

Sponsorship Proposal 2022 - 2024

FREYA BLACK AND SASKIA TIDEY

49ER FX TEAM

BRITISH SAILING TEAM

CAMPAIGNING FOR GOLD AT THE
PARIS 2024 OLYMPICS

ABOUT US...

We are a high-performance 49er FX pairing in the British Sailing Team; the most successful Olympic sailing nation of all time. We are campaigning towards the Paris 2024 Olympics with a burning desire to win a gold medal.



Together we are committed, passionate and determined to ensure our goal is reality.

Teaming up in 2021 as a new partnership, we are very excited to work together to become champions and show the great potential of our team in the three years leading up to the Olympics. We are very confident that together we can reach our end goal of a gold medal at the Olympics. There is something special in our partnership, and with our hard work and determination, you will see us on the top of the podium at the 2024 Olympics.

SASKIA'S SAILING JOURNEY SO FAR...

- Competitive team sport has always been my passion; from international level netball to representing my nation at x2 Olympic Games. Through the desire to win and be the best in the role required, I pride myself in the ability to learn faster than the competition.



- Pioneering the first all female 18ft skiff team, campaigning to compete in the J.J Giltinan World Championships Sydney 2013, was not only a powerful experience but a conscious decision to get ahead of the curve on my road to the Rio 2016 Olympic Games in the 49er FX.
- Having medaled at the Olympic test event 2019, World Championships and European Championships my primary goal was to challenge an Olympic Gold medal performance in Tokyo 2021 for Great Britain. Losing the Gold medal position in my final race at the Olympic Games in 2021 to finish 6th has challenged my previous campaigning decision making and vision for the future.
- I am excited to take on my third Olympic campaign to medal for Team GB with Freya Black. I am motivated to evolve and challenge my skills as an elite female athlete to perform at the highest level and inspire the next generation of women through my story.

FREYA'S SAILING JOURNEY SO FAR...

Junior Sailing

- I started sailing in an Optimist at the age of 8. Competing from the age of 10, I quickly fell in love with the sport.
- I moved into a RS Feva where I became **Ladies European and National Champion** at the age of 14



Youth Sailing

- Growing out of the Feva, I transitioned into the 29er in 2016 and quickly progressed to the top of the fleet and securing my place in National Squad.
- In 2018, I was crowned **Ladies National and European Champion**.
- A **silver medal overall** at the 2019 European Championships saw me being selected for the British Sailing Team.

Olympic Sailing

- I began my Olympic Journey in a 470 where I campaigned for 18 months and achieved results that saw me in medal contention at the U24 and senior World Championships
- In 2021, I was awarded the Talent Athlete Sports Scheme's **Most Potential Athlete**
- I am very excited to continue my sailing journey and challenge a medal at 2024 with Saskia. I really believe that as a team we can do this, and I am ready to challenge myself and perform to my full potential as an elite athlete.

LIFE AWAY FROM SAILING



- We both love to travel, go on adventures and do pretty much anything that involves sport. Add in a bit of coffee and gin drinking and we've summed up our lives! ;)

- Cycling, gym and mobility are big parts of our lives to ensure we keep fit. When we are not sailing, you can either catch us on a road/watt bike, lifting weights or doing some yoga!
- Portland (our home town) has some of the best cliffs to climb and it would be rude not to make use of them!

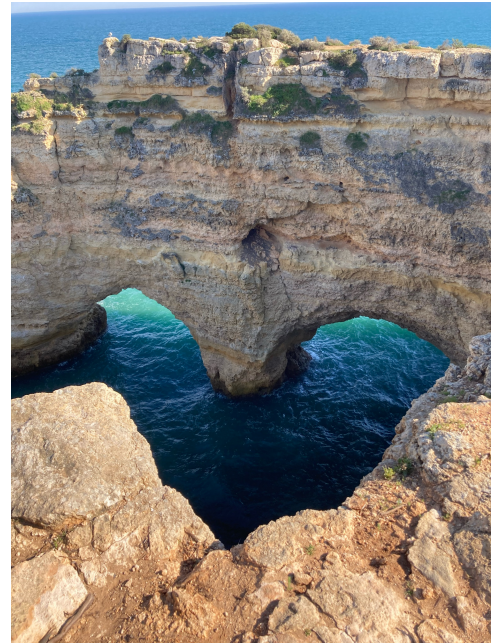


- We also love to do other sailing, whether that be learning how to foil in a WASZP, sailing yachts (Freya as a tactician recently came 3rd overall at Cowes Week in a SB20) or racing other dinghies, such as a RS200 (Freya won the Ladies First Helm title in 2021)

OUR PASSION- SUSTAINABILITY

We both share a huge passion for sustainability and the fight to protect our oceans and the environment.

Living by and seeing the ocean everyday makes this push for a greener way of living very close to our hearts. Promoting a sustainable lifestyle and the importance of doing every little bit to help stop the impacts of climate change, such as doing beach cleans, recycling, sustainable brands etc. is very important to us.



Sailing is committed to United Nation's Race to Zero campaign and to become net zero by 2050. The push for sustainability is at the forefront of the sport.

As sailors we want to exemplify the effects and harmfulness of what happens to our environment by showing what happens first hand. We would love to become ambassadors of a sustainable life and to spread the word further of the importance of a clean environment.

CURRENT AUDIENCE



5,443 @saskiatidey
1,691 @freya.blackk

01

Social Media- Our social media channels reach thousands of people and we post regularly. We plan to build our social media platforms and keep increasing our followings. We are also associated with and are frequently posted on the British Sailing Team and UK Sport media channels, as well as being featured on the BST Team Sponsors (listed below) social medias.

02

Live Streaming- The international events we regularly compete at are lived streamed on YouTube, and also are shown on TV on channels such as, Sky Sports.

03

Website- We are currently creating a website to post monthly blogs to keep our followers updated on what we are doing and to promote our sponsors on how they are supporting us in our journey.

04

Athlete Appearances- It is a privilege as professional athletes to lead and inspire at appearance events around the UK. It is the most personal way to give back to our community who support our endeavours.



21.6K Instagram Followers



MUSTO

Marlow

allen

SPONSORSHIP

As one of our main sponsors, we would be proud to represent you and your business in a positive and engaging light. We would endorse you and your brand to our audience on an ongoing basis through our online platforms, word of mouth and appearances.

THE OPPORTUNITIES

- Onboard Bespoke Branding- Your brand promoted on our race boat
*location dependent on support level.
- Your brand advertised in social media posts
- Branding displayed on our website, with a link to your website
- Bespoke Branding on British Sailing Team kit.
- Blogs
- Marketing campaigns for your business
- Corporate days, team building days
- Athlete appearances



WHY SPONSOR US?

Proven Track Record

Individually, we have both achieved National and International titles since a very young age, totally to 8 championship medal between us. Combining the forces as Team Black-Tidey, we are committed to achieve even greater success.

Ambassadors for Healthy Living and Sustainability

As fit, healthy, young, motivated, determined athletes with the potential to win Gold at 2024, we offer an exciting platform with wide appeal to the public.

We are also committed to promoting sustainability and becoming great ambassadors for such an important cause.

New Generation

With the retirement of most the Olympic Team after Japan 2021, there has been a generation shift of new talent coming through to take their spots! Freya, at the age of 20, is a new rising star on the quest to become the most decorated female sailor.



Equality and Empowerment

As a all girl team in a traditionally male dominated and physical sport, we are committed to the empowerment of female athletes to challenge the gender norms in life.

National and International Visibility

This is an opportunity to have your company logo on our kit and equipment travelling all over the world with us. Your brand will be visible in all promotional photography and social media footage as well as photography and media of us competing at events.

HOW WILL THE FINANCIAL CONTRIBUTION HELP US REACH A MEDAL IN 2024?



Below we have listed the minimum quantity of equipment needed to race per annum, as well as our other main outgoing costs of our campaign to keep us performing at the highest international level.

The year of 2024 is added into our budget, however the outgoing costs are irrelevant if we do not get selected to go to the Olympic Games.

If you are interested in investing in our campaign, please contact us so we can explain the costs further and what this investment means for you as a sponsor.

Consistency in high performance sailing comes from trust and standard of our equipment. Speed around the racecourse heavily relies on new kit which has been tested and tuned. Without speed playing the tactical game on the racecourse is limited. The equipment needed therefore is a large outgoing cost for us to be able to be the fastest boat on the racecourse.

One boat per nation gets selected to go to the Olympic Games. We will be competing against two other boats for the Olympic spot. Your sponsorship will allow us to reach our full potential and improve our results to maximise the likelihood of being the boat that is selected for the Games.

THE NONNEGOTIABLE COSTS IN OUR CAMPAIGN

01

PURCHASING A NEW BOAT – COST: £18,000

Our boats are built by the leading manufacturers MacKay Boats in New Zealand. A new boat is faster and we need to buy at least a new hull per annum between now and 2024 to ensure we consistently stay up to pace.

02

NEW MAST AND SAILS – COST: £13,000

The 49er FX is a “One Design” class and has just released a new sail design and a new carbon mast. Like any material produced there will always be a manufacturing error or a slight variance in tolerances. It is critical to test as many sails and masts as possible to find the marginal gain. In 2022 we will need a new mast and sails to begin this testing process.

03

UNIT STORAGE – COST: £4,800

We rent an industrial unit building with Dylan Fletcher-Scott (Olympic Gold Medalist) and Rhos Hawes, a 49er boys pairing. Dry storage allows us to protect our equipment from weathering and allows us to test indoors. It is the cherry on the cake of our campaign.

04

PRIVATE EXPERT COACHING – COST: £10,000-15,000

Private coaching allows us to make a quick jump against our competitors. Having the possibility to contract a private expert coach in specific areas of our campaign is a game changer. This expertise can vary from campaign management advice from past Gold Medallists to technical experts who can help sift through the selection of equipment more efficiently.

05

MENTOR FOR MANAGING CAMPAIGN – COST £12,000

A mentor for our campaign is someone who helps us set our goals and to review with, facilitating the conversations and to give their opinion and challenge our ideas. Stu Bithell, the Gold Medalist at Tokyo is going to fill this role for us.

OUR BUDGET FOR 2022

JAN 2022 - DEC 2024			
Annual Contribution	Amount		
APA (UK Sport salary- Fr	£ 15,000.00		
APA (UK Sport salary- Sa	£ 26,500.00		
Programme Funding	£ 10,000.00		
Boat Allowance	£ 6,000.00		
GRP Boat Repairs Sponsc	£ 18,000.00		
Total	£ 75,500.00		

JAN- DEC 2022				JAN- DEC 2023				JAN- DEC 2024			
Expense	Unit Cost	Quan	Cost	Expense	Unit Cost	Quanti	Cost	Expense	Unit Cost	Quanti	Cost
Boat	£ 18,000.00	1	£ 18,000.00	Boat	£ 18,000.00	2	£ 36,000.00	Boat	£ 18,000.00	2	£ 36,000.00
Boat work	£ 2,000.00	2	£ 4,000.00	Boat work	£ 2,000.00	3	£ 6,000.00	Boat Work	£ 2,000.00	3	£ 6,000.00
Mast	£ 4,000.00	3	£ 12,000.00	Mast	£ 4,000.00	4	£ 16,000.00	Mast	£ 4,000.00	4	£ 16,000.00
Sails	£ 9,000.00	3	£ 27,000.00	Sails	£ 9,000.00	4	£ 36,000.00	Sails	£ 9,000.00	4	£ 36,000.00
Accommodation Abroad	£ 60.00	150	£ 9,000.00	Accommodation Abro	£ 60.00	150	£ 9,000.00	Accommodation Abro	£ 60.00	150	£ 9,000.00
Coaching	£ 500.00	65	£ 32,500.00	Coaching	£ 500.00	80	£ 40,000.00	Coaching	£ 500.00	90	£ 45,000.00
Mentor	£ 500.00	24	£ 12,000.00	Mentor	£ 500.00	24	£ 12,000.00	Mentor	£ 500.00	24	£ 12,000.00
Flights	£ 120.00	18	£ 2,160.00	Flights	£ 120.00	18	£ 2,160.00	Flights	£ 120.00	18	£ 2,160.00
Entry fees	£ 450.00	6	£ 2,700.00	Entry Fees	£ 450.00	6	£ 2,700.00	Entry Fees	£ 450.00	6	£ 2,700.00
Unit Storage	£ 4,800.00	0	£ 4,800.00	Unit Storage	£ 4,800.00	0	£ 4,800.00	Unit Storage	£ 4,800.00	0	£ 4,800.00
Fuel	£ 40.00	6	£ 240.00	Fuel	£ 40.00	6	£ 240.00	Fuel	£ 40.00	6	£ 240.00
Rib Hire	£ 200.00	20	£ 4,000.00	Rib Hire	£ 200.00	20	£ 4,000.00	Rib Hire	£ 200.00	20	£ 4,000.00
Annual Total			£ 128,400.00	Annual Total			£ 168,900.00	Annual Total			£ 173,900.00
Contingency		0.1		Contingency		0.1		Contingency		0.1	
Grand Total			£ 141,240.00	Grand Total			£ 185,790.00	Grand Total			£ 191,290.00
The Gap			£ 65,740.00	The Gap			£ 110,290.00	The Gap			£ 115,790.00

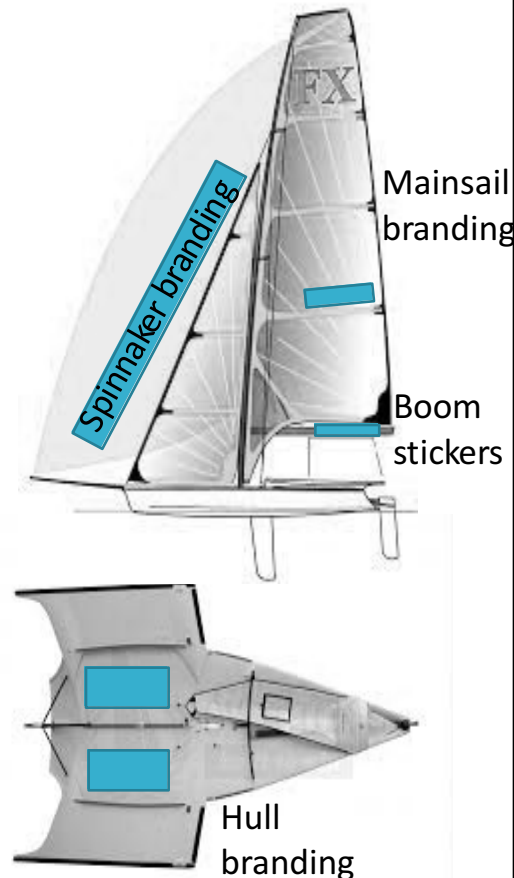
Our budget increases each year as we get closer to the Olympics. The outgoing costs of equipment increases as we have to chose our kit to take to the Games in order to be the quickest boat on the water through the marginal gains of finding the best equipment. Coaching days will also increase as we get experts in to help us with our goals.

SPONSORSHIP

WHAT CAN WE OFFER IN RETURN FOR YOUR HELP?

We understand that sponsoring us is a large financial commitment and that is why we want to make sure that it is a partnership that is beneficial to us both.

By investing in our campaign, you will have your brand/logo displayed on our equipment (as seen in the photos across), clothing and all our social media channels. We would also love to be a part of your company through writing blogs for you, participating/ holding corporate days, team building days, holding talks/ Q&A sessions, marketing campaigns and advertising your brand in all athlete appearances and everything we do.



Full Branding of Equipment	Full sponsorship of filling 'The Gap' in budget
Hull Branding + Clothing Branding	£18,000 +
Mainsail Branding + Clothing Branding	£13,000 +
Spinnaker Branding + Clothing Branding	£12,000 +
Boom Branding + Clothing Branding	£4,800
Clothing Branding	Any other contribution

CONTACT US



If you or your company see yourselves as part of our team please contact us to discuss further how we can get you onboard and involved. Not only is it an honour to represent Great Britain as members of the British Sailing Team but it is important for us to represent the people behind our support and backing to help us win.

Please contact us by email, phone or on any of our social media handles.

EMAIL: tideysas@gmail.com / freya4786@gmail.com

PHONE: +447465773313

INSTAGRAM: @saskiatidey

<https://www.instagram.com/saskiatidey/?hl=en>

@freya.blackk

<https://www.instagram.com/freya.blackk/>