

LAND ROVER **BAR**

# Partnerships with Land Rover BAR



# > The America's Cup

**Britain began the America's Cup but has never won it. Land Rover BAR is the team to bring the Cup home.**

- **History:** The America's Cup is the oldest and toughest international sporting trophy in the world, started in 1851 with a race around the Isle of Wight
- **Toughest Sporting Challenge:** The Cup has been won by four nations in its history: USA, Australia, New Zealand and Switzerland
- **Emirates Team New Zealand** are the current holders of the America's Cup for the third time, beating ORACLE Team USA
- **36<sup>th</sup> America's Cup:** Rules released in September 2017, America's Cup Match and the preceding Challenger Series in Auckland in early 2021 during the New Zealand summer
- **Technology:** A design and sailing race, constantly pushing the boundaries of design and technology





# ➤ To win the America's Cup

To enable Land Rover BAR to win the America's Cup with our partners the team need to:

- Secure technical support and financial backing from the our commercial partners
- Create a sustainable business model showcasing and driving design, technology and innovation excellence
- Build a strong legacy through **STEM Education, Careers** and a pathway into elite sport through the Land Rover BAR Academy
- To deliver exceptional returns to all our partners

➤ I KNOW WHAT IT TAKES TO BE SUCCESSFUL. ALL OF US ARE HERE TO WIN THE AMERICA'S CUP AND WE'LL DO WHATEVER IT TAKES TO ACHIEVE THAT GOAL.

**SIR BEN AINSLIE**

LAND ROVER **BAR**

# > Our story so far...

- **Ben Ainslie Racing (BAR)** is the **British America's Cup team**.
- Set up by America's Cup winner and four time Olympic Gold medallist **Sir Ben Ainslie**. A commercial sporting team, with individual private investors alongside corporate partners
- **Winners:** Land Rover BAR won the 2015/2016 Louis Vuitton America's Cup World Series and the Red Bull Youth America's Cup against established teams.
- Semi-Finalists in the 35<sup>th</sup> America's Cup in Bermuda. Losing to the current defenders Emirates Team New Zealand.
- Established the **1851 Trust** which is engaging in STEM subjects throughout the UK with **HRH the Duchess of Cambridge** as **Royal Patron**
- **The first British sports team** to be awarded the **Olympic-inspired ISO 20121**. Setting out to be the most environmentally sustainable sports team in the world.
- Built a successful commercial programme in line with our sporting achievements and goals



# Network & community

**Alongside Sir Ben, the Land Rover BAR investors and board members comprise some of the world's leading businessmen**

**Sir Charles Dunstone** CVO, Founding Shareholder & Chairman

**Chris Bake**, Founding Shareholder & Board Member

**Roy Bedlow**, Shareholder & Board Member

**Lloyd Dorfman**, Shareholder & Board Member

**Peter Dubens**, Founding Shareholder & Board Member

**Robert Elliott**, Independent Board Member

**Lord Grade** CBE, Independent Board Member

**Sir Keith Mills** GBE, Founding Shareholder & Board Member

**Idan Ofer**, Shareholder

**Ian Taylor**, Founding Shareholder

**Jon Wood**, Founding Shareholder & Board Member

## **Land Rover BAR Partners:**

- Jaguar Land Rover (TATA is global Parent Company)
- 11th Hour Racing (Part of the Schmidt Family Foundation)
- CMC Markets
- BT
- RBS Group
- BAE Systems
- Dell Technologies
- JCB
- KPMG
- Linklaters
- Low Carbon
- PA Consulting
- Henri Lloyd
- Renishaw
- Siemens
- Castrol (BP Parent)
- Yamaha
- Majestic Wine
- MDL Marinas
- Nyetimber

# £227M

AVE VALUE OF PRINT  
AND BROADCAST COVERAGE

# 44,420

PIECES OF  
COVERAGE

# 7BILLION

CUMULATED AUDIENCE

# 60.1M



SOCIAL REACH OF  
LAND ROVER BAR  
DIGITAL CONTENT

# 2.6M



SOCIAL FAN ENGAGEMENTS  
(LIKES, SHARES OR COMMENTS)

# 8.4M



VIDEO VIEWS



# 26

FRONT  
COVERS

MAJOR CHAMPIONSHIP  
**2**  
WINS  
(ACWS / RBYAC)

PODIUM FINISHES  
**7**  
(ACWS / ESS)



# 5,645

GUESTS HOSTED GLOBALLY



# 620,588

PEOPLE EXPOSED TO BRAND  
THROUGH OWNED EVENTS



# 760

TEACHERS REGISTERED  
ON BT STEM CREW

# 14,546

VISITORS TO THE TEAM'S INTERACTIVE  
ZONES IN THE UK AND BERMUDA  
FROM 130 SCHOOLS

# 7,800

YOUNG PEOPLE ENGAGED WITH  
THE TEAM (THROUGH THE 1851 TRUST,  
TECH DECK AND EXPLORATION ZONE)

# 100%

OF THE TEAM'S BERMUDA ELECTRICITY  
USAGE OFFSET BY INSTALLATION AT  
THE BERMUDA'S NATIONAL MUSEUM



# 173

APPRENTICES, INTERNS AND WORK  
EXPERIENCES JOINED THE TEAM



# 150

LAND ROVER BAR  
ACADEMY APPLICANTS

LAND ROVER **BAR**

# Future vision

- **Emirates Team New Zealand** won the America's Cup in Bermuda in 2017 beating American challenger, Oracle Team USA in the 35<sup>th</sup> America's Cup Finals. **Luna Rossa**, the Italian challenger for the America's Cup was named as **Challenger of Record**
- Aim to attract new and existing teams to the America's Cup by **simplifying the format**
- **Free to air broadcasters** – live action accessible to all and generating maximum coverage and publicity for sponsors & appealing to commercial teams
- **Return to high performance monohulls of 75 foot** and inclusion of **Global World Series** events in the lead up to the America's Cup
- **New America's Class concept** - The new America's Cup class race boat concept, the expectation is these boats will be as fast or faster than the AC50, it will be a huge technical challenge
- **Permit technological development** and spearhead the development of sailing
- Maintain the America's Cup as the **World's premier sailing event**
- Provide a **safe position** for a **guest racer on board** the yacht with an estimated number of 10 - 12 crew members

# Global footprint



LAND ROVER **BAR**

# TIMELINE : 2018



J ..... F ..... M ..... A ..... M ..... J ..... J ..... A ..... S ..... O ..... N ..... D

Announce official Challenge

1851 Trust  
national roadshows

RTIR

Cowes  
Week

Team story telling -  
human interest, design & innovation & sustainability

**EXTREME**  
SAILING SERIES

14 - 17  
Muscat,  
Oman

26 - 29  
Southern  
Europe

24 - 27  
Worlds,  
Garda, Italy

7 - 10  
Barcelona,  
Spain

4 - 8  
Madeira,  
Portugal  
26 - 29  
Northern  
Europe

24 - 27  
Cardiff, UK

25 - 28  
San Diego,  
USA

22 - 25  
Los Cabos,  
Mexico

**52 SUPER**  
SERIES

19-27  
Croatia

17-24  
Croatia

14-21  
Cascais,  
Portugal

18-25  
Mallorca,  
Spain

15-22  
Valencia,  
Spain

**52**  
TP

9-11  
San Diego,  
USA

16-18  
San Diego,  
USA

4-6  
Yachting  
Cup, San  
Diego Yacht  
Club, USA

1-3  
CAL RACE  
WEEK,  
California,  
USA

22-24  
Long Beach  
Race Week,  
USA

6-7  
Round the  
Island Race,  
Isle of Wight,  
UK

14-21 July  
Cork Week,  
Ireland

4-11  
Cowes Week,  
Isle of Wight,  
UK

13 - 16  
Rolex Big  
Boat Series,  
San  
Francisco,  
USA

28-30  
PAC Cup,  
San  
Francisco,  
USA



# VENUES : 2018

San Francisco

4 9 10

Long Beach

5

San Diego

1 2 3 7

Los Cabos

8

Cork

Cardiff

Isle of Wight

6 8

Barcelona

Valencia

Cascais

Madeira

Garda

Croatia

Mallorca

Muscat

**EXTREME**  
SAILING SERIES

**52** SUPER  
SERIES



**TP 52**

# Highlights



LAND ROVER **BAR**

# > Global circuit - highlights



**ACWS  
Champions**

**9**

**Global events**

**5**

**Podium finishes**

**4**

**Event wins**

**60**

**Guest Racers**



**LVACWS Portsmouth 2015**  
LRBAR win the first event  
of the series



**LVACWS Oman 2015**  
LRBAR claim their second win of  
the series



**LVACWS New York 2016**  
LRBAR close the New  
York stock exchange



**LVACWS Portsmouth 2016**  
Photo shoot on-board HMS  
Victory



**LVACWS Portsmouth 2016**  
BT Sports presenter, Clare  
Balding joins as guest racer



**LVACWS Portsmouth 2016**  
The Duke and Duchess of  
Cambridge support the team



**LVACWS Fukuoka 2016**  
Launch of Zenith partnership  
as official timing partner



**LVACWS Fukuoka 2016**  
Training with Sumo Wrestlers

# ➤ Media figures



**£227.6M media AVE** (June 2014 – August 2017)



**£127.7M** print and online AVE



**£99.9M** broadcast AVE - Does not include media AVE for RBYAC



**44,420** pieces of coverage, reaching an audience of **7B**



**26 front covers** including Daily Telegraph, Sunday Times Magazine, Times Magazine



**8 national supplement features**

**2.3M** reach of Ben Ainslie's five columns in The Daily Telegraph during the 35th America's Cup



**5 media trips** hosted pre America's Cup between Feb – May 2017



**458 international media accredited** 90 on site for the opening weekend of the America's Cup

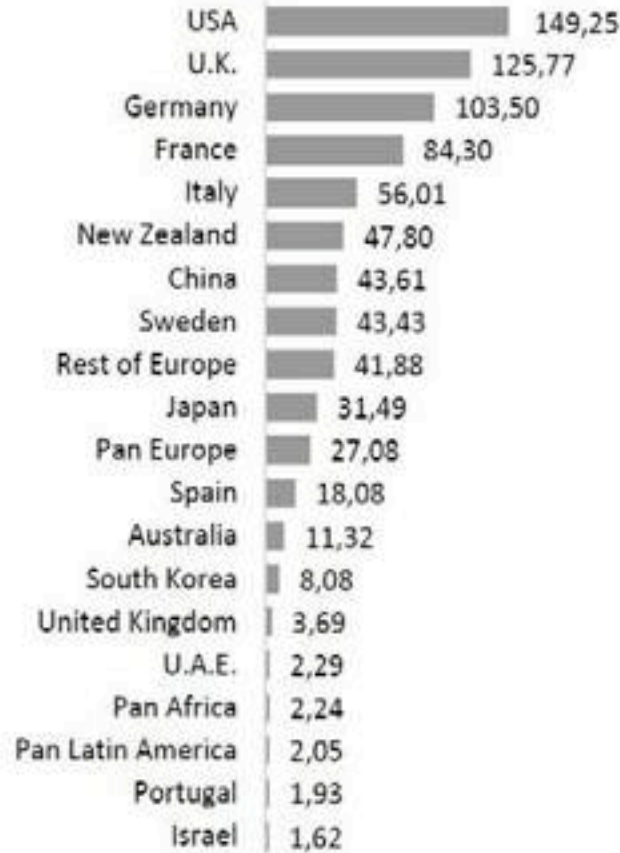


**3 regular media communications**, Ben Ainslie's Daily Telegraph column (focused around events), Boat International (monthly) and Huffington Post (sustainability focused blog)

# ➤ Live broadcast evaluation

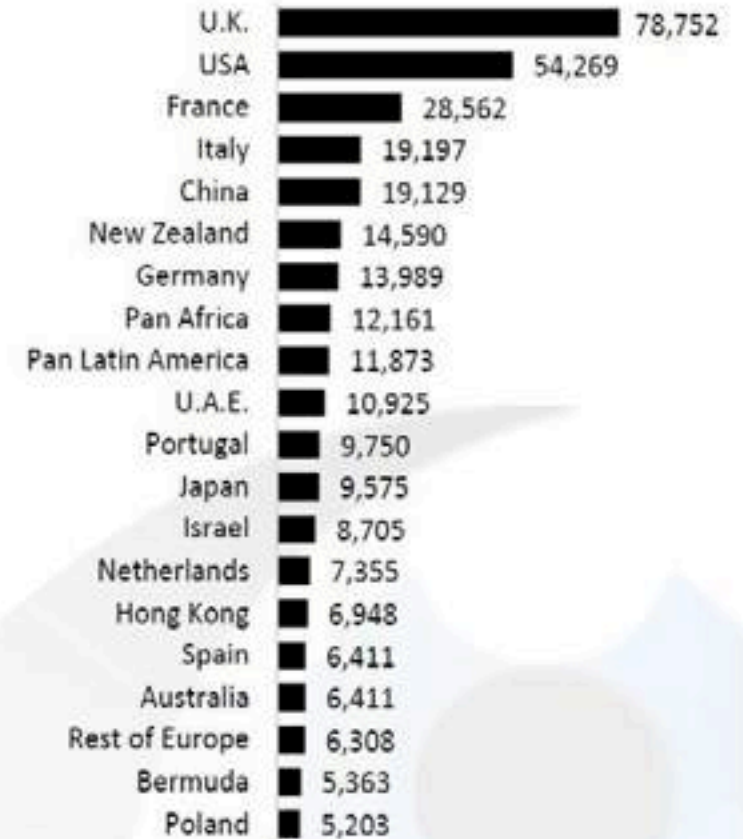
**Most  
valuable live  
broadcast in  
the US  
followed by  
the UK**

**Audience by Country**  
(million)



Total: 814,75 million

**Media Score by Country**  
(thousand points)



Total: 366,776 thousand points

# > Hospitality



**210 guests** attended the Best of British 'send-off' evening hosted with BT at the British Museum London, 12th October 2016



**5,645 hospitality guests** hosted globally – at the ACWS and the AC35



**32 spectator boats** chartered for the ACWS events and the 35th America's Cup



**12 bespoke** hospitality lounges created



**1,451 guests** hosted at the team base during both ACWS Portsmouth events



**2,277 guests** hosted over 21 days of hospitality in Bermuda



**694 bottles** of Nyetimber consumed during the America's Cup



# ➤ Partner activation - Global advertising campaigns



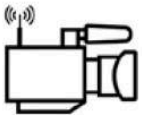
## Land Rover

Team featured in global advertising campaign for the all new Land Rover Discovery. Aired for the first time during ITV's coverage of the Six Nations Rugby in February 2017, with global advertising campaign



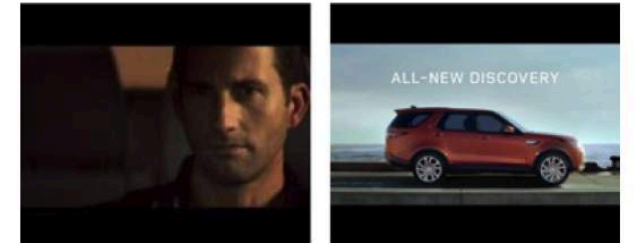
## Aberdeen Standard Investments

BT Sport UK  
250 BT Sport  
**Total audience of 1.5m**



## NBC SN /NBC US

19 ads and 9 billboards  
**Total audience of 5.35m**



LAND ROVER **BAR**



# Printed press



# ➤ Celebrity and Royal endorsement



Leilani Münter  
American race car driver and  
environmental activist



Bobby Portis  
American NBA basketball player



Mark Ruffalo  
American actor



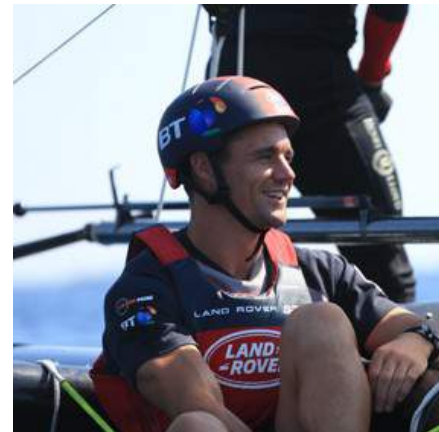
HRH The Duchess  
of Cambridge



Liam Hemsworth  
Australian actor



Leigh Halfpenny  
British Lions player



Dan Carter  
Former All Blacks player

“ It is a hugely exciting time for sailing as BAR bids to Bring the America’s Cup back to Britain. I am looking forward to being part of this journey ”

**Her Royal Highness  
The Duchess of Cambridge**

# > Digital highlights



**60.1M** social reach (June 2015 - July 2017)



**40.9M** fans viewed content



**19.2M** fans viewed content



**2.6M** social fan engagements (likes, shares or comments)



**2M** (likes, shares or comments)



**151k** (likes, retweets or replies)



**451k** (likes or comments)



**8.4M** video views (FB/TW/YT)



**2.9m** views from 57 Facebook lives



**1M+** YouTube channel views



**517k+** website visitors

**59% UK 29% US**

**32.2%** of users revisit



**23.5K** App downloads



**42.4K** Blog readers

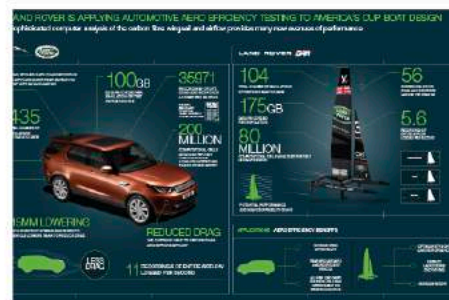


**52.9M** Reach of social influencers  
interacting with team content

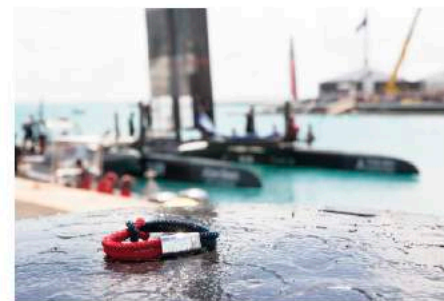
## A digital platform



## Fan engagement



## Activate with partners



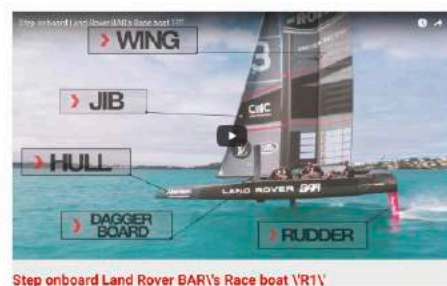
## Behind the scenes



## Celebrity endorsements



## Engage social influencers



## Informative content



## Sailing masterpieces



## Creative content

# Our legacy



# > Our commitment

"Sustainability has been embedded in our mission at Land Rover BAR since day one. We have maintained our quest to win the America's Cup, while building a sustainable long-term business with the utmost respect for all the principles of sustainable operation.

The past year saw some real landmarks as the team base was awarded BREEAM Excellent Standard – we believe we are the only British professional sports team to operate from such a building. Our work was also recognised by three independent awards. We achieved all this while winning on the water, with victory in the America's Cup World Series 2015-16.

We believe operating sustainably means operating efficiently and highly effectively. It is the future, and we believe we are proving it. We will continue to work hard to take this message out to the world."

**Sir Ben Ainslie**

LAND ROVER **BAR**



# > Sustainability

**Sports teams represent key role models in society. This privileged position is not taken for granted at Land Rover BAR. We believe our influence should extend far beyond the race course.**

## **Driving Innovation**

- Pioneering fuel-efficient power boats made from recycled composites
- Reducing the use of fossil fuels through the development of our Virtual Chase Boat

## **Smarter Futures**

- First-ever 'Seabin' – automated rubbish collection device to be installed at our Portsmouth home, along with monthly 'Camber clean-ups'
- Artificial reef created with protected cages to rebuild the declining native oyster population

## **Inspiring Excellence:**

- Providing work placements, internships, apprenticeships and training programmes
- Operating with a sustainable procurement code and food charter to inspire the region's industry to excellence



# > Land Rover BAR Academy

**The Land Rover BAR Academy is run by Land Rover BAR, and supported by Land Rover, Castrol and Aberdeen Standard Investments. Since its launch 18 months ago, the Land Rover BAR Academy has proven its success as a pathway to the America's Cup**

- Winning the Red Bull Youth America's Cup, in Bermuda in June 2017
- Progressing 22-year-old Neil Hunter through the Land Rover BAR Academy and into the senior Land Rover BAR team -the youngest competitor in the 35th America's Cup
- 22-year-old Annabel Vose sailing as part of the team - only female sailor to compete in Bermuda on AC45F foiling catamarans against 12 national teams
- Land Rover BAR Academy sailors supported and mentored by the senior Land Rover BAR team, access to the sports science facilities at the team base in Portsmouth



# > Tech Deck & Exploration Zone

Two dynamic educational centres located at the team bases in Portsmouth and Bermuda. The team hosted BT STEM Crew workshops in both facilities and welcomed visitors from local schools and communities

- BT STEM Crew, a digital free educational resource targeting **3.5 million** young people and **4,000** schools UK wide
- Total of **2,900** school children took part in BT STEM Crew workshops in the TECH DECK in Portsmouth in 2016 – 2017
- **The 11<sup>th</sup> Hour Racing Exploration Zone in Bermuda** included **11 interactive displays** around technology & Innovation, Alternative Materials, Invasive Species/Lionfish, Ocean Plastic, The New Plastics Economy and Creative Solutions
- BT STEM Crew **lessons taught to 1,800 students** who visited the Exploration Zone in Bermuda. **10,000 overall visitors** in the lead up to and during the America's Cup



# > Technical Innovation Group

Land Rover BAR will use the best in design, technology and innovation to bring the America's Cup home. The Land Rover BAR Technical Innovation Group (TIG) will bring together industries to contribute to this unique technical and sporting challenge.

## *Projects included:*

- **BT** were an active part of the TIG across three technical challenges; **big data**, the **BT virtual chase boat** and the **tactical aids App**. BT embedded a team member within Land Rover BAR and highlighted their technical input through business case studies. Technology educational videos were shared on the team's channels with #TechTuesday #BTSTEMCrew.
- **Jaguar Land Rover** engineered a one-off steering wheel with gear-shift paddles shaped to fit Sir Ben's hands – giving the Olympic legend perfect fingertip control in his pursuit of the America's Cup, the world's oldest sporting trophy.
- **Renishaw's** contribution made through its expert metal additive manufacturing knowledge helped to optimize the design and construction of critical, 3D printed metal parts of the team's race boat.



# Partnerships



# ➤ Partnership community

- Significant marketing rights and benefits – generate unique collaborative stories around sports event, efficiency, sustainability and technology
- Unique business to business platform and untapped business development opportunity: revenues of BAR partners and investor companies in 2015 were \$1.1Tn
- Success in the America's Cup means more than taking home the trophy, the winning team will also **take home all of the commercial rights to the America's Cup and associated events.**
- Our aim is to win the America's Cup and bring it back to Britain. A unique opportunity for partners to engage with the right team at the right time

Title and Innovation Partner



Official Partners

Exclusive Sustainability Partner



Official Performance Partner



Exclusive Technology in Sustainability Partner



Official Online Trading Partner



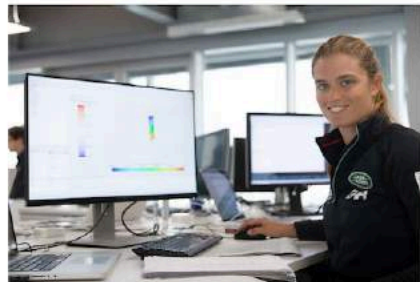
Official Banking Partner



Official Suppliers



# ➤ Unique sponsorship platform



LAND ROVER **BAR**

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