



BORA SAILING

CORPORATE SAILING LEAGUE

How a series of sailing races in between companies can permanently strengthen and develop their teams.

The Team

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Do you want to build strong team relationships?

Do you want to offer to the employees at your company a truly different experience?

Do you want to show that your company has an innovative approach to team bonding?



Sailing is a team sport!

- Exposure to the new challenge altogether, [mitigates the overcoming of the strong personalities](#), their differences and inherent individualism.
- Performing in a separate, independent environment, encourages taking the risk of relying on the other team members - [a difficult step at high responsibility management positions within a company](#).
- The [unique connection between people](#) built during one sailing race, becomes a [long-term asset](#) not only for the participants themselves but also [for the company](#).
- Dependence on natural elements - wind and water, makes formalism and lack of focus unusable. The [pursuit of improvement](#) quickly pays off, which [strengthens the team habits](#) of the participants.



What is the reason for the growing popularity of sailing?

- The sport combines [tactical thinking, physical ability and dynamism](#). It is attractive for the audience.
- The outcome of the competition is decided entirely by [the skills, initiative and performance of the team](#).
- [There are no age and gender limits](#) - our events are designed to give participants the experience of taking part in a sailing regatta but are suitable for all ages, abilities and levels of experience.
- Sailing offers a [complete experience for the mind and body](#). Competition of skills, tactical thinking and psychological endurance.
- An activity couldn't be more outdoor than this, [which ensures a dose of fresh air healthy sunlight for each employee](#).
- With an easy access to the facilities, and friendly and social format of the sport, it is an [extremely family friendly initiative](#).



What do we offer?

HR direction

- [Access of the company's employees](#) to the sailing bases and sailing boats operated by BORA. The bases are located at: Iskar Dam (March - May) / (September - November), Port of Varna (June - August), Dospat Dam, Pomorie (May - June), Burgas, Limnos Island.
- Organizing and conducting match-racing events for the company's employees.

Marketing and PR direction

- Coverage of the company's participation in all social networks and channels of BORA.
- Branding of the employees' equipment. Life jackets, T-shirts, hats and jackets. *

- [Individual and team training for company employees](#) conducted by dedicated, professional coaches.

- Preparation and participation of a representative team of the company in the regattas organized by the Bulgarian Corporate Sailing League.

- Naming a sailing boat from the fleet. One of the boats will bear the company's name for the duration of the contract.

- Branding of a sailing boat from the fleet: sails, hull.

** Branding package costs to be paid by the company.*

How much does it cost?

HR direction		Starter	Business +	Enterprise
Access for company employees	Days per month	4	6	8
Team trainings / sailing lessons	Hours per month	8	16	32
Organizing and conducting of yacht races	Races per year	2	3	4
Participation of a representative team of the company in yacht races	Races per year	1	2	3
Marketing and PR direction				
Coverage in social networks and channels of BORA		✓	✓	✓
Branded equipment	Branding costs are not included in the price	✗	✓	✓
Branding of a sailing boat from the fleet	Branding costs are not included in the price	✗	 Sails	 Sails & Hull
Naming a sail boat from the fleet after the company, for the duration of the contract		✗	✗	✓
Price per year (Without VAT)		€ 4 900	€ 9 900	€ 17 900

Are there successful examples of similar initiatives?

Yes, there are many examples of corporate sailing leagues around the world, and not only in countries with a long tradition in sports:

Corporate Sailing League, operating in the Gulf of New York. Allows teams to join and participate in weekly competitions, representing their companies.

[Corporate Sailing League, New York Harbor](#)

Corporate Sailing Keep Boat Fleet, operating in Hong Kong. Similar format, with different programs - tourist sailing, team building events and competitive training.

[Corporate Sailing Keel Boat Fleet, Royal Hong Kong Yacht Club](#)

Corporate Yacht Racing League in the Bay of Dublin, Ireland. Another similar organization, where they hold weekly competitions.

[Corporate Yacht Racing League for Dublin Bay, Ireland](#)

Corporate Sailing Events - organizers operating in the UK, focused exclusively on the team aspect of sport

[Corporate Sailing Events Benefits, UK](#)

Discover Boating Programme, Canada - A Good Example of the social and family aspect of sport.

[Discover Boating Programme, Canada](#)

Sailing team looking for sponsorship, an example of the opportunities for media attention.

[Xtreme Sailing Team - GER 7373, Sponsors Page](#)

Sailing in pandemic conditions

Sailing is practiced outdoors, on water, in teams of 4-5 people. If you follow the distance and rules, the risk of infection is minimal. This makes sailing a great opportunity for teams in a pandemic.

Recommendations from the Department of Education (Illinois, USA)

<https://news.wttw.com/sites/default/files/article/file-attachments/Illinois%20Sports%20Guidelines%20-%20Phase%204.pdf>

Higher Risk	Medium Risk	Lower Risk
Boxing Competitive Cheer Competitive Dance Football Hockey Lacrosse Martial Arts Rugby Ultimate Frisbee Wrestling	Basketball Fencing Flag Football or 7v7 Football Paintball Racquetball Soccer Volleyball Water Polo Wheelchair Basketball	Archery Badminton Baseball * Bass Fishing * Bowling Climbing Crew Cross Country Cycling Disc Golf Golf Gymnastics * Horseback Riding Ice Skating Ropes Courses * Sailing, Canoeing, Kayaking * Sideline Spirit * Skateboarding Softball * Swimming/Diving * Tennis Track and Field * Weight Lifting *

* With safety measures.



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