. The prizes provided by prize sponsors will be awarded randomly at a banquet at the final event thus adding to the attraction of the Euro Cup series.

### **PR material:**

The series will have an official website with sponsor banners and links.

A leaflet promoting the series and the final event will be produced and distributed among the participants at the three initial races (some will be left in the club houses). The leaflet will contain the logos of all sponsors. The leaflet will be printed in about 1000 copies.

### **The team:**

The 505 Euro Cup is organised by a sub committee under the International 505 association.

Please contact Jan Saugmann, [jsa@netdesign.dk](mailto:jsa@netdesign.dk), +45 2544 6349 for further information.