



**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



\*DATES ARE RACE DAYS ONLY



# 2025 SEASON

#WHERECHAMPIONSAREMADE

 World Sailing  
Special Event



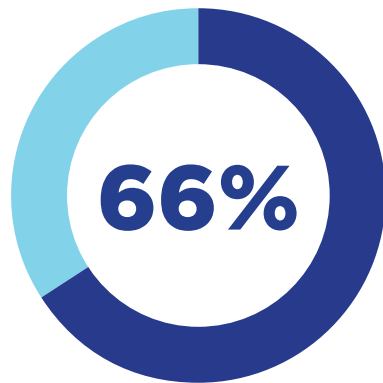
# GROWING WORLD CLASS MATCH RACING FOR WOMEN ON A GLOBAL STAGE



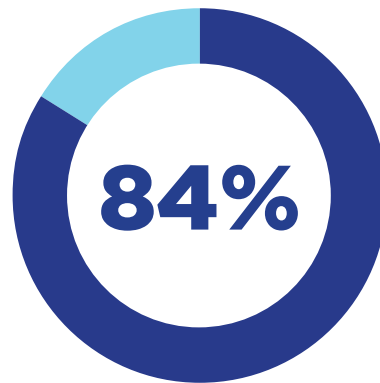
- » Originally launched in 2013 as the WIM Series (Women's International Match Racing Series)
- » Over 30 events hosted around the world and over 500 international women sailors
- » Re-launched in 2022 as the 'Women's World Match Racing Tour'
- » Over 150 female sailors competed on the 2024 Women's WMRT
- » In partnership with WIMRA (Women's International Match Racing Association), a Charity organisation to promote and develop opportunities for women in sailing and match racing
- » Sanctioned by World Sailing, the world governing body of sailing with 'Special Event' status



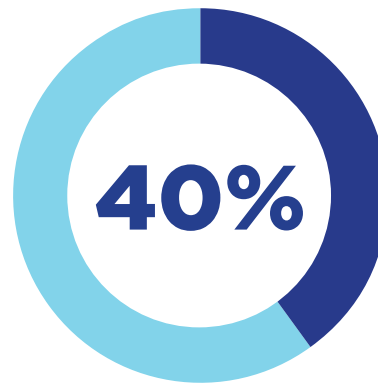
## WOMEN IN SPORT SHIFTING PERSPECTIVES



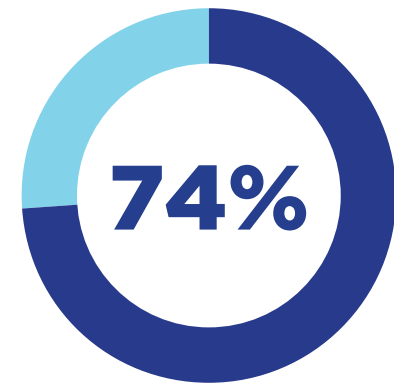
of people are  
interested in at least  
one women's sport



of sports fans  
are interested in  
women's sports



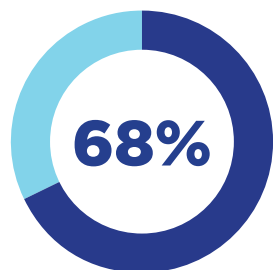
would watch more  
women's sports if it  
was available online



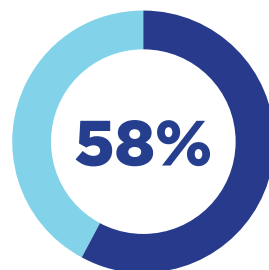
...of those 74% would  
be willing to pay  
for access

# AN EXCITING FUTURE FOR WOMEN'S SPORTS

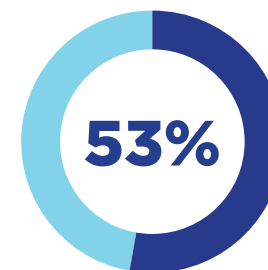
**Global - % of agreement that women's sport has improved, by area of sport**  
% of respondents



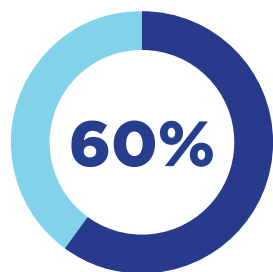
Quality of women sport/games



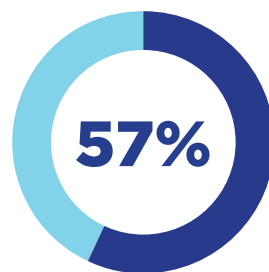
Availability of news on women's sport/games



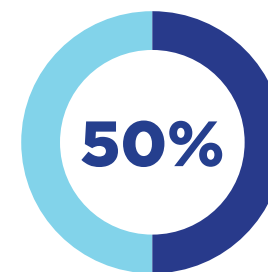
Sponsorship for women's sport/games



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



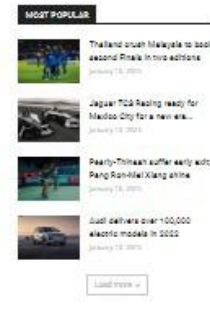
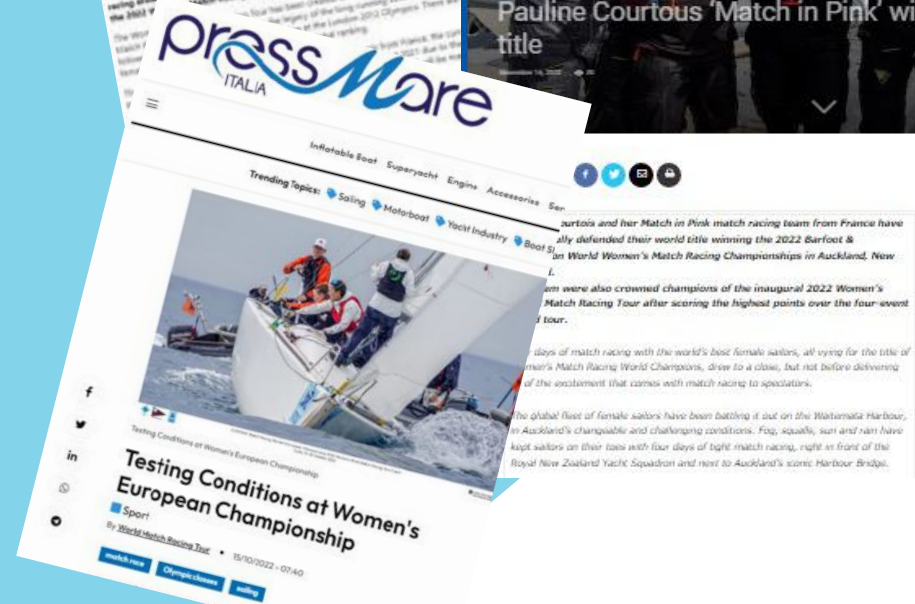


“WORLD SAILING IS FIRMLY COMMITTED TO CREATING OPPORTUNITIES FOR WOMEN AND GIRLS TO GET INTO SAILING THROUGH EVENTS SUCH AS THE WOMEN’S WORLD MATCH RACING TOUR, INCREASING PARTICIPATION AND SHOWING THE FULL RANGE OF POSSIBILITIES WITHIN THE SPORT.”

**David Graham** CEO World Sailing

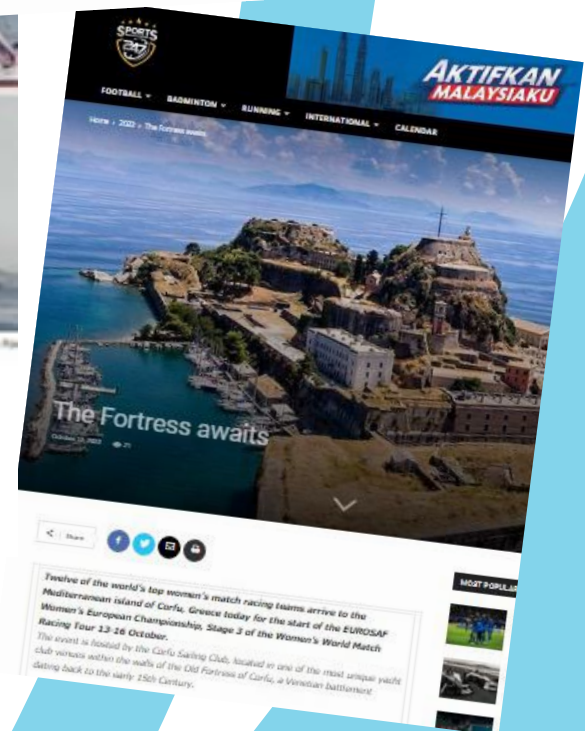


# IN THE MEDIA





# IN THE MEDIA







团)有限公司  
ment(Group) Co.,Ltd.

























BE PART  
OF IT...



**WOMEN'S  
WORLD  
MATCH RACING  
TOUR**

**CONTACT FOR  
MORE INFORMATION**

**James Pleasance**

Executive Director

World Match Racing Tour

**e:** [jamespleasance@wmrt.com](mailto:jamespleasance@wmrt.com)

**t:** +44 (0) 7711 130 886

**[womenswmrt.com](http://womenswmrt.com)**