



**WOMEN'S
WORLD
MATCH RACING
TOUR**

NEW ERA,
NEW TOUR

**BE PART
OF IT**

“THE WOMEN’S WORLD MATCH RACING TOUR IS EXACTLY WHAT OUR SPORT NEEDS RIGHT NOW TO INSPIRE FEMALE ATHLETES AROUND THE WORLD, AND PROVIDE A VALUABLE PATHWAY INTO PROFESSIONAL SAILING. NOT ONLY WILL IT GROW PARTICIPATION BUT ALSO DEVELOP THE EXPERIENCE AND SKILL LEVEL OF FEMALE ATHLETES AT THE VERY HIGHEST LEVEL”

Dee Caffari MBE

International Yachtswoman, Presenter and Speaker

Chair of the World Sailing Trust

First woman to sail single-handed and non-stop around the world

Skipper of ‘Turn the Tide on Plastic’
– 2017/18 Volvo Ocean Race



“THE WOMEN’S WORLD MATCH RACING TOUR IS A WELCOME STEP TO RAISE THE PROFILE AND PATHWAY FOR MANY TALENTED FEMALE SAILORS IN OUR SPORT. I LOOK FORWARD TO SEEING THE WORLD’S BEST FEMALE MATCH RACING SAILORS COMPETE ON THE TOUR, AND THE POSITIVE IMPACT IT WILL HAVE ON OUR SPORT”

Libby Greenhalgh

Co-founder of The Magenta Project
Navigator Team SCA - Volvo Ocean Race 2014/5



THE WORLDS **ONLY** PROFESSIONAL SAILING SERIES FOR **WOMEN**





Women's Match Race

23-25 September, Royal Danish
Yacht Club, Skovshoved, Denmark

2



Normandy Match Cup

2-6 June, Le Harve, France

1

3



EUROSAF Women's European Championship

12-16 October, Corfu Sailing Club, Greece



Women's Match Racing World Championship

9-13 November, RNZYS, Auckland, NZ

4

2022 SEASON

GROWING WORLD CLASS MATCH RACING FOR **WOMEN** ON A **GLOBAL STAGE**



Originally launched in 2013 as the WIM Series
(Women's International Match Racing Series)

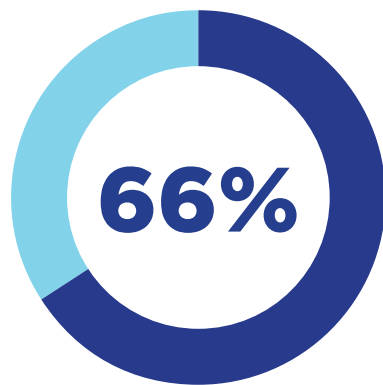
Over 30 events hosted around the world and over 500
international women sailors

Re-launching in 2022 as the 'Women's World Match Racing Tour'

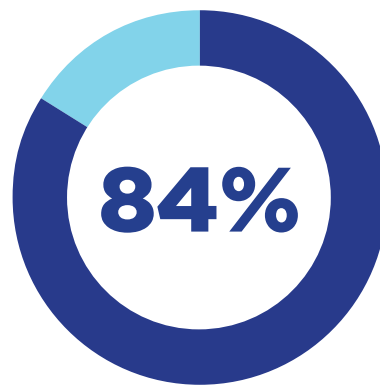
In partnership with WIMRA (Women's International Match Racing
Association), a non-profit organisation to promote and develop
opportunities for women in sailing and match racing

WWMRT to receive global media exposure through established
media channels from the World Match Racing Tour (founded 1999)

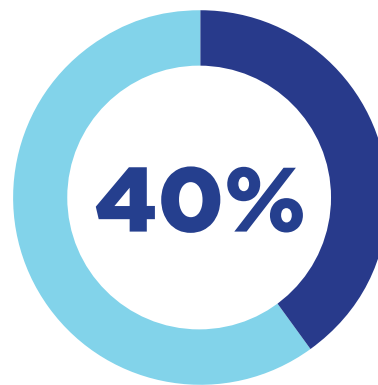
WOMEN IN SPORT SHIFTING PERSPECTIVES



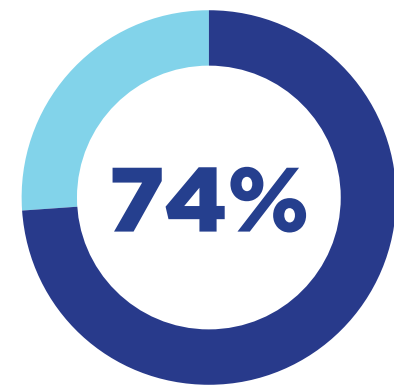
of people are
interested in at least
one women's sport



of sports fans
are interested in
women's sports



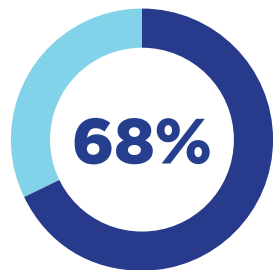
would watch more
women's sports if it
was available online



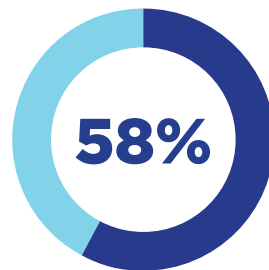
...of those 74% would
be willing to pay
for access

AN EXCITING FUTURE FOR WOMEN'S SPORTS

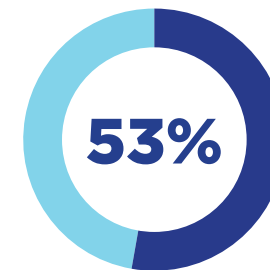
Global - % of agreement that women's sport has improved, by area of sport
% of respondents



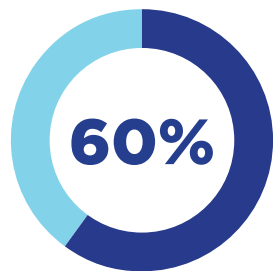
Quality of women sport/games



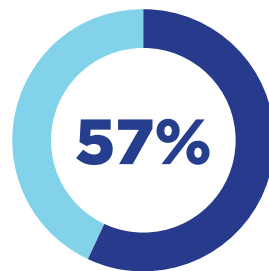
Availability of news on women's sport/games



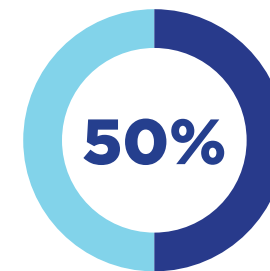
Sponsorship for women's sport/games



Live coverage of women's sport/games



Ease of following or watching women's sport/games



Live attendance of women's sport/games (prior to Covid-19)

146% rise in women's sponsorship investment in 2021 across three of sports biggest rights holders, FIFA, UEFA and World Rugby Source: Nielsen

#WHERE CHAMPIONS ARE MADE










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PATHWAY OPPORTUNITY PARTICIPATION INSPIRATION



“WORLD SAILING IS FIRMLY COMMITTED TO CREATING OPPORTUNITIES FOR WOMEN AND GIRLS TO GET INTO SAILING, INCREASING PARTICIPATION AND SHOWING THE FULL RANGE OF POSSIBILITIES WITHIN THE SPORT.”

David Graham CEO World Sailing

BE PART
OF IT...



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