















## THE VALUE OF THE SAIL TRAINING MESSAGE

• Excellent event built around core message of sail training *(helped significantly with sponsorship support in challenging economic <u>climate)</u>* 

Trainee recruitment programme second to none

First class shore programme for crew, LO system and community involvement

Leveraged marketing opportunities throughout the four-month race series

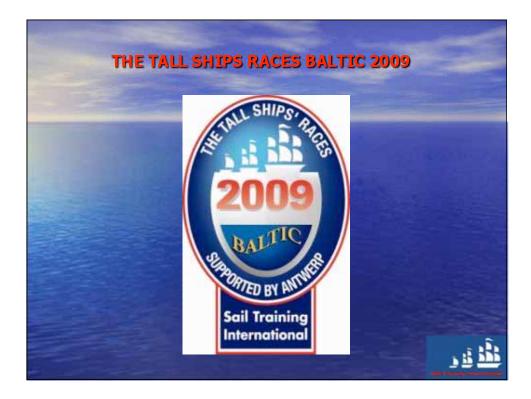
Ensured strong legacy for the future















THE TALL	SHIPS RACES BALTIC 2009	
• Media		
• Gdynia	480	
St Petersburg	80+	
• Turku	140	
• Klaipeda	150	
• Total	750+	<u>نڈن</u> نے ر



	Very difficult	Difficult	Neutral	Easy	Very easy
Filling berths			4	2	6
Filling berths 15-25			6	1	5
Meeting safety equipment requirements			2		11
Funding / sponsorship	4	4	2	1	
Distance from home waters	1	1	1	7	4
Time away from home waters	2	1	2	5	4

			NGE -	FEED	DACK
How useful?	Not at all	Not very	Neutral	Useful	Very useful
Pre race material			2	2	10
Captains welcome pack			2	3	9
Captains briefings			2	1	11
Mould you oppoid at taliin a p	art in another 7	Fall	No		Yes
Would you consider taking pa Ships Atlantic Challenge?	art in another	Iall			14

	Very difficult	Difficult	Neutral	Easy	Very easy	
Filling berths	3	6	18	23	13	
Filling berths 15-25	5	9	14	17	20	
Meeting safety equipment requirements	4	3	13	16	24	
Funding / sponsorship	17	18	11	5	6	
Distance from home waters	2	4	15	14	28	
Time away from home waters	4	4	15	15	24	

		10		
		10	26	26
	1	6	26	27
1	1	10	21	29
	Not su	e Ma	/he	Yes
nother	1			57
	No	Ma	ybe	Yes
		other 1	Not sure May other 1 4	Not sure Maybe   other 1   4





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