

# 36TH AMERICA'S CUP PRESENTED BY PRADA

PROPOSAL FOR A  
PARTNERSHIP WITH  
THE WORLD'S MOST  
ICONIC SAILING EVENT  
IN NEW ZEALAND 2021



CONFIDENTIAL

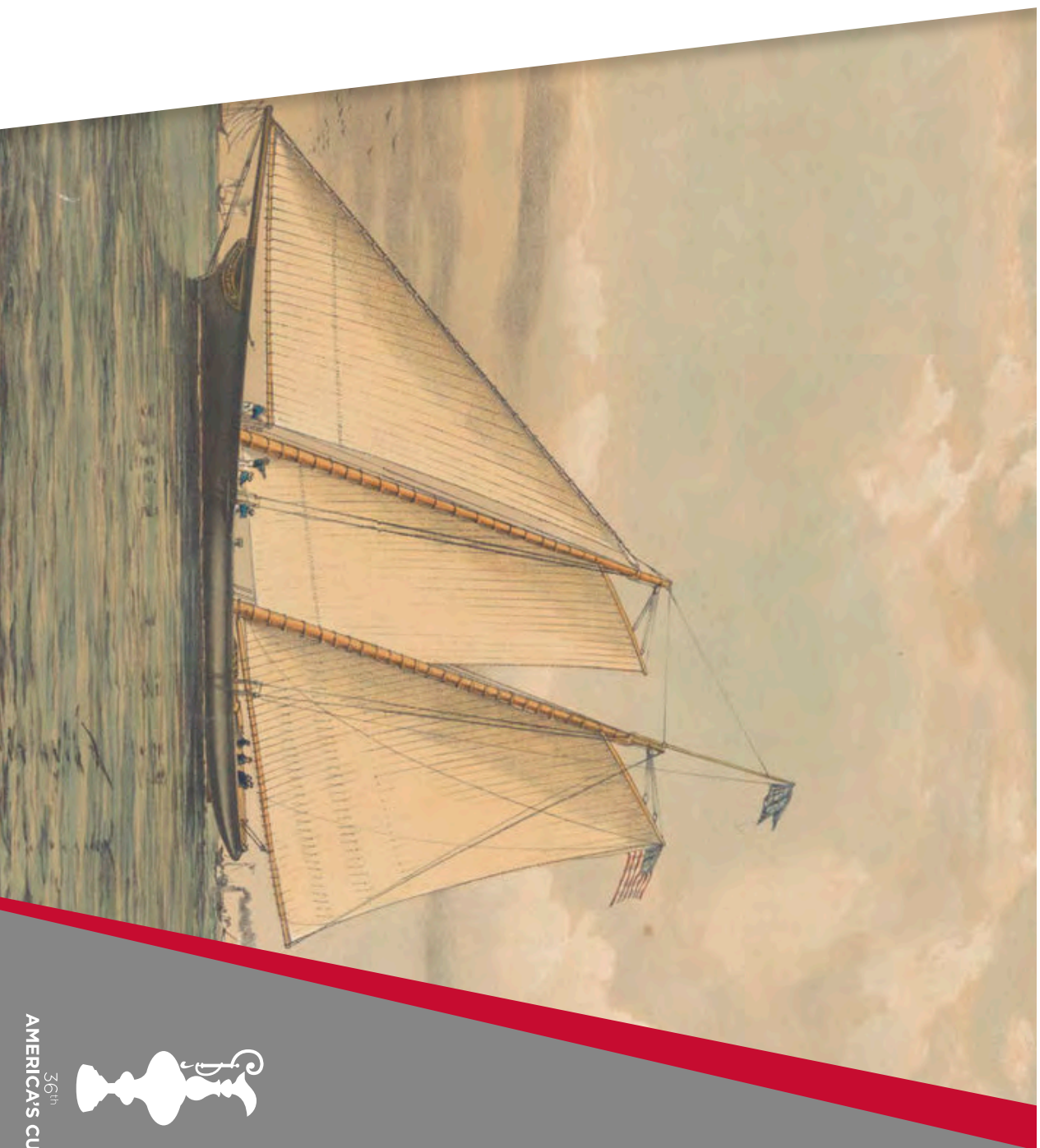
36th  
AMERICA'S CUP





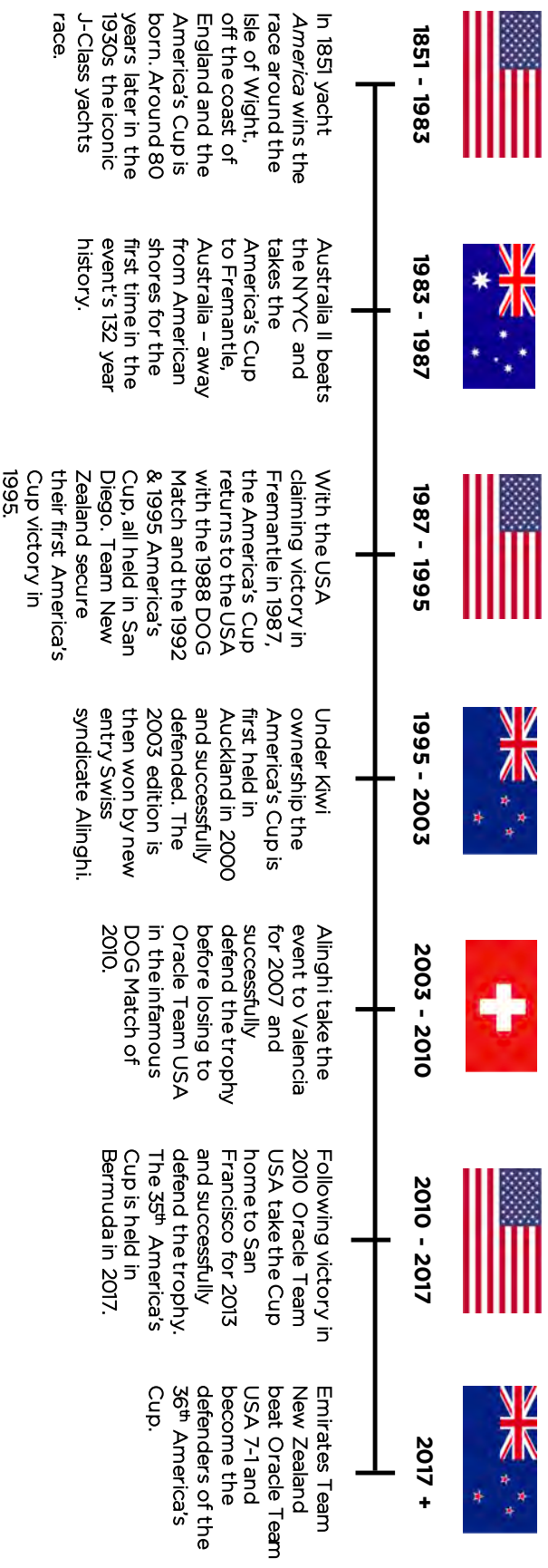
# A UNIQUE & HISTORIC SPORT

- The America's Cup began off the coast of Cowes, England in 1851 when the schooner America, representing the New York Yacht Club (NYYC), convincingly won the inaugural race around the Isle of Wight
- Queen Victoria awarded the crew the '£100 Cup' and upon their return home the America's Cup was established and governed by a deed of gift
- The America's Cup trophy affectionately known as the 'Auld Mug' is a unique piece of history, it is the oldest trophy for international competition in any sport
- Over the past 167 years only four nations have won the America's Cup: USA, Australia, New Zealand and Switzerland.



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# 167 YEARS OF THE AMERICA'S CUP



# EMIRATES TEAM NEW ZEALAND - DEFENDERS

In June 2017, Emirates Team New Zealand won the 35<sup>th</sup> America's Cup in Bermuda, convincingly beating Oracle Team USA and securing Emirates Team New Zealand's third victory of the America's Cup, making them the **Defender of the 36<sup>th</sup> America's Cup**.

Following victory, Emirates Team New Zealand immediately commenced planning for the next America's Cup with the Challenger of Record, Luna Rossa Challenge. The 36<sup>th</sup> America's Cup will take place in Auckland, New Zealand in 2021, with preliminary regattas taking place globally in 2019 & 2020.

Relive the 2017 highlights [here](#).



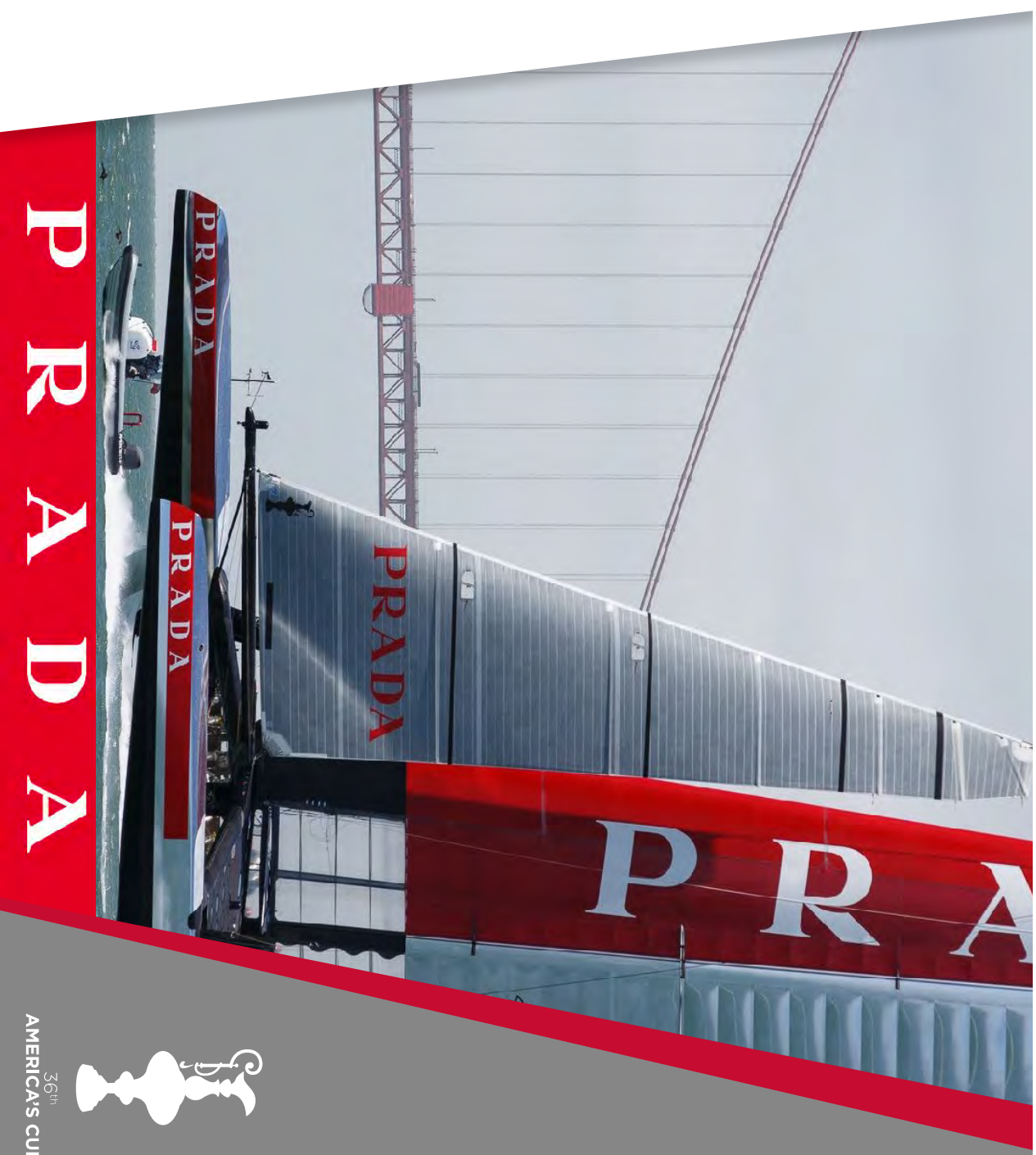


# LUNA ROSSA - CHALLENGER OF RECORD

Following Emirates Team New Zealand's victory in June 2017, The Royal New Zealand Yacht Squadron accepted Circolo della Vela Sicilia, Luna Rossa Challenge, as the **Challenger of Record for the 36<sup>th</sup> America's Cup.**

Established in 1997, Luna Rossa, supported by premium brand PRADA, has competed in four previous America's Cup campaigns and is widely recognised for their iconic liveried boat.

Other challengers are now free to enter until 31<sup>st</sup> December 2018.



36<sup>th</sup>  
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# ATTRACTING GLOBAL PREMIUM BRANDS

PRADA



Emirates



OMEGA



ORACLE



OFFICINE  
PANERAI

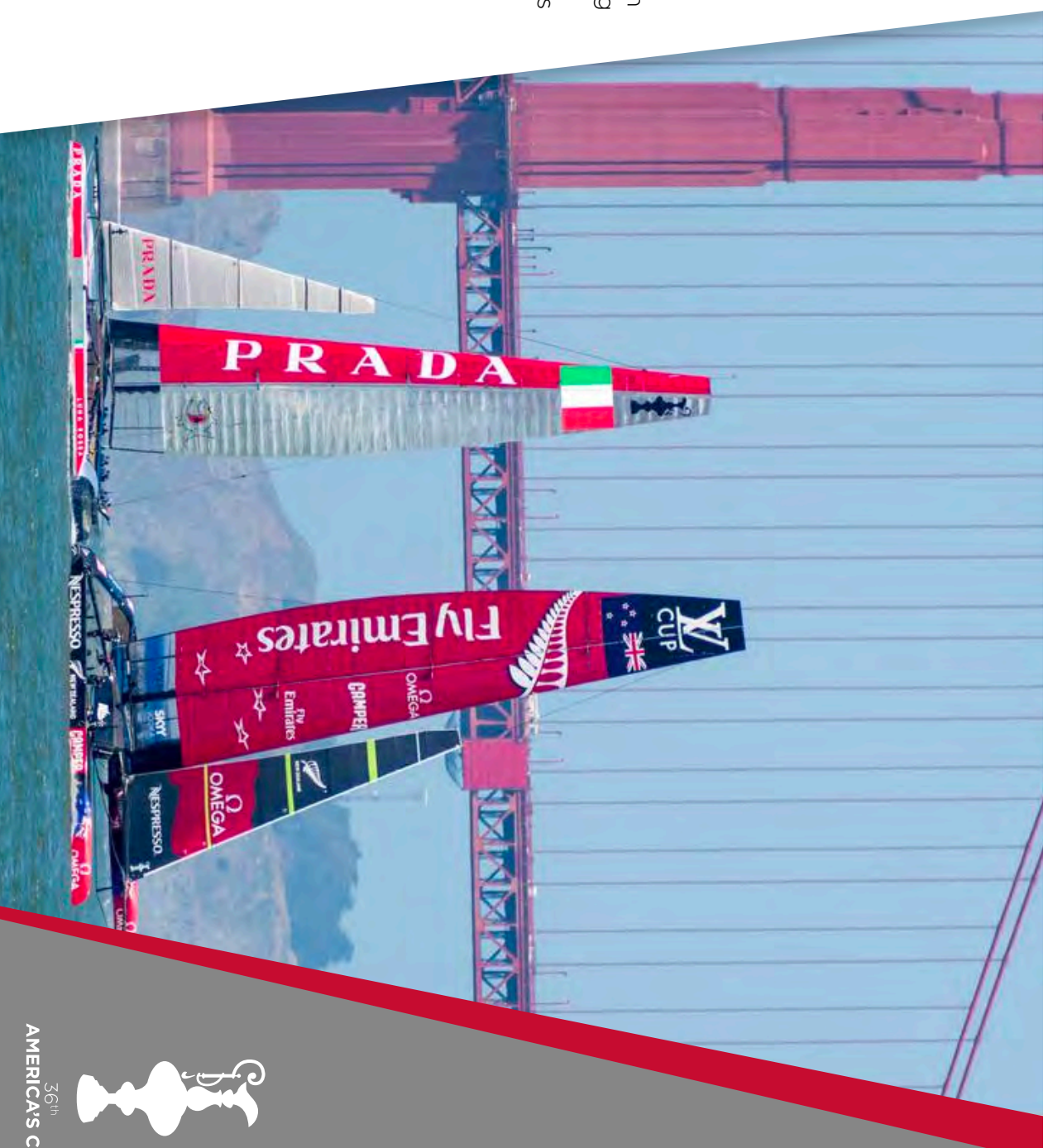


# PHILOSOPHY AND VALUES

'The Protocol of the 36<sup>th</sup> America's Cup is founded on a desire to reflect the true spirit of the America's Cup - a fair competition between friendly nations with the objective of pioneering high-performance technology, returning to the fundamental skills of sailing and inspiring sports fans, whilst uniting the sailing world.'

The key values of the 36<sup>th</sup> America's Cup:

- Relentless Innovation
- Heritage & Tradition
- Pinnacle of Team Sport
- Excellence & Precision.

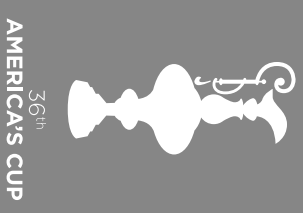


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## AUCKLAND 'THE CITY OF SAILS'





# A TRULY GLOBAL SPORTING EVENT

Over the past 40 years the America's Cup has been hosted in Newport, Fremantle, San Diego, Auckland, Valencia, San Francisco and Bermuda.

## 36<sup>TH</sup> AMERICA'S CUP

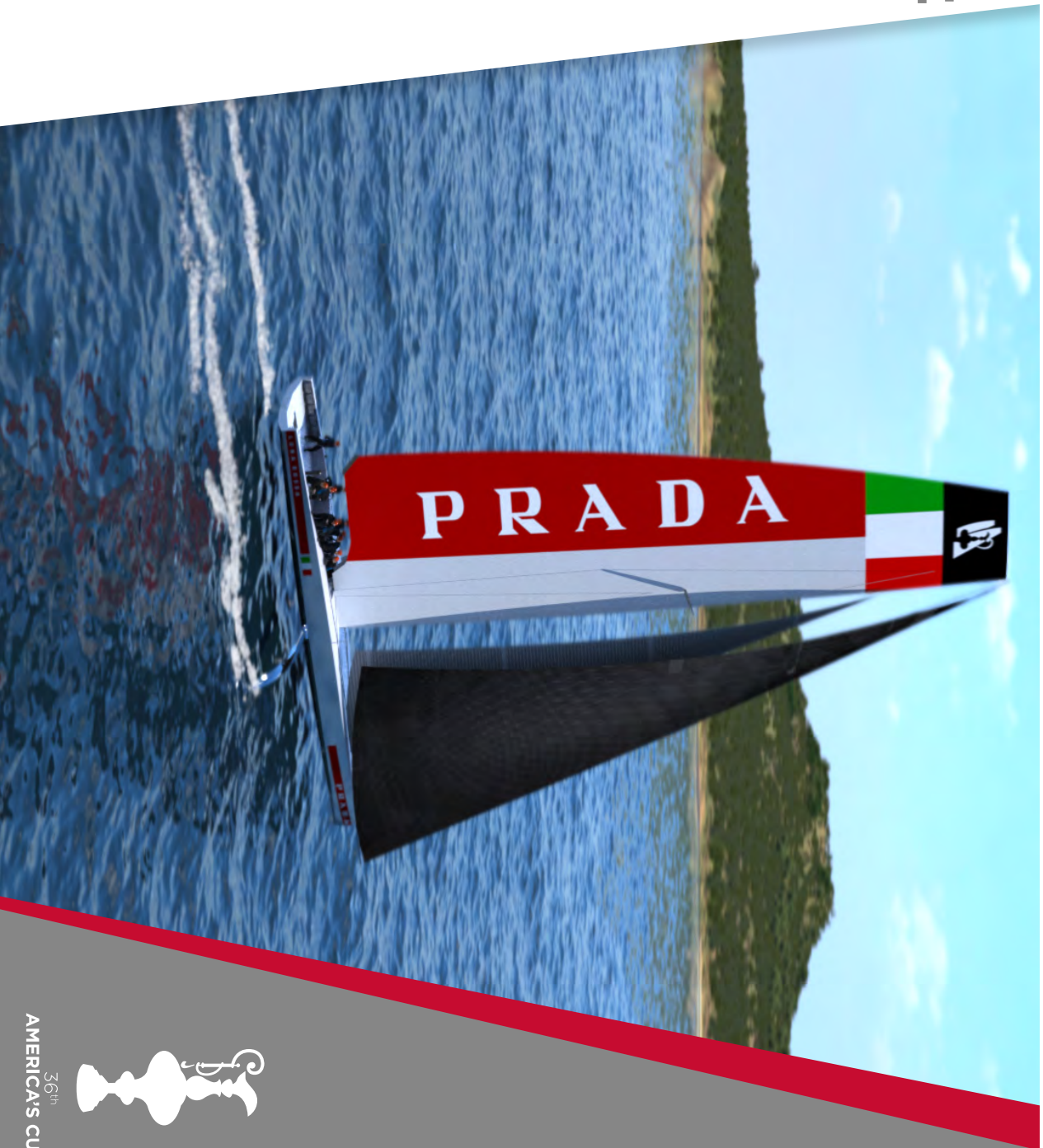
**2019:** 3 x America's Cup World Series in EMEA

**2020:** 2 x America's Cup World Series in USA & Asia and Christmas Cup in Auckland

## 2021:

- January and February- PRADA Cup (Challenger Selection Series)
- March - America's Cup Match

Discover more [here](#).



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# A SPECTACULAR BOAT CLASS

**A bold and modern vision for the pinnacle of sailing:**

- Ground-breaking technology creating the future of monohull sailing
- Foiling 75 foot monohull
- Expected to be as fast if not faster than the AC50 catamarans
- 12 crew
- Challenging and demanding to sail

The AC75 class rule will be published by 31st March 2018

Discover more [here](#).





# A UNIVERSAL & COMPREHENSIVE MEDIA STRATEGY

- Focus on the viewer
- Prioritise reach
- Tell the stories of competing heroes
- Use every available production technology in a way that enhances the narrative and grows the audience
- Weave the commercial programme into the media output
- Highest available production standards
- Distribution via television and digital.



# 36TH AMERICA'S CUP VILLAGE

- Team bases
- International media centre
- America's Cup VIP hospitality venue
- America's Cup merchandise superstore
- Partnership presence and branding
- Interactive fan engagement zone
- Kid's Zone
- Food & beverages
- Auckland city centre branding
- Unique on-water branding opportunities.





# SUSTAINABILITY

- Sailing is powered by the wind, an unlimited natural resource
- Sustainability is one of the most challenging issues of our time
- As the pinnacle of sailing the America's Cup is committed to sustainability
- The America's Cup provides the ideal platform for a brand to communicate a sustainable message
- New Zealand is renowned for its natural beauty and respect for the environment.



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# OFFICIAL PARTNER OF THE 36TH AMERICA'S CUP PRESENTED BY PRADA



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# SUMMARY

- The America's Cup is one of the world's greatest and **ICONIC** sports competitions in the world
- Premium sporting event supported by prestigious luxury brand **PRADA**
- An Official Partner of the **BIGGEST** sporting event of 2021
- Opportunity to champion **SUSTAINABILITY** in an increasing environmentally aware world
- Hosted in a country **PASSIONATE** about sport, sailing and the America's Cup
- AC36 will have exciting foiling monohulls providing **SPECTACULAR** racing
- A truly global campaign that will **ENGAGE** sail and sports fans.



# CONTACT

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