

# Coverage

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## The Daily Sail

THE RACING SAILOR'S HOMEPAGE

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### Back in business

*Louis Vuitton World Series, Audi MedCup and World Match Racing Tour in 2010 for TeamOrigin*

**TeamOrigin** stuck their head above the parapet yesterday with the announcement of a full racing program for 2010, plus a significant partnership with the Carbon Trust. Portuguese hero Francisco Lobato continues to lead the **Mini Transat** in his series boat. There was no racing for a second day at the **Audi MedCup event** in Murcia. Canada are ahead after the first race of the **New York YC Invitational Cup**. See the latest on this year's **World Yacht Racing Forum**.

No big breeze in Weymouth yesterday, where only the RS:Xes and 49er were able to race at **Skandia Sail for Gold**. Paul Brotherton tells us of **his return to the 49er**.

Copies of the full transcript from the **World Yacht Racing Forum** can be purchased **here**. To subscribe to the **thedailysail** costs just £24.99 for a year. Special offers include a **FREE 10 day trial**.

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Photo: On Edition

From left to right: Mike Sanderson, the Carbon Trust's CEO Tom Delay, Sir Keith Mills and skipper/helm Ben Ainslie

Back in business

**TeamOrigin announce giant sailing campaign for 2010 and a partnership with the Carbon Trust**

After operations at TeamOrigin were wound down earlier this year, so today at a press conference at the top of London's Millbank Tower, a stone's throw from the Houses of Parliament, Sir Keith Mills announced a massive revitalisation of his America's Cup challenge, as well as a new partnership with the Carbon Trust, under the slogan 'Race for Change'.

Sir Keith says that one of the reasons for today's announcement is that he feels there is light at the end of the tunnel following the dispute between Alinghi and BMW Oracle Racing over the 33rd America's Cup.

"The reason we are announcing both our sailing program for next year and our Carbon Trust campaign is because it takes several months for corporate partners to come on board and as a team we are trying to be ahead of the curve," he said. "While teams were competing in the last America's Cup on the water I was signing up team members. In my view if you are going to win something you have to be ahead of the curve, because frankly in sport - and in business - who gets there first normally wins. We want to make sure that the team is in place, they have got time on the water and our corporate partners are in place, so that we can hit the ground running."

So if the 33rd America's Cup takes place in February next year, then the reasoning is that the cycle for the 34th America's Cup will commence sometime soon after. "Will it be the day after the Deed of Gift match in February? I doubt it," Mills continues. "Will it be within two or three months? I think it probably will. If it is longer it is not the end of the world, because we have committed to 200 days of sailing whether the America's Cup happens or not - either way when it is announced and we can compete, we will be in great shape. That is the strategy."



Photo: On Edition

While Mills reckons that the earliest the 34th America's Cup might happen is September 2011, Team Director Sanderson personally believes that 2013 is

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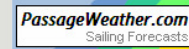
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more likely (a clash with the Olympic Games making 2012 unlikely) with some 'Acts' or similar during 2011 and 2012, as there was in the build-up to the 32nd America's Cup.

In short, regardless of the outcome of the 33rd America's Cup and the time frame for the next one, TeamOrigin are committed to around 200 sailing days in 2010. In order of priority, they have today, as many expected, committed to the Louis Vuitton World Series, following the event in Auckland last February and continuing with a regatta in Nice in November and another back in Auckland after the America's Cup in February 2010, followed by three or four more events yet to be announced for next year. They have also committed to campaigning a TP52 on the Audi MedCup, following the example of Emirates Team New Zealand this season. And finally if there is any time left in the schedule, Ben Ainslie and Iain Percy will take on as many events in the World Match Racing Tour in 2010 as their time allows.

In the short term the priority is very much getting the show back on the road in time for Nice in November. According to Mike Sanderson, he is currently trying to get the crew back together and we can expect to see around 90-95% of the same line-up that were announced at Southampton Boat Show two years ago and also competed at the Louis Vuitton Pacific Series in February on board for this regatta.

"A few guys didn't do Auckland, for example Rob Greenhalgh because he was on *Puma*, so he'll be back for Nice," says Sanderson. "We have lost a couple and we've gained a couple, but it is nice for us to have a little rotation." We understand those who may have departed come from somewhere in the middle of the boat.

TeamOrigin obviously bought Alinghi's SUI75 V5 boat back in 2007 and this is now tucked away in storage in Gosport, but it seems unlikely they will get this out to practice on prior to Nice. Sanderson anticipates that this will be used sometime during the preparation for the 34th America's Cup. Instead, the race format for the Louis Vuitton regattas allows five days where teams are allocated the same amount of time to train prior starting into the regatta proper. According to Sanderson they will either launch straight into this with no other prior training or they will investigate options to charter a V5 boat and train with another team in Valencia immediately before Nice begins.

"We want to give it a good nudge," confirms Sanderson. "We felt we scratched the surface in Auckland and now we want to go to Nice with the target of winning. We are going to do everything we need to do to give it our best shot, but if we can't find another team to train against we probably wouldn't do any on our own, we'd just use the warm-up phase of the regatta."

To compete in the Louis Vuitton World Series, TeamOrigin have become a 'preferential share holder' of the circuit. According to Sir Keith Mills this means that they become a stakeholder by investing in the circuit and this means they should benefit from a surplus in the funding of the circuit which will come after the second or third regatta next year. Preferential share holders also have two advantages – they are guaranteed a place in every regatta and they are guaranteed, if they want it, the ability to host a regatta in their home country.

So one of the three or four LV regattas in 2010 could be in Cowes, although Sir Keith says that since some early discussions with the LV team about this, they have yet to progress this further, due to their focus on preparing for Nice in two months time. "Once we are all down in Nice we will figure out the game plan for 2010."

Oddly the TP52 campaign, something that would be major news anywhere else, seemed to only slip into the conversation in passing at today's press conference. However TeamOrigin is, according to Sanderson, 99% committed to fielding a boat on the Audi MedCup circuit in 2010. The only reasons it might not happen is if for some inexplicable reason they are unable to come up with a competitive boat or there isn't sufficient competition on the MedCup next year due to a continuation in the downward trend in competitor numbers. Key, says Sanderson, is Emirates Team NZ, set to be this year's Audi MedCup winners, returning to defend their title in 2010, which seems to be the case (there have apparently been several 'I will, if you will' conversations between Sanderson and his old skipper, Emirates Team NZ's Grant Dalton). TeamOrigin should not come in at too much of a disadvantage as half their number already sail on various boats in the Audi MedCup, while the 2010 season will see phase one of a set of new rules rolled out.

"It would be great if Emirates Team New Zealand stay, because it is quite a clear bench mark for us," says Sanderson. "They have done a great job with their TP52 campaign and so would we expect to do well too. We are going to have to work hard to do well in the class because we are considered a fully pro team, and especially if we were to build a new boat."

In order to set up their campaign Sanderson says they have two options. They can either buy an existing boat – which seems to be the preference – and then get their designers to breath on it while carrying out the 2010 season mods (additional bowsprits, etc), or, what he would perhaps prefer, to design and build a whole new boat using Juan Kouyoumdjian and his team.

"We have to look at all options and must be sure we come up with a smart plan," says Sanderson. "If we thought we could be on the pace with an existing boat - that would be the easiest solution. If we thought we could design and build our own boat in time and it would be competitive under the new rule, then that has a huge amount of appeal as well."

We'd love to get the opportunity to build a new TP. It would be great for the team and to have a dummy run with the design team working with the sailing team, the sail designers, some ownership from the guys who are going to sail it, get Ben and Perc and the boys to make some decisions on how they want to sail it. It would be great for the whole team and the shore team to own it."

So why this rather the Mini Maxis or STP65s which Patricio Bertelli's Luna Rossa AC team has committed to? Earlier this year there was the prospect of TeamOrigin supplying the crew for Neville Crichton's *Alfa Romeo* Mini Maxi. However this didn't come to pass for a number of reasons – the boat undergoing substantial modifications, the Cup looking dubious at the time, as well as complications with the owner-driver nature of the class. Crichton wanted to win the Mini Maxi World Championship as an owner driver and this would prevent Ben Ainslie from being her principle helmsman. In the event of course many TeamOrigin crew from Ainslie to bowmen Justin Slattery and Matt Cornwell were among the crew at the Maxi Yacht Rolex Cup last week.

"It was all getting a little bit messy," acknowledges Sanderson. "For us, for what we want to get out of sailing next year, the guys need to be level rating racing. The issue with the Mini Maxi class is that it would be very hard to evaluate how good a job we are doing. So from that side, we decided that a TP52 would be much more testing for the guys."

#### Carbon Trust

Accompanying today's announcement of the partnership deal between TeamOrigin and the Carbon Trust, there was of course some guffawing in the wings with Sir Keith Mills being best known in his business life as the creator of the Air Miles loyalty scheme program – air travel being a giant contributor of carbon emissions.

However Sir Keith - the marketing genius and now with substantial sports sponsorship experience gained through not only his work for TeamOrigin, but also for the 2012 London Olympics, plus his non-exec directorship at the Tottenham Hotspur football club - has recognised that a partnership with the Carbon Trust could represent the key to raising funds and support for TeamOrigin.

"What a great fit this message is with what we are doing as a team, but more importantly how a team can use this dramatic message to change its behaviour. We all know, whether we are consumers in our homes or in our businesses, we will need to change our behaviour if we are going to tackle climate change. We are going to show best case practice." This best case practice, as advised on by the Carbon Trust, will not only be demonstrated by the team, but their supporting partners will be required to sign up for it too.

The Carbon Trust is a body that helps businesses reduce their carbon footprint. According to Chief Executive Tom Delay they work with 50% of the FTSE 100, around 30,000 companies each year and while their partnership with a sports entity like TeamOrigin is a first, they have in the past worked with the Honda Formula 1 team and Manchester United football club. Over the last eight years they have helped UK businesses cut £1 billion from their energy bills.

In terms of the amount of money the TeamOrigin commercial team are hoping to raise – Sir Keith reckons that it will require £20-30 million per year, although this will depend upon where the 34th America's Cup will be held. They are looking to set up a three tier sponsorship scheme, the primary sponsors contributing £3-4 million/year with a commitment for five years. "We expect to have commercial partners to provide probably between 50-75% [of the overall budget] - depending on how successful we are."

So he will be stumping up the rest? (We wince). "Yes - and Charles Dunstone too," confirms Mills. "So not on my own and interestingly there are some other individuals who have approached us, which we can't tell you about yet. Frankly with this message there are a whole bunch of people out there who are passionately worried about what is happening here." Who else might that be?

£3-4 million a year – is that good value? "In football the last three football shirt deals have gone for close to £20 million/year. In relative terms, £3-4 million for a national team is not unrealistic. We have set those benchmarks because I think they are realistic. The five year commitment is perfectly realistic because most companies want and need a relationship that is long term rather than short term."

One of our colleagues points out that £20 million for a Liverpool football shirt gains a company a lot of eyeballs, but here Mills spells out that is the 'old fashioned' form of sports sponsorship.

"That [eyeballs] is not what this is about. We have signed deals well north of £50 million for the Olympics – there is no advertising, there are no shirts, there are no perimeters. Traditional sponsorship, your old model of sponsor is as many eyeballs as possible – that is not what this is about. This is about using the team and the sport to demonstrate within a company how the reduction in carbon emissions is good business. So when companies come and see us in our bases they won't just be coming down for a corporate hospitality day, they'll be coming down for a carbon reduction seminar, they'll be bringing their suppliers and their customers down and they'll be talking about how they and their customers are embracing their strategy. Look at EDF Energy with 2012. Their entire platform is around sustainability and it is utilising the Olympic Games as a vehicle to demonstrate what they are doing. And that is what we think companies will do behind TeamOrigin.

"Companies that will adopt TeamOrigin and get behind our campaign are companies that want to use the campaign and 'Race for Change' as part of a

much larger and integrated plan within their companies, not just to talk about it but to demonstrate it in terms of their own actions. Marks & Spencers, as an example - they are committing to it across their entire business in terms of their supply chain and everything they do and that is what we are trying to get companies to commit to.

"Progressively the traditional model of sponsorship, particularly in the present economic climate, is a much more difficult sell."

We will be looking more closely at how an America's Cup team can reduce its carbon emissions, without compromising its performance, and more ominously what effect the threat of climate change will have on our sport, in due course.

But as Sir Keith stresses: "Sailing happens to be in a unique position to tell this story. There isn't any other sport that harnesses nature energy in quite the same way to create extraordinary performance and that is what this is all about.

The question was also raised today of how to reduce the carbon footprint of a boat that is in fact made entirely from carbon fibre!

