

1-2 SEPTEMBER
2007



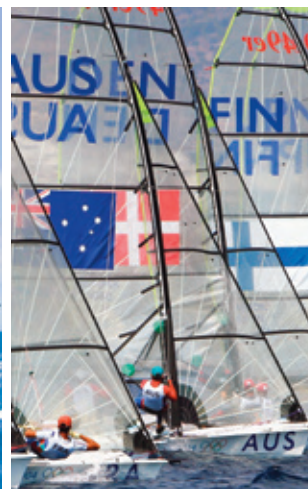
SAIL THE WORLD
1-2 SEPTEMBER 2007

Let's go sailing!

The 'Sail the World' weekend is one of the highlights of 2007 - ISAF's Centenary year. This historic year is a superb opportunity to promote sailing throughout the world, so this special weekend has been organized for everyone to get involved and have some fun!

The aim is simple: to get as many people as possible out on the water sailing in the name of 'Sail the World'. The chosen weekend is the 1 - 2 September, so there's plenty of time to get planning. This pack provides you with the ideas and tools to get your weekend organized.

Thank you to everyone for your efforts - let's Sail the World!



How to get involved

'Sail the World' is open to everyone around the world. Whether racing or cruising, in dinghies, yachts or windsurfers, all participants count.

If you are an **ISAF MNA**:

Please contact ISAF at sailtheworld@isaf.co.uk to register your participation in the weekend. Then help ISAF by promoting the weekend to all your country's sailing and yacht clubs, using the information in this pack. Make sure you ask each club to register their inclusion of events! They can do this through your office if you want to organize a joint approach, or directly to ISAF at sailtheworld@isaf.co.uk

If you are a **Sailor or Event Organizer**:

You can contact your MNA to register your event. A list of MNA contacts can be found by clicking [HERE www.sailing.org/mna](http://www.sailing.org/mna). Or register your event directly to ISAF at sailtheworld@isaf.co.uk

Every sailing event that takes place across the world in the name of 'Sail the World' will be listed on the Sail the World microsite of www.sailing.org/sailtheworld. There will be a section dedicated to showcasing your stories and photos, so make sure you send these into ISAF at sailtheworld@isaf.co.uk

The Event Logo



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A special 'Sail the World' logo has been commissioned for the weekend, so that all participants know they are involved in a special event. This logo can be used in a variety of ways:

- Your club website
- Notice of Race
- Flags, bunting, stickers and T-shirts

Click [HERE www.sailing.org/sailtheworld/logo](http://www.sailing.org/sailtheworld/logo) to see examples for T-shirts, flags, bunting and stickers >>

The logo can also be used with your own details as seen in this example.



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Netley Sailing Club

The font used here is Arial Bold.

Please try and keep to these proportions if you adapt this logo with your own details.

It's all about spirit

ISAF hopes that together we can communicate the spirit of sailing as a worldwide sport, educating and inspiring more people to participate in and enjoy sailing.

We want people to get involved with the 'Sail the World' weekend, whether it's getting out on the water at a specially organized event, arranging a 'try sailing' day or dedicating your weekend of racing to Sail the World, it all counts.

Whatever you do though, don't forget to tell ISAF at sailtheworld@isaf.co.uk.

Click [HERE www.sailing.org/sailtheworld/poster](http://www.sailing.org/sailtheworld/poster) to download the poster >>



Ideas for your weekend

- Many sailing clubs will already have races planned, but why not dedicate the racing or one of the races to 'Sail the World' and include details in your Notice of Race. Perhaps award a special Sail the World prize to the winner.
- Contact other local organizations like the Scouts and Guides or the local schools and invite them to your club. You could organize a "try sailing" day and end the day with a party on the beach.
- Use the weekend to promote your sailing club. Have a BBQ and invite the locals, perhaps award free membership for a year in a prize draw. Get the children involved too – for instance a "build a boat" competition on the beach, a pirate treasure hunt or face-painting.
- Sail the World for charity. Why not hold a Sail the World weekend of events and raise money for a local charity, or perhaps to sponsor an up and coming sailor? ISAF will promote these for you in the Sail the World section of the website.

Promote your weekend

There are many ways you can promote the weekend. The ultimate aim is to stimulate interest in sailing and get as many people as possible participating.

- The poster included in this pack can be personalized for your event and put up at your club or in the local area.
- Promote the fact that participants will receive a unique ISAF certificate as a memento of the 'Sail the World' weekend and the ISAF Centenary.
- Send news of your club's involvement in the weekend to local newspapers and magazines for their Calendar of Events. Send in a press release promoting the weekend with details of your planned events.
- Invite local VIPs or celebrities to generate interest from people and the media.
- Invite local journalists to cover the weekend and perhaps get them out sailing too.



Sail the World awards

To mark this special weekend, ISAF will honour each and every individual who takes part, giving everyone involved a lasting memento of the weekend and the ISAF Centenary.

Certificates for Sailors

Sailing Clubs and Event Organizers can download these individual certificates and award them to each sailor that is involved with their weekend. You should personalize the certificates with the sailors' names so that they each have their own personal memento of the weekend.

Click [HERE www.sailing.org/sailtheworld/certificate](http://www.sailing.org/sailtheworld/certificate) to download the certificate >>

Awards for Sailing Clubs and Event Organizers

ISAF is producing a special edition certificate for MNAs to award to their participating sailing clubs and Event Organizers. Once MNAs have registered their participation, ISAF will design a certificate specifically for the MNA with their logo. MNAs can then print, personalise and distribute to their participating clubs across their country.

MNA Awards

ISAF greatly appreciates the contribution that we ask of our MNAs to ensure this weekend will be a success.

In recognition of this contribution, ISAF will award each participating MNA with a specially commissioned trophy.



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This is to certify that

SAILED THE WORLD
to celebrate 100 years of the
International Sailing Federation

Göran Pettersson
ISAF President

September 2007

