

2.4mR EUROPEAN CHAMPIONSHIP 2016



KIELER YACHT-CLUB

gegründet 1887

BID BOOK KIELER YACHT-CLUB

Kiel, December 3rd, 2014



This document represents the application of the Kieler Yacht-Club for the 2.4mR European Championship 2016

Document Purpose and Agenda

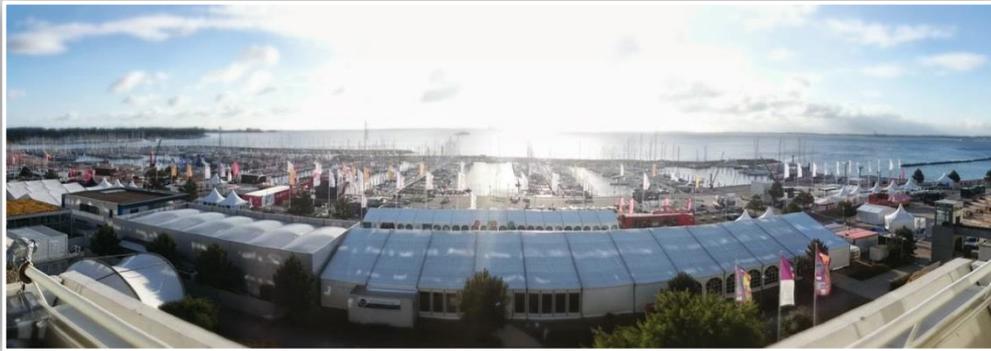
Document purpose: This bid book represents the application of the Kieler Yacht-Club for the 2.4mR European Championship 2016

- **Agenda:**
 - Overview
 - Location
 - References
 - Communication
 - Budget
 - Schedule



We are looking forward to host unforgettable Europeans based on our long and successful Kieler Woche and championship history

Overview



- The 2.4mR European Championship will be organized by **Kieler Yacht-Club** with **well experienced race officers (IRO) and event chairmen (PRO)**
- **Sailing venue** (onshore and offshore), infrastructure and accommodation is the well known Kiel fjord
- **Sailing:** Will take place in the famous Kiel fjord, hosting two Olympics, over 130 years of Kieler Woche and other regattas like many Worlds and Europeans
- **Date:** During **Kieler Woche 2016**, last week of June
- The Early Entry Fee is **210 EUR per boat**

The federal state Schleswig-Holstein is north part of Germany and greatly exposed to both Baltic Sea and North Sea

Location: Germany and Schleswig Holstein



Germany:

- 80.8 million inhabitants
- One of Europe's most important countries
- One of the world's **biggest exporters**
- **Stable** government and conditions
- **9.1 million sailing interested inhabitants**



Schleswig Holstein:

- **Schleswig-Holstein** is one of 16 states of the Federal Republic of Germany
- Schleswig-Holstein has its own elected parliament seated in Kiel
- **2.8 million inhabitants**

Kiel as capital of Schleswig-Holstein has realized many years ago the importance of sailing and adopted its city marketing

Location: Kiel.Sailing City



Kiel:

- **Kiel** is the **capital** of Schleswig-Holstein
- 240.299 inhabitants
- 27 sailing clubs, with 9 modern marinas for 3.000 boats and **20.000 active sailors and surfers**



Kiel.Sailing City:

- **1936 and 1972 Olympic Games**
- Kiel city marketing around the slogan “**Kiel.Sailing City**” – everyone associates Kiel with sailing
- **Olympic base of German Sailing Federation (DSV)**

Races will be held in Kiel, which is the well known location of the Kieler Woche, but also from Olympics and many championships

Location – Onshore: Event Venue (I/II)

- **Onshore:** Infrastructure of the Olympic harbor Kiel-Schilksee will be used, which provides **sufficient parking spaces, measurement rooms, berthing with guarded access, facilities and celebrating locations;** very good traffic connection to downtown Kiel
- The “**Regattahaus**” in Kiel-Schilksee will be used for **race office, jury meetings and media center** (existing technical equipment, **WiFi**, e.g.)
- **Accommodation and transport infrastructure:** Near-by, sufficient rooms and space are available for all visitors and sailors; **Kiel is very approachable via all means of transports**



The Olympic Harbor Kiel-Schilksee represents a great and very much experienced venue for all onshore activities

Location – Onshore: Event Venue (II/II)



Olympic Harbor Kiel-Schilksee:

- Venue for the annual **Kieler Woche** and many other major international regattas
- Perfect infrastructure **with modern media center, race and jury offices**
- **All boats are located together on swimming platforms**, container and trailer (service) are located nearby
- **New ramp designed in 2014 for easy approach of the boats by sailors in wheelchairs**
- Cranes available next to new ramp
- **Campsite directly behind/next to sailing venue**

The Europeans will be part of the Kieler Woche, where large event areas are built up for the sailors and spectators



KIELER YACHT-CLUB
gegründet 1887

Location – Onshore: Social Events



Event Area/Location:

- Locations for crews and parties with daily live music
- Opening ceremony incl. food and drinks
- Stages for ceremonies
- Catering facilities, fitness and workout rooms, indoor swimming pool, physiotherapy and sauna

Kiel's summer social life is typically centered around the beaches and focused on all kind of outdoor activities



KIELER YACHT-CLUB
gegründet 1887

Location – Onshore: Kiel Social Life



Within Kiel, an overall room capacity exists of 1,905; Kiel is very easy to approach via private or public transport

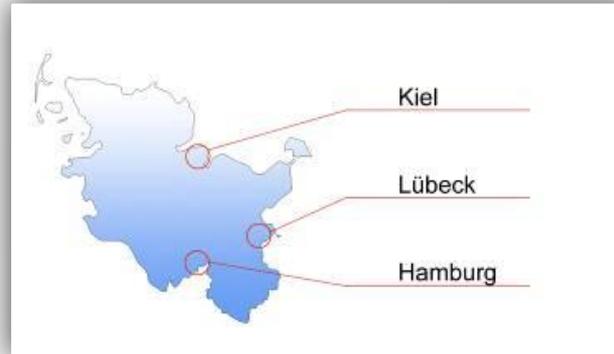
Location – Onshore: Accommodation and Infrastructure



Accommodation¹⁾:

- Capacity overall: 1,905 rooms
- 4 stars: 666 rooms
- 3 stars: 695 rooms
- 2 stars: 51
- Campsite directly next to racing area!
Not classified: 492 rooms

1) One room has in average about two beds; ¼ of the rooms are in less than 15 minute car driving
Source: Kiel-Marketing e.V. (Landeshauptstadt Kiel)



Transport infrastructure:

- Airports: Kiel, Hamburg, Lübeck and Denmark (Billund and Sonderburg)
- Distance to Hamburg: 100 km
- Very high quality level of public transport (both train and bus)

Sailing will take place near by the costal line on the Kieler Woche race courses



KIELER YACHT-CLUB
gegründet 1887

Location – Offshore: Baltic Sea and Race Courses



Baltic Sea:

- Light salty sea touching the Scandinavian peninsula, the mainland of Europe and the Danish islands
- Surface area of 377,000 km² (145,522 sq mi)



Race courses:

- Well known Kieler Woche race course
- Close to the harbor, max. 20 min. away
- Races can be done directly in front of spectators
– TV live coverage possible

We are working with well experienced race officers and event chairmen as well as international jury



KIELER YACHT-CLUB
gegründet 1887

Location – Offshore: Race Management



- We are working with well experienced race officers and event chairmen as well as international jury
- **Well known event chairman (PRO) and international race officers (IRO) with strong 2.4mR background, probably Stephan Giesen**
- **Very experienced, global jury organization (IJs)**

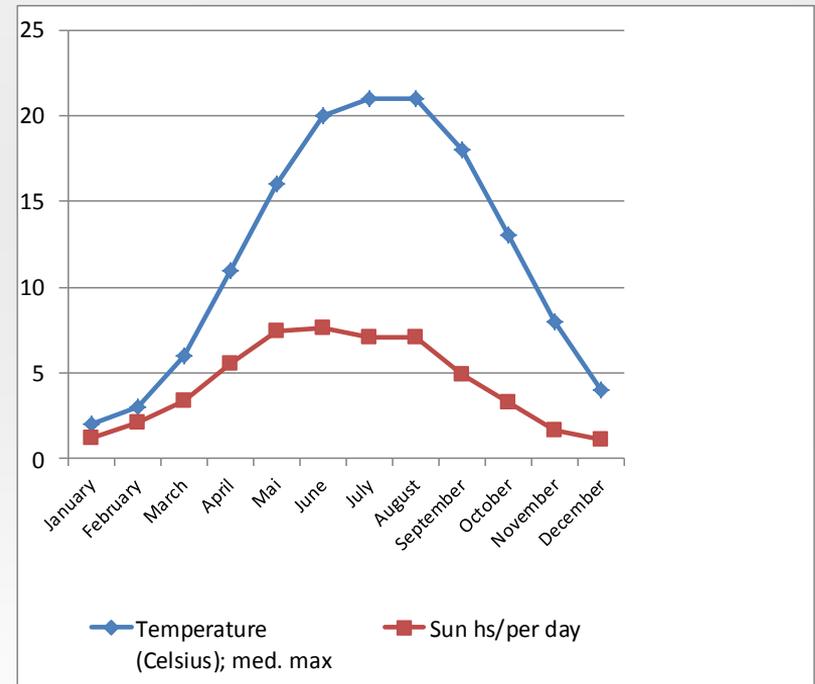
We expect steady medium wind speeds from a north-westerly direction and about 20 degrees Celsius with some sunshine



KIELER YACHT-CLUB
gegründet 1887

Location – Offshore: Climate (June, Long Time Average)

Wind speed		Wind direction	
0 – 5 knots	12.1%	0° – 60°	11.9%
5 – 10 knots	28.3%	60° – 120°	19.9%
10 – 15 knots	24.2%	120° – 180°	7.3%
15 – 20 knots	21.3%	180° – 240°	22.5%
20 – 30 knots	13.1%	240° – 300°	27.2%
30+ knots	0.8%	300° – 360°	11.1%



Our long lasting and successful history of organizing sailing events ensures the success of the event

References Kieler Yacht-Club



- **Kieler Woche:** Annual event with **1,800 boats from >50 nations** with up to 4,500 sailors and **>3 million spectators** broadcasted by **live TV and tracking**
- **Worlds and Europeans:** SAP 505 Worlds ('14), ORCi Worlds ('14), 29er Europeans during Kieler Woche 2014, J/80 Worlds ('08), X-35 Worlds ('07), X-41 ('07)
- **IMS/ORCi German Championships (eight times)**
- Annual **Young Europeans Sailing** with >700 boats, largest European youth event
- **German Sailing Grand Prix:** show event with three Americas Cup boats (2006)
- **Volvo Ocean Race Finish and MOD70:** Kiel as host location for global series

We communicate via all Kieler Woche channels starting end of 2015 with an increasing frequency until the event



KIELER YACHT-CLUB
gegründet 1887

Communication



- **Website:** Kieler Woche website with about 4 million site visits will be used showing all required information
- **TV and tracking:** Kieler Woche.TV will be focusing on 2.4mR Europeans and live tracking will be used to illustrate the races
- **Media/Press:** daily media feeds will be provided; media feeding will start well in advance of the Kieler Woche and 2.4mR Europeans; media will cover press releases and conferences
- **Social media:** "Kieler Woche" facebook site with 45k fans and "Kieler Woche Sailing" facebook site with 2.5k fans, Kieler Woche youtube channel with almost 200k views in 2014

We secure the required budget by our broad existing Kieler Woche sponsor base

Budget



- Early Entry fee per boat: 210 EUR
- **Sponsors:** existing sponsors of Kieler Woche will be leveraged for supporting the 2.4mR Europeans
- **Included:** all to the Kieler Yacht-Club communicated wishes regarding the Europeans 2016 (offshore and onshore) are included in the entry fee per boat, e.g. five rescue boats at the race course, adequate measurement procedure, opening ceremony incl. food and drinks, 1 BBQ night, daily price giving

The 2.4mR European Championship 2016 will take place during the Kieler Woche 2016



KIELER YACHT-CLUB
gegründet 1887

Schedule Example within Kieler Woche 2016

Friday, June 17 th	Registration & Measurement
Saturday, June 18 th	Registration & Measurement, Racing and Opening Ceremony
Sunday, June 19 th	Racing
Monday, June 20 th	Racing
Tuesday, June 21 st	Racing
Wednesday, June 22 nd	Racing and Prize Giving Ceremony



We have the answers to your questions



KIELER YACHT-CLUB
gegründet 1887

Contact: GET IN TOUCH WITH US



Contact: Kieler Yacht-Club
Martje Uecker
Kiellinie 70
24105 Kiel

Phone: +49 (0)431 - 800 98 15

Fax: +49 (0)431 - 800 98 20

Email: regatta@kyc.de

