



Cup Experience BUSINESS CLUB

Special Report

Your Business and the Cup in Bermuda

“Activation” strategies & tactics
to meet your business objectives.

Activation?? Huh?

What is “activation?” Sports marketers talk about “sponsorship activation” – a program of marketing and communications activities built around sponsorship of an event, a group or an individual. If a business pays “X” to sponsor something, they need to budget X, 2X or 3X “to activate” the sponsorship and generate a good ROI. Most marketers talk about “activating” a **sponsorship**, but you can build an **activation program** without being a sponsor. Advertising, sales contests, product launches and grand openings can all be opportunities “to activate” around a theme. This special report will give you creative ideas for the five ways to activate. Also, you’ll find some important “do’s and don’ts” for activating around the Cup in Bermuda.

What if I’m not a sponsor or an official supplier? You should develop an activation strategy, but you need to know the rules. Official commercial partners of the teams, of ACBDA and of ACEA get special rights that are vigorously protected – that’s only fair. You can still activate, as long as you don’t try to use the rights that belong to the organizers and their official commercial partners. See page 13 for more info.

Why a Club?

The **Cup Experience BUSINESS CLUB** will let us generate more leverage for all members. We will have activities including both virtual webcasts and real world get togethers. When you become a club member, you receive a comprehensive **Activation Bundle**, ready to be tailored to your business objectives. Activation is a process, not an event. I’ll be with you all along the way, from now through July 2017. We’ll be on a journey together, learning, doing and celebrating successes.

About Cup Experience



Welcome!

I started Cup Experience during the America’s Cup that was held in Valencia in 2007, to help people enjoy this unique event and its mix of sport, tradition, technology and lifestyle. There are a lot of powerful business opportunities around the Cup. One of my heros is Sir Thomas Lipton. If you don’t already know why, you’ll find out on page 6.

I love helping businesspeople benefit from this great opportunity for promotion.

I’ll be your guide and your “help desk” so you can leverage the event for your business.

Welcome aboard!

Jack Griffin

Cup Experience is an independent publisher and is not affiliated with ACBDA, America’s Cup Event Authority or with the official organization of the 35th America’s Cup.

Your business and the Cup in Bermuda

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The Best Sailors in the Fastest Boats



*America's Cup catamarans have rigid wing sails and fly above the water on hydrofoils.
Photo: Oracle Team USA*

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Getting to “yes”

One of the world’s major sports events is happening in Bermuda, from **now through June 2017**. Don’t miss the opportunity to enjoy the show and boost your business at the same time. You may hear this word a few times –



- No, you may not use the AC logo.
- No, you may not use pictures of the trophy.
- No you may not put up a sign at your business.
- No, no, no ...

But does anyone explain what **is allowed**? This Cup Experience special report will tell you –

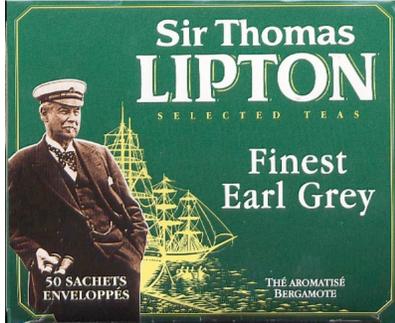


- Yes, you can communicate with your audiences – customers, employees, stakeholders.
 - Yes, you can hold events.
 - Yes, you you can do business entertaining.
- ... and so much more. You just need to know and obey a few rules.

First, let me give you a little background – why is this event such a big deal? And, what’s going on?

“Lift the Cup!” a challenge to tycoons

The yacht “America” gave her name to a silver cup she won in England in 1851. This is the oldest trophy in international sport – 21 years older than golf’s British Open and 45 years older than the Olympics. Possibly the hardest prize to win in any sport, it was captured in 2010 by Larry Ellison’s Oracle Team USA of the Golden Gate Yacht Club, beating the Swiss team “Alinghi” in Valencia, Spain. Oracle Team USA defended successfully in 2013 in San Francisco. As the holder of the cup, they chose Bermuda for the next America’s Cup.



Sir Thomas Lipton was a marketing genius. He challenged five times and never managed “to lift the Cup.” But his tea became the best selling brand in America. You don’t need to be tycoon to leverage this event to help your business.

The America’s Cup is one of the most prestigious sporting events in the world, and it’s happening in Bermuda.

Read on to find out what you can do for your business.

America’s Cup Overview

- First sailed in 1851.
- Challenge trophy – like a boxing title, the strongest challenger gets a match with the defender.
- No governing body. Competitors decide rules – like a duel.
- Preliminary racing begins in July 2015 in Portsmouth, England – “America’s Cup World Series.”
- Bermuda will host an America’s Cup World Series preliminary regatta in October 2015.
- Main event in Bermuda: May - June 2017.
- Catamarans that “fly” on hydrofoils, powered by wing sails 25 meters tall.
- “Fleet racing” – all competitors on the course, in 2015 and 2016.
- “Match racing” - one on one, in 2017.
- Defender: Oracle Team USA from Golden Gate Yacht Club of San Francisco.
- Challengers may not come from the Defender's country.
- Challengers from Sweden, Great Britain, New Zealand, France and Japan.
- Red Bull Youth America’s Cup: fleet racing, to be sailed in AC45 catamarans.
- Lots of... parties, concerts, superyachts, tall ships, film screenings, historical exhibit and more.

35th America's Cup



35th America's Cup
Bermuda 2015 - 2017

2015 - 2017			2017		
World Series All teams compete			Qualifiers 26 May - 5 June All teams compete	Challenger Playoffs 7-12 June 4 Challengers only	America's Cup Match 17-27 June Defender vs Challenger
Boats AC45 wing sail foiling catamarans *One design* - all boats the same			Boats AC Class wing sail foiling catamarans Each team designs their own boat		
Format Fleet racing All boats on the course together			Format Match racing One on one		
Points totaled over all races in 2015-2017 Final standings give bonus points for "Qualifiers"			Round robin Four challengers go on	Semi-finals & finals Winner goes to AC Match	One point per race First to 7 points wins
2015 - Portsmouth, UK - Gothenburg, Sweden - Hamilton, Bermuda	2016 - Muscat, Oman - New York, USA - Chicago, USA - Portsmouth, UK - Toulon, France - Tokyo, Japan (TBC)	2017 - TBA - Bermuda?	BERMUDA		
			Special events		
			- J Class Yacht Racing - Superyacht Racing - Red Bull Youth AC	- Spirit of Bermuda - Yacht America - Tall Ships	- Concert Series - Parties & galas - Film screenings
Teams training and testing in Bermuda. First permitted launch of AC Class race boats: 27 December 2016.					

2015

Portsmouth 23-26 July
Gothenburg 28-30 Aug
Hamilton 16-18 Oct

2016

Oman 27-28 Feb
New York 7-8 May
Chicago 10-12 June
Portsmouth 21-24 July
Toulon 10-11 Sept

* Tokyo Nov
* Announced by ACEA but not confirmed.

2017

One AC World Series event in Q1
America's Cup Match will begin 17 June.
Round robin "America's Cup Qualifiers" will begin in May.
Race yachts may launch no earlier than 150 days before round robin

Version: 4 January 2016

© Cup Experience 2016

- All teams – challengers and defender – race together in preliminary regattas in 2015 and 2016 – the “America’s Cup World Series.” These races are “fleet races” with all the boats on the race course together. The boats are identical, 45 foot long catamarans, called “AC45,” with five man crews. Since the boats are identical, sailing skill will determine who wins the America’s Cup World Series. Results determine the seeding for the challenger selection series, in 2017. The America’s Cup World Series is held in several venues. Bermuda will host an America’s Cup World Series in October 2015.
- In 2017 the teams race in one-on-one “match races” in boats they have designed themselves – the 49 foot long “America’s Cup Class” catamarans, with six man crews.
- The 2017 racing is in three phases, in May and June.
 - “**America’s Cup Qualifiers**” – a round robin of one-on-one match races. All teams, including the defender, will be racing. The top four challengers qualify for the next phase.
 - “**America’s Cup Challenger Playoffs**” – semi-finals and finals, to select “The Challenger” who will race in the America’s Cup Match. Both the semi-finals and the finals are won by the “first to score five points,” with one point per race. Defender Oracle Team USA does not race in this series.
 - “**America’s Cup Finals**” – the *America’s Cup Match*, the main event. Defender Oracle Team USA against “The Challenger.” The first to reach seven points, with one point per race, wins the America’s Cup trophy and becomes the Defender for the next cycle.

Bonus points and penalty points can change the number of races a team needs to win.

Next: How does your business leverage all that?

In the next section, you’ll learn about the **Five Activation ROI Elements**. You’ll find an extensive list of business objectives with sample activation strategies and tactics to achieve those objectives.

Five Activation ROI Elements

An effective activation program mixes these five elements to generate return on investment. As a Cup Experience BUSINESS CLUB member, you will receive personalized advice on how to tailor the mix of the five elements to your business objectives.

1. Media exposure
2. Association and values transfer
3. Hospitality and business entertainment
4. Licensing or co-branding
5. Customer and stakeholder engagement

Activation Bundle Elements

An effective activation program mixes these five elements to generate return on investment. As a **Cup Experience BUSINESS CLUB** member, you will receive personalized advice on how to tailor a mix of the five elements to your business objectives.

Think of your Activation Bundle as a kit, complete with personalized help to put it all together.

If you are an official partner or vendor

If you are an official partner or vendor of one of the teams, ACBDA or ACEA, you have a valuable package of exclusive rights. Your **Cup Experience BUSINESS CLUB** membership will show you how to maximize ROI from these rights.

If you have no “official” status

You must be careful not to infringe America’s Cup brand protection provisions in Bermuda’s *America’s Cup Act 2015*. **Cup Experience BUSINESS CLUB** members will learn how to leverage the event while respecting the rules.



You don't need your logo on a boat to have a profitable Activation Program

Photo: Abner Kingman

Cup Experience BUSINESS CLUB

Activation tools & support

- Monthly "Checkpoint Webcast" with Q&A
- *Activation Workbooks* with case studies
- Checklists
- Action Plans to match **your** business objectives
- Help desk
- Networking events

Special Reports



Support & Help



Tailor your Activation Program with these components:

- Co-branded **Cup Experience CLUB** memberships
- Co-branded clothing and business gifts
- Events: film screenings, live briefings, special events
- Let's go sailing experiences
- Race day experiences
- Training day experiences
- Content for your newsletters, website, ...

Partial list - many more elements, to suit your goals

FOR MORE INFO: <http://join.cupexperience.com/business-club-join-01>

Objectives, strategies, tactics for your audience

What are your business objectives? You can create and execute a campaign whether your budget is \$100 or \$100,000 or \$1,000,000, with a mix of the **Five Activation ROI Elements**.

Typical business objectives

- Win new business.
- Expand sales to existing customers.
- Increase customer loyalty.
- Generate sales leads.
- Communicate with existing customers.
- Attract new customers.
- Build company image.
- Create buzz around company or product.
- Take action for corporate social responsibility.
- Attract new employees.
- Increase employee enthusiasm.
- Employee development / team building.
- Re-position company, especially if moving up market.
- Out manoeuvre competitor.
- Increase coverage in media.
- Launch new product.
- Build traffic at new location.
- Employee loyalty, motivation, company spirit.

Strategy suggestions, just a few samples...

- Use low cost / no cost digital content from Cup Experience to associate your business with attractive values.
- Develop a membership / loyalty program for ongoing communications with your audience.
- Use the VIP events around the Cup as opportunities to entertain.
- Leverage the Healthy Ocean Project and Cup sustainability programs to achieve your CSR objectives.

Tactics

- Sales incentive program.
- Sales “100% Club” celebration.
- Sustainability programs.
- Engage your employees. Who sails?
- VIP entertaining.
- Invite special guests to “A day at the races.”
- Promotional material: clothing, gifts.
- Trade shows and conferences.
- Newsletters and email campaigns.
- Social media.
- Mobile apps.

Audiences

- Customers
- Prospects
- Channel partners
- Supply chain
- Employees
- Media
- Opinion leaders
- Local, regional government
- Community organizations
- Trade associations

Examples of activation tactics

VIP lounge

Who:

- Top customers, important prospects, employees, sales force

How:

- VIP lounge available for race day entertaining
- VIP lounge available for your private evening event
- Contact info@cupexperience.com

Race day business entertainment

Who:

- Employees, sales force, top customers, important prospects

How:

- Official ACEA hospitality programs.
- Independent hospitality. Contact info@cupexperience.com
- On the water with spectator cruise boats or charter sailboats.

Training day business entertainment

Who:

- Employees, sales force, top customers, important prospects

When:

- Starting now. Teams are already training on the Great Sound.

How:

- Contact info@cupexperience.com

America's Cup news and event information for employees, customers

- Be the source for your audience.
- Company newsletter, company intranet.
- **Cup Experience CLUB** individual memberships as business gifts.

Briefing event for employees, customers, other audiences

- Lunch time or evening event.
- Videos, slide presentation
- Q&A
- Refreshments

Employee engagement

- Which employees sail? Encourage blogging, Facebook posts, Twitter.

Contests

- Effective for many audiences – employees, sales force, distributors, customers.
- Offers ongoing engagement and frequent communication.
- Standings / leaderboard stimulate enthusiasm.

Mobile apps

- Smartphone Passbook campaign – promotions, loyalty program, contests.
- Sponsorship / advertising in the CupExperience mobile app

Sailing experiences

- Info available: info@cupexperience.com

Gifts

- Official merchandise.
- Additional promotional merchandise available from Cup Experience.
- Books.
- Art work.

Galas / black tie entertaining

- The calendar will be busiest in Spring 2017 through the completion of the racing.
- Info available: info@cupexperience.com

Sustainability activities

- Stainless steel water bottles as promotional gift (eliminate single use plastic containers).
- Employee awareness
- Company action plans

Avoiding infringements

We must respect the trademarks of the America's Cup. Sponsors of the America's Cup are given rights to associate themselves, their brands and their products with the America's Cup event and with the trophy itself. As the oldest trophy in international sports, the trophy and images of the trophy, including graphics, are valuable assets. Think of it like the Olympics – only official sponsors may use the Olympic rings and other trademarks.

Read the “Brand Protection” provisions of the Bermuda **America's Cup Act – 2015**. Available on the Cup Experience website and in the **Cup Experience BUSINESS CLUB** Activation Bundle.

Some good practices to avoid infringements

In your business communications materials, and especially in marketing materials...

- Do not use any of the logos of the America's Cup Event Authority or ACBDA. If you see a logo on the website www.americascup.com or www.acbda.bm you should not use it.
- Do not use photos of the America's Cup trophy or graphics of the trophy. This includes photographs of race boats where you can see the graphic of the trophy on the sails or the wing.
- Do not use the words “America's Cup” in a way that would be likely to confuse people into thinking your business has some official connection. If you use “America's Cup” near the name of your company, event, brand or product, it is quite likely you will attract a formal request from ACEA to cease and desist.

FOR MORE INFO: <http://join.cupexperience.com/business-club-join-01>

More than sailing – sustainability

The Healthy Ocean Project gives business and individuals a way to do well by doing good.

Marine Protected Areas (MPAs)

Action: Support MPAs, by learning about them and supporting efforts to fund their implementation. MPAs are:

- Special places in the ocean where marine life can be protected for future generations.
- Like underwater parks similar to National Parks on land.
- Important areas for big, productive female fish to grow and have lots of babies.
- Unique ocean habitats people can visit and enjoy.

Sustainable Seafood

Action: Choose sustainable seafood, which is:

- Caught or farmed in “ocean-friendly” ways – two of the key considerations being where and how the seafood was fished or farmed.
- Making a difference for improved ocean and human health.

Ocean Trash/ Marine Debris

Action: Keep trash out of the ocean. Ocean trash is:

- Extremely harmful to ocean health (particularly plastics), by injuring or killing over 200 different kinds of marine wildlife worldwide, disrupting ocean foodwebs, and negatively impacting human health
- Used for a few minutes or hours, but (unless recycled) plastics exist on the planet for hundreds of years
- Better left out of the watershed and ocean in the first place, rather than spending lots of money (in private and tax dollars) to clean it up
- Mostly originating from land-based single-use plastic from individuals when simple solutions exist – like using reusable bottles and bags.

Parties, galas, film screenings, historical exhibit

There will be plenty of activities where your business can participate. Cup Experience maintains a list of not-yet-announced major events.

The calendar will be available on the Cup Experience website www.cupexperience.com and to members of the **Cup Experience BUSINESS CLUB**. See the Resources section of this report on the next page.

Summary

There are many opportunities to leverage the excitement of the Cup to help achieve your business objectives. Enjoy watching the sailing on the Great Sound – training and racing. The calendar of cultural and social events is important, too!

Just be aware of the restrictions on using ACBDA and ACEA trademarks. I'll be your guide and your help desk.

FOR MORE INFO: <http://join.cupexperience.com/business-club-join-01>

Resources

For individuals: The **Cup Experience CLUB** for individuals is a great way to stay informed about the competition – on and off the water! Memberships also make a great business gift!



Newsletter: The Cup Experience Newsletter might just be the best source of America’s Cup information.

- Clear explanations of the competition so you know what’s happening.
- Team updates: who’s hot and who’s not.
- How the sailors tame these high powered flying race boats.

Monthly Webcasts



The monthly Cup Experience Webcasts give you an update on the competition – not just the racing but also the design competition as the technical teams battle to give their sailors an edge on the race course.

Special webcasts for Bermudians and for Bermuda businesses will explain “what’s in it for you” and answer your questions.

Cup Experience Website and YouTube Channel

Want to learn more? At www.cupexperience.com you'll find entertaining articles with lots of photos and videos to take you from newbie to AC expert. Start with these short videos, on my YouTube channel. https://www.youtube.com/channel/UC3Ki2Hzoo_ghuW_k4D8MfBg

AC 101 <https://youtu.be/jyQVRPLkev8>

CNN segment on the basics, for the 2013 America's Cup in San Francisco. Of course, the Bermuda America's Cup will have some changes, but this will give you the basics.

Five Highlights <https://youtu.be/yF0SgsOvoqE>

These highlights from the America's Cup in San Francisco will show you what you can expect from the exciting racing you will see on the Great Sound.

Tacking <https://youtu.be/o4X64GISvO0>

Tacking is an important manoeuvre and will be one of the keys to winning in Bermuda, just as it was in San Francisco. This video will show you how it's done right, after first looking at some problems.

Upwind Foiling <https://youtu.be/Dz2nV3esIEw>

Foiling: flying with the boat completely out of the water and riding on a small underwater wing about the size of a surfboard. Foiling upwind was one of the keys to Oracle Team USA's comeback.



“Turning the Tide How Oracle Team USA Defended the America's Cup”

My ebook for iPad and Android tablets explains how Oracle Team USA made their incredible comeback from 1-8 down to win the America's Cup in San Francisco in 2013.

- 142 pages
- 8 embedded videos
- 208 annotated photos & diagrams

Learn more: <http://www.cupexperience.com/shop/turning-the->

Ask Jack

Do you have questions? Here's my personal email: jack.griffin@cupexperience.com
Or use the “Ask Jack” form on the website: <http://www.cupexperience.com/ask-jack-2/>
Consider me your personal AC help desk! **Seriously!** I love to get questions.

Would you like an *in-person Cup Experience Briefing*?

I'll tailor the message to your audience.

For your... customers | employees | club | friends | family ...

Email me: jack.griffin@cupexperience.com

Join the

Cup Experience BUSINESS CLUB

FOR MORE INFO: <http://join.cupexperience.com/business-club-join-01>



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