

Gul 2018 GP14 World Championship

Sponsor Feedback



YOUR EVENT SPONSORSHIP

With more publicity and build up than ever before, the Gul 2018 GP14 World Championships had a high profile in the dinghy sailing community. All of our sponsors helped to contribute to what was a hugely successful event for the Class with 238 sailors and around 300 family and friends in attendance at the event.

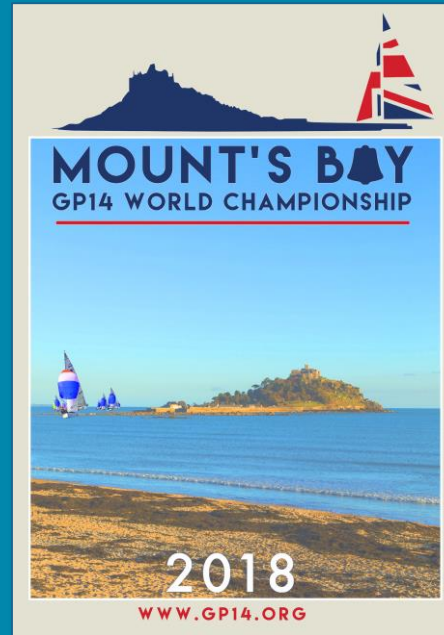
Publicity for the event began in January 2017 with the launch at the 2017 Nationals in Looe where entries opened. From August 2017 there was regular marketing and publicity which continued until two weeks after the event and is summarised in this report. All figures included are up until 23 August 2018.

At the event itself your logo was on the sponsor wall which was also the background for the prize winner's photos. The event booklet contained your logo and company profile and your logo was on the event programme. Sponsors were also thanked individually at appropriate points during prize giving. Where sponsors provided leaflets or banners these were put in packs and displayed in the dinghy park. Spot promotions were also accommodated where agreed in advance.

During the event 55% of competitors received a prize during the week (132 different competitors), ensuring sponsored prizes were spread amongst the fleet.



ARTWORK





PRESS

YACHTS
& YACHTING

From the launch of the event in August 2017, there have been regular articles in the Yachts & Yachting Magazine and Y&Y online as well as on the GP14 website and in our magazine, Mainsail. The digital articles mentioned all sponsors in the build up to the event. During the event daily race report updates contained a sponsorship mention on the day appropriate to that sponsor. Thanks to sponsorship from Yachts and Yachting Magazine all competitors received a copy of the August issue, containing a three page feature on the event. Links to selection of articles are below.

Event Reports

- [Interview with new World Champion, Mike Senior](#)
- [Final Report – Day 5 of the Gul 2018 GP14 Worlds](#)
- [Report from Day 4 of the Gul 2018 GP14 Worlds](#)
- [Report from Day 3 of the Gul 2018 GP14 Worlds](#)
- [Report from Day 2 of the Gul 2018 GP14 Worlds](#)

Pre-Event Archive News

- [Countdown to the Worlds](#)
- [Runners and Riders](#)
- [Platinum Fleet Announced](#)
- [Welcome to the Worlds – introducing the Southport Swim Team](#)
- [30th sponsor announced](#)
- [Mount's Bay Sweepstake](#)
- [More sponsors announced for the Worlds](#)
- [Entry for the Worlds opens](#)





VIDEO









AT THE **HARKEN**®

A 'Gul 2018 GP14 World Championships Race Edit' video was produced, featuring your logo at the beginning of the clip as well as three daily update clips. Drone footage was sponsored by Harken with their logo watermarked. The Race Edit was posted on Facebook and YouTube with the other three just on YouTube.

Facebook analytics on Race Edit clip:

People Reached	Unique Views	Post Engagement
6,789	1,847	258

YouTube analytics:

	Gul 2018 GP14 World Championships Rac... Harken sponsored drone race footage from the Gul 2018 GP14 World Championships...	 Public	14 Aug 2018 Published	937
	Gul 2018 GP14 Worlds Day 4 Recap Recap of the action from Day 4 of the Gul 2018 GP14 World Championships from...	 Public	6 Aug 2018 Published	399
	Gul 2018 GP14 Worlds Day 3 Recap Michelle Rowley and Katie Dwyer from Sutton DC talk us through the event so far and Day 3...	 Public	6 Aug 2018 Published	370
	Gul 2018 GP14 Worlds Day 2 Recap Gingerboats' Phil Hodgkins talks us through Day 2 (and the first day of racing) of the Gul...	 Public	2 Aug 2018 Published	609

All clips are available via our website: <https://www.gp14.org/galleries/video/>



DIGITAL

In order to maximise exposure for our sponsors we directed all our website traffic to two main pages. The event list and then as we approached the event the coverage page. Your logo was included on both pages.

Prize lists were also added to the coverage page with any information provided by that day's racing and post race sponsor. The home page clearly directed traffic to the appropriate page pre, and during, the event. Membership emails have also featured sponsor links. The total page views for all Worlds pages was **54,522 page views** and **35,922 unique page views**.



/worlds2018/

26,357 Page Views

14,809 Unique Page Views

/events/2018-gp14-world-championship/

17,032 Page Views

12,568 Unique Page Views

Total of other Worlds pages

11,133 Page Views

8,545 Unique Page Views



DIGITAL

For the event Fusemedia established a Wi-Fi network utilising 4G LTE technology. Their device offered free Wi-Fi to competitors in return for viewing the sponsorship page, which contained your logo, and being directed to the GP14 coverage page on the website. After that the consumer is able to browse freely. The Fuse landing page below was accessed 1,392 times during the week long event.

fuse

<http://www.fusemediagroup.co.uk/gp14-wifi-tcs/>

92.8GB of data used

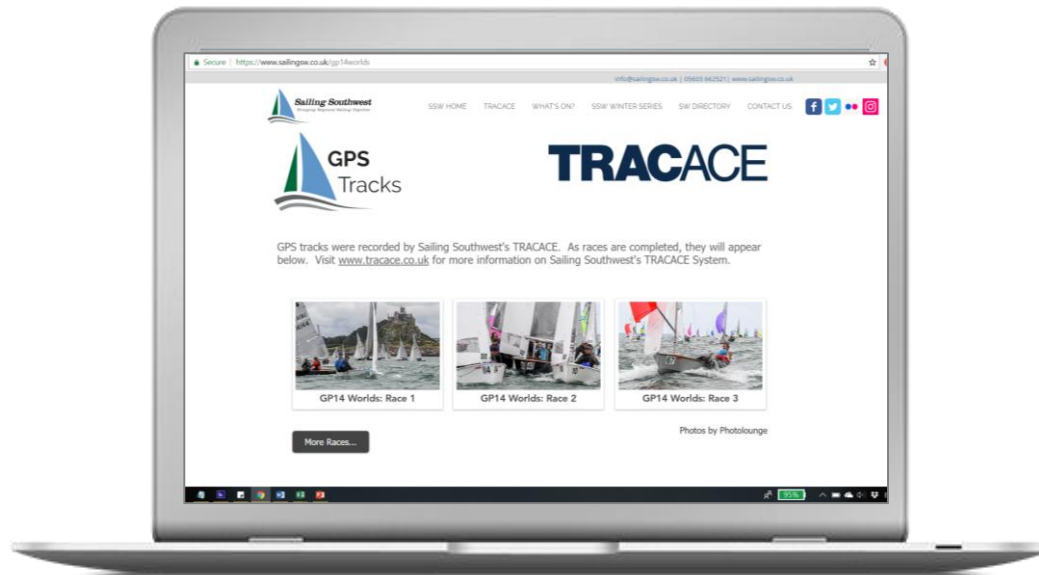
1,392 log ins





DIGITAL

Sailing Southwest have developed the new **TRACACE™** GPS tracking software to enhance racing and safety afloat, whilst bringing improved spectator and competitor engagement in reviewing the racing. The live race tracking was linked to from the GP14 coverage page and helped to further boost the coverage and exposure of the event..





SOCIAL MEDIA

Social media for the event focused on the launch in August 2017 along with a 'top 5' countdown every month after that which culminated in a 'X months to go until the Worlds' post. Pre-event there was a daily countdown when we got to 33 days to go with each sponsor getting a dedicated post in the build up as well as announcing individual sponsors in the Facebook event, connecting your brand directly with competitors.

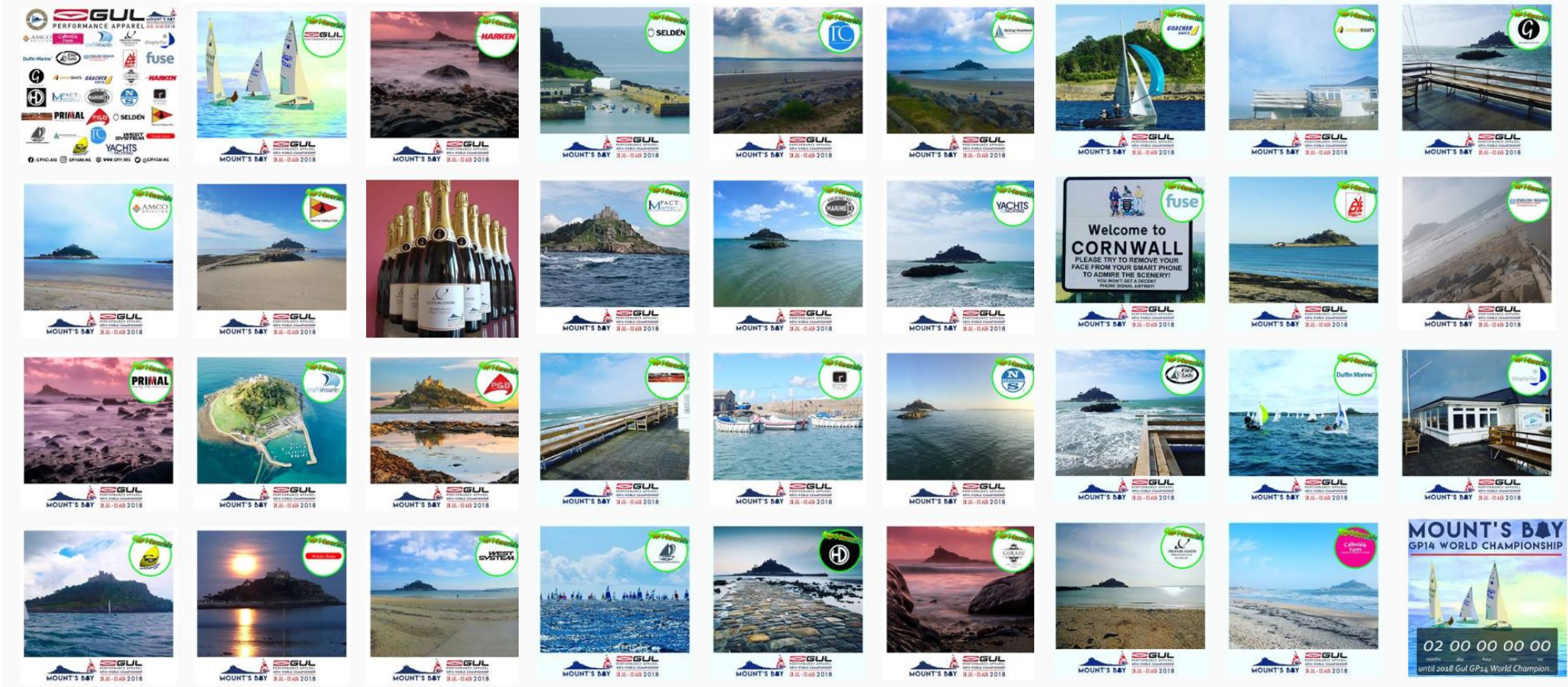
During the event, the race reports and results were shared on the GP14 Facebook page, in the Facebook Group and in the Facebook Event and on Twitter with Instagram used for picture based promotions. Facebook Lives of the racing were also used throughout the event and kept engagement up. Special update content was posted in the event which was sponsor focused.

Key stats for the 6 weeks pre event to 2 weeks post event:

- Post Total Reach: **117,247**
- Post Total Impressions: **205,870**
- Engaged Users: **13,896**
- Number of posts during this period: **105**



SOCIAL MEDIA



Sponsor daily countdown posts



SOCIAL MEDIA

Facebook event analytics and selection of posts

JUL 28 2018 Gul GP14 World Championships
Saturday, July 28 at 1:00 PM

Event Performance

10.4K
People Reached
+7 last 7 days

256
Responses
+0 last 7 days

48
Ticket Clicks
+0 last 7 days

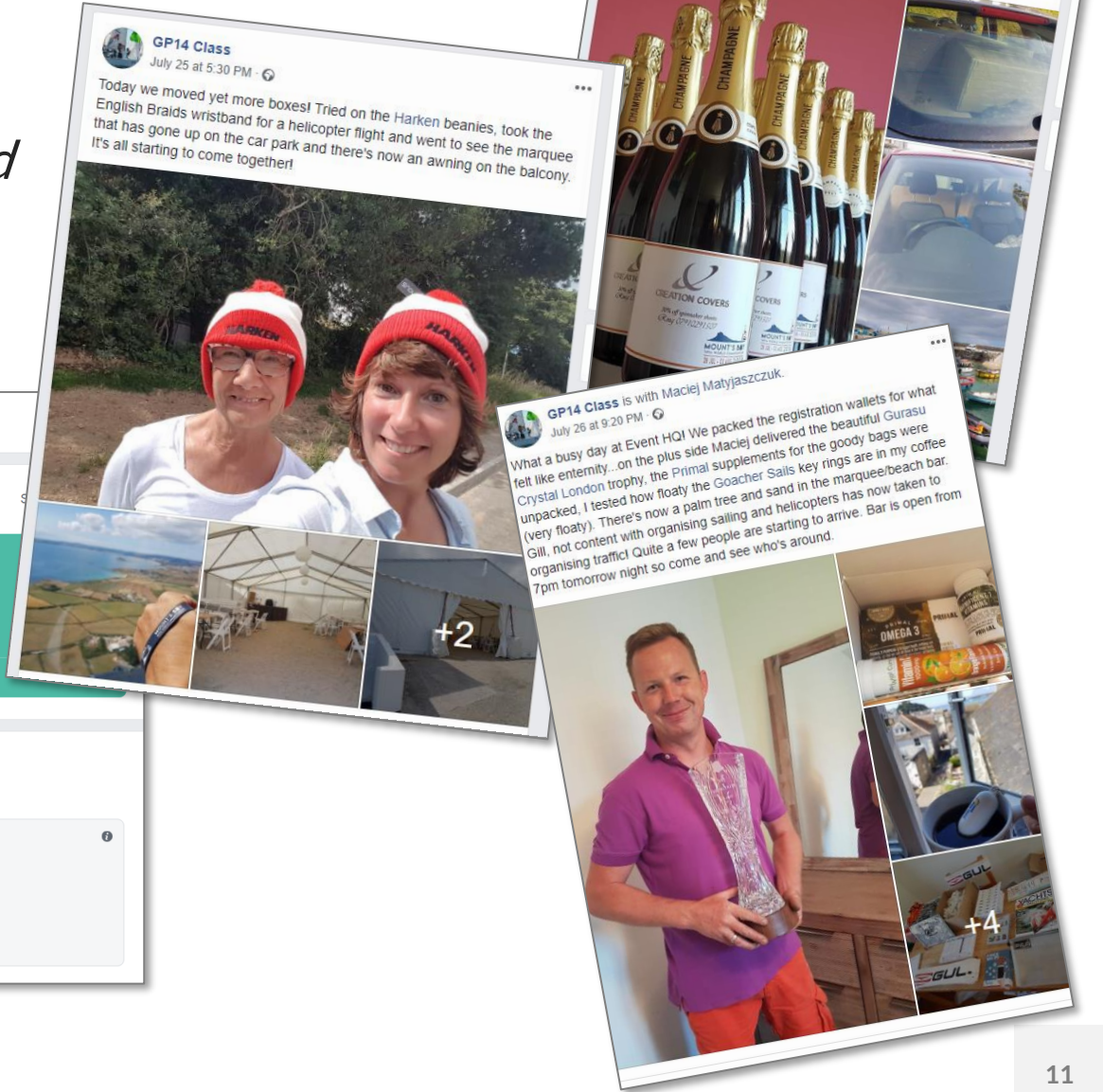
Audience

People who responded ▾

Women 25-34
15% of people who responded



Dublin, Ireland
4% of people who responded





TWITTER STATS

During events the social media focus is on Facebook and Instagram however Twitter is still maintained.

Account home
GP14 Association @GP14sailing


28 day summary with change over previous period

Tweets	Tweet impressions	Profile visits	Mentions
11 ↑83.3%	4,220 ↑21.1%	1,283 ↑488.5%	35 ↑59.1%

Aug 2018 · 16 days so far...


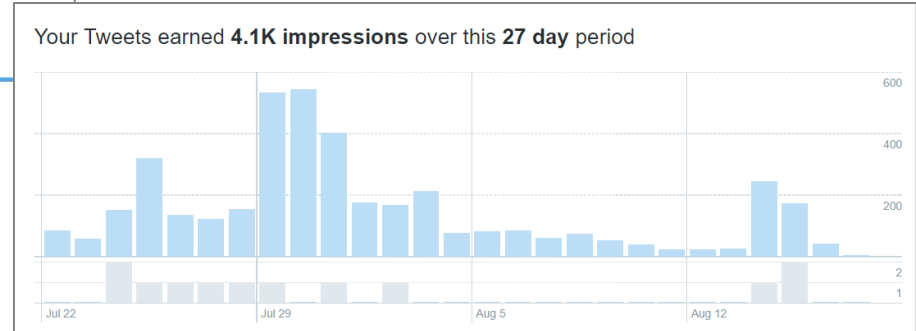
TWEET HIGHLIGHTS

Top Tweet earned 211 impressions
Interview with Mike Senior about becoming GP14 World Champion and link to the fantastic drone footage:
yachtsandyachting.com/news/208784/Be...
pic.twitter.com/saQj4yKtOy



Top mention earned 97 engagements
Ian Dobson @ian_dobs · Jul 31
Another savagely tactical day @GP14sailing #worlds my brain is frazzled! Still a lot of work left to do!
@ImpactMarine @GulWatersports
pic.twitter.com/5j6doSU7UU

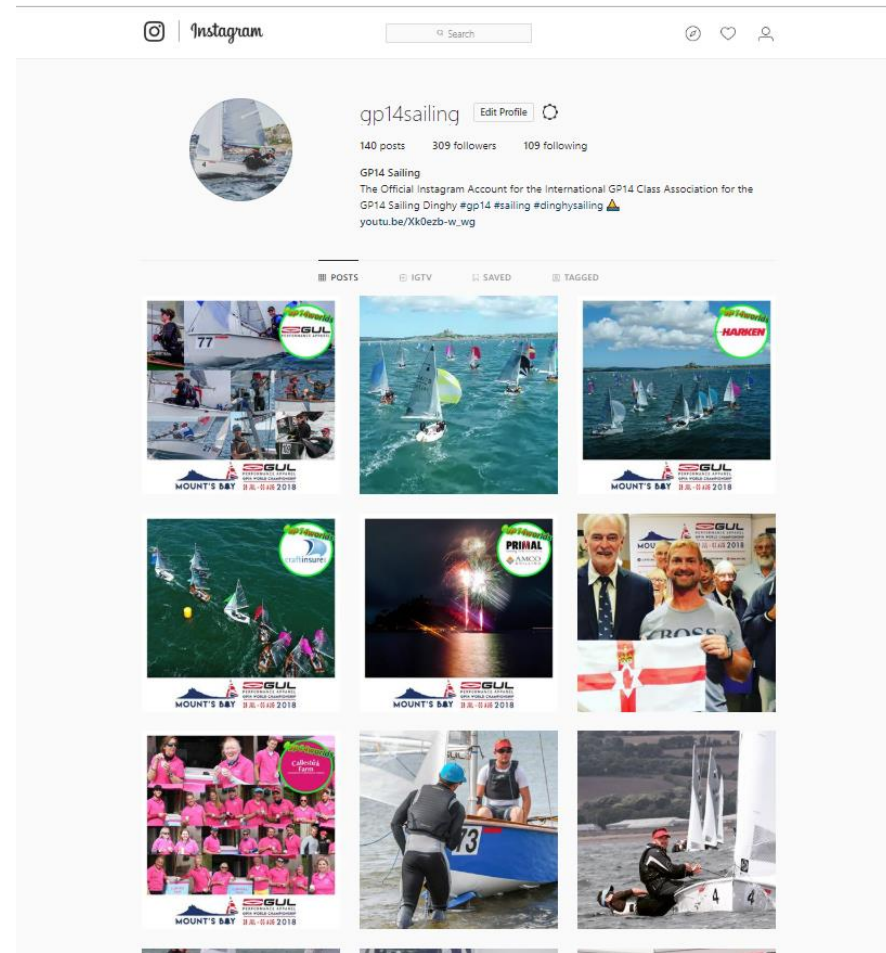
Rank	Name	Engagements	Retweets	Replies	Profile Visits
1	GP14 Association	97	1	0	1
2	ImpactMarine	15	0	0	0
3	GulWatersports	15	0	0	0
4	GP14sailing	15	0	0	0
5	GP14sailing	15	0	0	0
6	GP14sailing	15	0	0	0
7	GP14sailing	15	0	0	0
8	GP14sailing	15	0	0	0
9	GP14sailing	15	0	0	0
10	GP14sailing	15	0	0	0



INSTAGRAM STATS

The Class has only had an Instagram account for 9 months but in that time it has become a key channel for engaging with younger audiences and the current number of followers is 320. There were 76 Instagram posts relating to the event with each post having a reach of between 200 and 300.



KEY GENERAL STATS

The GP14 Class Association has an active social media presence and engages with members through a variety of different formats, all of which were used during the 2018 GP14 World Championship.

