



**WOMEN'S
WORLD
MATCH RACING
TOUR**

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 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





2-5 May
CASA VELA CUP
St. Francis Yacht Club,
San Francisco, USA



23-26 April
SANTA MARIA CUP
Eastport Yacht Club,
Annapolis, USA

29 Oct-3 Nov
BERMUDA WOMEN'S TROPHY



17-20 May
NORMANDY MATCH CUP
Le Havre, France

5-8 September
KDY WOMEN'S MATCH RACE
Royal Danish Yacht Club
Skovshoved, Denmark

1-6 July
NORDEA WOMEN'S TROPHY
MATCH CUP SWEDEN
Marstrand, Sweden

2024 SEASON

#WHERECHAMPIONSAREMADE

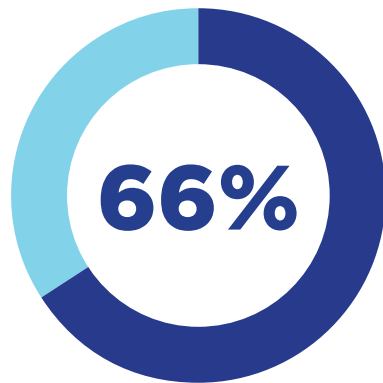
*DATES ARE RACE DAYS ONLY

GROWING WORLD CLASS MATCH RACING FOR WOMEN ON A GLOBAL STAGE

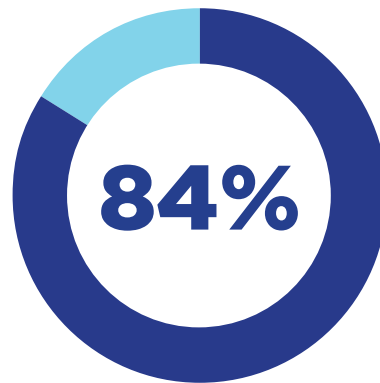


- » Originally launched in 2013 as the WIM Series (Women's International Match Racing Series)
- » Over 30 events hosted around the world and over 500 international women sailors
- » Re-launched in 2022 as the 'Women's World Match Racing Tour'
- » 127 women sailors competed on the 2023 Women's WMRT
- » In partnership with WIMRA (Women's International Match Racing Association), an organisation to promote and develop opportunities for women in sailing and match racing
- » Supported by World Sailing, the world governing body of the sport

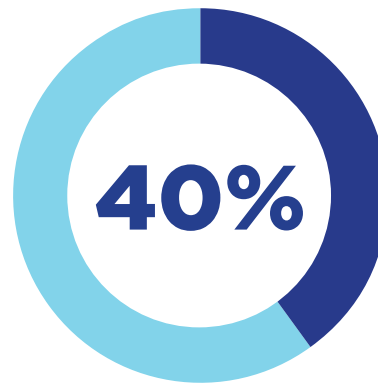
WOMEN IN SPORT SHIFTING PERSPECTIVES



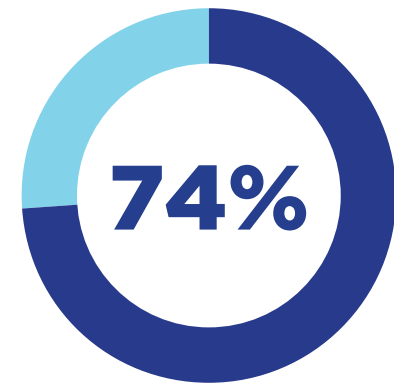
of people are
interested in at least
one women's sport



of sports fans
are interested in
women's sports



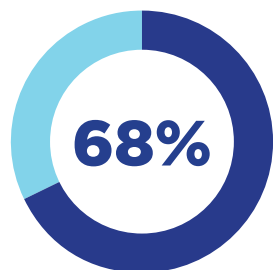
would watch more
women's sports if it
was available online



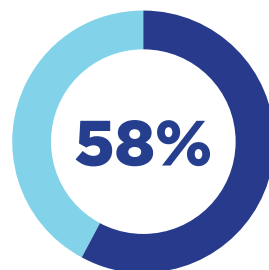
...of those 74% would
be willing to pay
for access

AN EXCITING FUTURE FOR WOMEN'S SPORTS

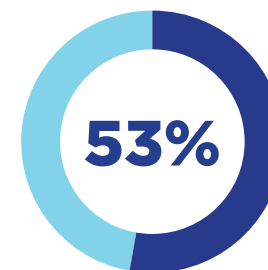
Global - % of agreement that women's sport has improved, by area of sport
% of respondents



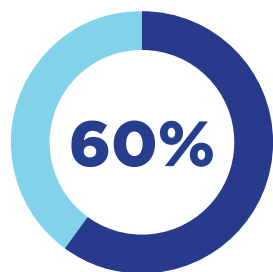
Quality of women sport/games



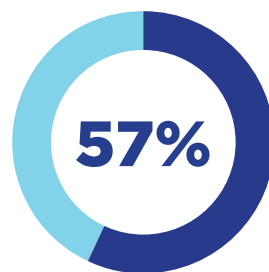
Availability of news on women's sport/games



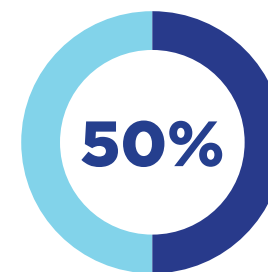
Sponsorship for women's sport/games



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









PATHWAY OPPORTUNITY



PARTICIPATION

INSPIRATION

“THIS YEAR OUR OAKCLIFF MATCH RACING ACADEMY PROGRAMS HAD TWICE AS MANY WOMEN SIGN UP SHOWING WHAT A STRONG INTEREST THERE IS IN MATCH RACING AND A DEMAND FOR WORLD HIGH QUALITY EVENTS LIKE THE WOMEN’S WORLD MATCH RACING TOUR”

Dawn Riley

Executive Director, Oakcliff Sailing NY

First woman to manage an entire America’s Cup team

First American to sail in 3 x America’s Cups

2 x Whitbread Round The World Races



“THE WOMEN’S WORLD MATCH
RACING TOUR WILL CREATE SO MANY
OPPORTUNITIES - THE TOUR HAS
HELPED ME IN EVERYTHING, THERE
IS NO WAY I WOULD HAVE GOT TO
THE OLYMPICS OR BIG BOAT SAILING
WITHOUT IT”

Annie Lush (GBR)

Four time world champion
Olympic match racing sailor
Round the world sailor

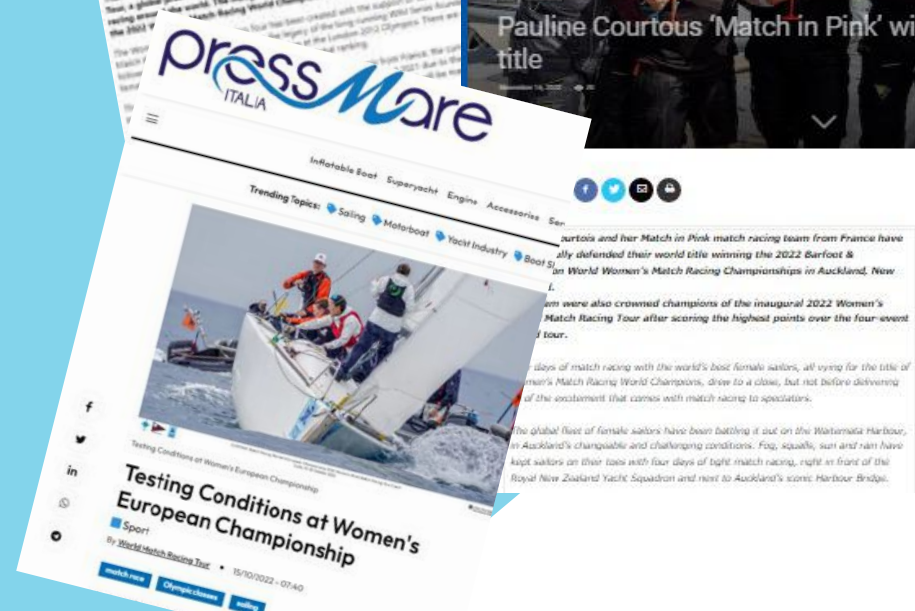
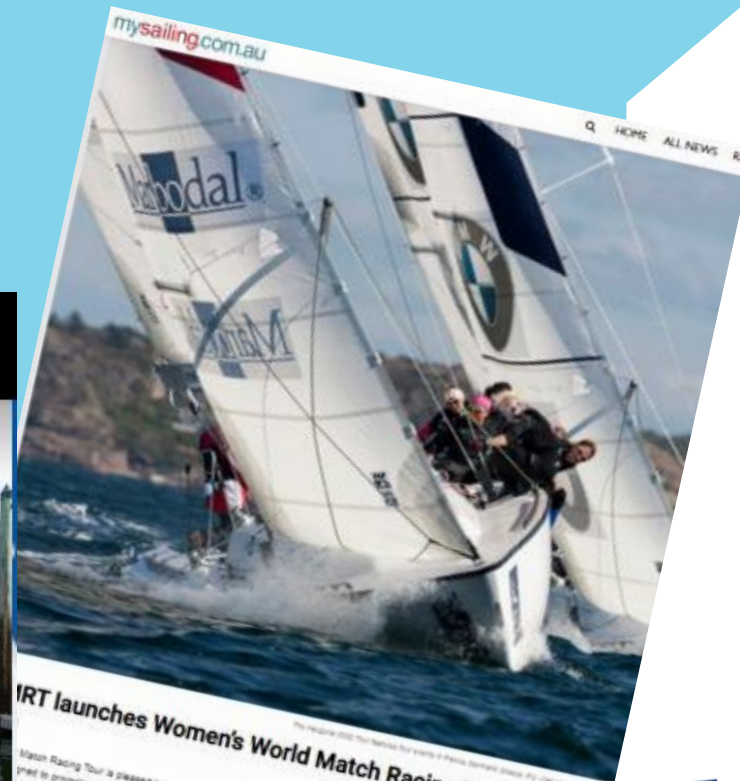


“WORLD SAILING IS FIRMLY COMMITTED TO CREATING OPPORTUNITIES FOR WOMEN AND GIRLS TO GET INTO SAILING, INCREASING PARTICIPATION AND SHOWING THE FULL RANGE OF POSSIBILITIES WITHIN THE SPORT.”

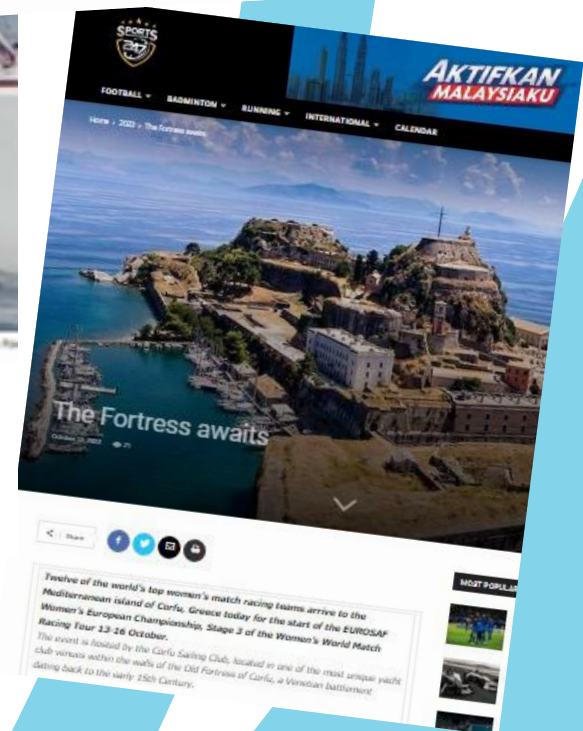
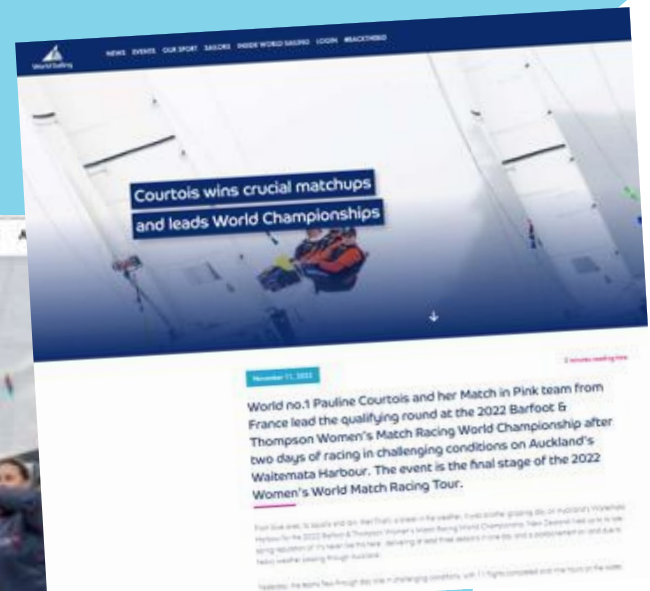
David Graham CEO World Sailing



IN THE MEDIA



IN THE MEDIA





团)有限公司
ment(Group) Co.,Ltd.













BE PART
OF IT...



**WOMEN'S
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MATCH RACING
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**CONTACT FOR
MORE INFORMATION**

James Pleasance

Executive Director

World Match Racing Tour

e: jamespleasance@wmrt.com

t: +44 (0) 7711 130 886

womenswmrt.com