

Events Committee Working Group 5 World Cup Remit Report

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Introduction

The World Sailing (WS) executive office and Events Committee were both tasked to review the World Cup including its place and relevance within the current and future Olympic circuits.

This paper was written by the Events Committee Calendar and Ranking Working Group 5 in accordance with the World Sailing Strategy 2025-2029 and related frameworks. This is a working draft prepared for discussion and consultation in the EC.

The World Cup is defined in this report as including both a World Cup Series (several multiclass regattas) and a World Cup Final. This report presents an initial set of recommendations to be discussed in the EC and presented as recommendations for Council approval. Those in **green** require Events Committee approval.

Recommendations

The following recommendations are broken down into three areas:

- World Cup Strategy
- World Cup Key Factors of Success
- World Cup proposed phased calendar

World Cup Strategy

Beyond the Olympics and with the exception of the individual Olympic Class World Championships, the sailing community does not have an annual regatta or a series of regattas that are considered the pinnacle of sailing achievement reuniting the entire sailing community at one site while attracting the best athletes, the best audiences and the best partnerships.

Events Committee Working Group 5 World Cup Remit Report

The World Cup Series (WCS) and World Cup Final (WCF) strategic goals should reunite:

- Strongly motivated athletes to attend by offering them a high level of competitive sailing and increasing their media exposure and their fund-raising capacity;
- A strong audience engagement in line with the IOC audience targets;
- A low-cost regatta for athletes with supplied equipment to prioritize maximum MNA participation rates with a target of [60%] of the top [30] ranked athletes of each event participating at the WCS.
- A proper selective, transparent qualification system for the World Cup published sufficiently in advance for athletes to prepare one to two seasons ahead their program to target the WCF.
- A significant commercial partnership as the foundation for the support and financing of a significant media investment in the athletes themselves and a significant global media package.
- A commercially reasonable cost for the Organizing Authority with high participation rates ensuring an sustainable economic model.

Recommendation 1: Establish Strategic goals

The World Sailing executive should establish clear strategic goals for the World Cup that reunite the key stakeholders of an eventual World Cup Series and World Cup Final: athletes, MNAs, partners, and regatta organizers.

World Cup Key Factors of Success

The key factors of success can be grouped by the key stakeholders for these regattas:

1. Athletes
 - a. Significant media investment in the top athletes participating in the World Cup to increase their followers and media exposure.
 - b. The cost of participation should be reasonable targeting supplied equipment by 2032. Depending on the sponsor's budget, prize money should be considered to further motivate athlete participation.
 - c. Regarding WCS regattas, if there is more than one fleet for an Event, this option should be considered: using the same ranking system that will qualify the participants for an eventual WCF, the top ranked athletes would be grouped in the Gold Fleet, the next group of athletes in the Silver Fleet and if necessary, the last group of athletes in the Bronze Fleet. There would be no Qualifying Series. There could be a promotion / relegation between Fleets after two days of racing.
2. MNAs:
 - a. A qualification system for both the WCS and the WCF that is transparent, consistent over time and allows measured progression from one level to the next for all athletes.

Events Committee Working Group 5 World Cup Remit Report

- b. Taking into account the Calendar guidelines of the Events Committee, an eight-year visibility on the dates when the World Cup regattas would occur
 - c. A reasonable participation cost for budgets that are continually under constraint and a guaranteed place for all MNAs at all regattas.
- 3. Partners:
 - a. At least two WCS regattas / annum as qualifying regattas for the WCF offering partners year-round media exposure.
 - b. The athletes participating in these regattas would have a significant number of followers as a result of the media investments being made for them.
 - c. There should be significant media coverage of the regatta and public relations offerings.
 - d. The WCF venue would depend on the partner's priorities but could be the lieu of future Olympics and in the same window of the year as the Olympics.
 - e. Long term visibility for the partners.
 - f. An attractive and engaging formats for a wider audience.
- 4. Regatta Organizers
 - a. The media budget as well as the supplied equipment are supported by the WS partner contribution thereby limiting the financial risk of the organizer to everything except these two biggest variables.
 - b. No restrictions on participants at the WCS provided that there is always at least one place per regatta guaranteed for each MNA
 - c. The ideal number of WCS would be between 4 and 5 regattas per year with at least one regatta in the American hemisphere, a second in the Asian and Oceanic region and the rest in Europe.
 - d. Most WCS would use existing multiclass Olympic regattas
 - e. The WCF regatta would be managed to a large degree by the same core team that is managing the WCS.

Recommendation 2: Key Factors of Success

The potential for success of the World Cup requires that these Key Factors of Success, at a minimum, are considered fully and taken onboard when establishing the World Cups Series and the World Cup Final as one continuous regatta.

World Cup proposed phased calendar

The roll-out of the World Cup should be phased in with a goal of being fully operational for the 2029-2032 quadrennial. This could be achieved by having a phased calendar leading up to 2029 which could be the official launch of the World Cup:

- a) Year 1: Post-Olympic Launch: the WCS would be conducted during the months of April through June.
- b) Year 2: WCS would continue in April through June period with the option to extend into later part of the year, possibly into southern hemisphere
- c) Year 3: WCS would continue in April through June period with American and Southern hemisphere regattas added to the April through June season.
- d) Year 4 – WCF held at or near the Olympic Games venue.

Events Committee Working Group 5 World Cup Remit Report

Three more important steps toward launching the World Cup are:

- a) Establishing a clear and fair qualification procedure for the World Cup Final such as the participation in three events: two World Cup Series and one Class World Championship.
- b) WS shall promote and encourage perpetual multiclass regattas (PMR) outside of Europe that could serve as future World Cup Series regattas and allow easier access to the qualification requirements for athletes outside of Europe.
- c) WS should establish minimum criteria for a PMR to become a World Cup Series which would provide targets for PMR to improve their regattas.

Recommendation 3: Phased calendar in two parts

3.1: A successful World Cup should begin with a clear path to the World Cup Final: how would an athlete or MNA need to perform for them to qualify for the World Cup Final. This World Cup Final vision and goal is needed to reinforce the participation at the World Cup Series which should be qualifying regattas for the World Cup Final.

3.2: Once the qualification is established for the World Cup Final, the World Cup Series can be launched as part of the qualification phase to this World Cup Final. Finally, a phased approach would permit the World Sailing Executive to check all the boxes before launching a new WCS/WCF in the next quadrennial.

Next Steps

As part of the next phase, the World Sailing executive should test this World Cup project with its existing and potential future partners before engaging in the discussions with potential regatta organizers. At the same time, the qualification criteria for reaching a World Cup Final should be established early in the process in order to provide visibility on the end goal.