

The Olympic Men's Keelboat is Sailing's Pinnacle Event

The Olympics are the pinnacle event of our sport and the Olympic Men's Keelboat is sailing's pinnacle event.

It maximizes the participation of the world's best sailors and showcases the diversity of our sport by including the keelboat, the world's most popular form of sailing. It encompasses all major sailing disciplines with a boat that is suitable to the widest variety of venues.

An overly restrictive slate of events limited to a narrow range of boat types or narrow range of athlete's size or age undermines this key objective.

The Best Sailors in the World Compete in the Olympic Men's Keelboat

It is imperative that the athletes ISAF recognizes as our best sailors be afforded an opportunity to compete in the Olympics. ISAF recognizes the best with their annual "ISAF Sailor of the Year" award and six of the last twelve men's winners currently compete in the Men's Keelboat.

There are more winners of World Championships and Olympic medals per athlete in the keelboat than all the other events combined. In the keelboat it's common to see athletes competing for their 2nd, 3rd, 4th and even 5th Olympic medal. Established champions and heroes of our sport sail keelboats.

Highest Media & Audience Interest

Sailors with past World and Olympic success attract significant media attention; they are the established "go to" stories in our sport. Similarly, the event garners extra media attention because in addition to the World and Olympic champions, it also draws high profile sailors from outside the Olympics such as the Americas Cup and the Volvo Round the World Race.

Today's media likes well known personalities and the people behind the story, their life story beyond their sport. They celebrate heroes rather than equipment. Fans want to see the known names in the sport. These stories are extremely vital when building interest in an event or when conditions or venues offer less than compelling conditions.

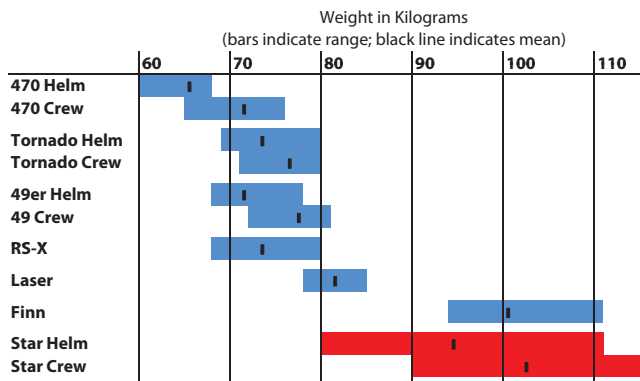
The most thrilling and exciting race at the 2008 Olympic regatta was the Star medal race. Every boat finished within 55 seconds with medal winners exchanging places though out the race; the perfect balance of athleticism, strategy and tactics.

Most Diverse: Weight, Age & Skills

The Men's Keelboat Event ensures that the widest range of athlete size, weight, age, and skills, and the world's best sailors, professional or amateur, are competing at the Olympics.

WEIGHT – In 1999 the Star class implemented a rule managing the combined weight of skipper and crew. As a result, teams are very athletic and the Star now supports the largest range of sailor's weights of any men's event.

Top 10 Men Sailors from 2007 ISAF Sailing World Championship



AGE – Like many other "life time" sports such as Golf, Archery, Shooting and Equestrian, the Men's Keelboat include the widest range of ages which best represents sailing. The only US athlete written up in the New York Times was John Dane who like Dana Torres was also challenging age as a factor.

SKILLS – The Men's Keelboat requires a balanced blend of all the fundamental skills of sailing: athleticism, strategy, tactics, boat handling, boat speed, teamwork, and seamanship.

High Popularity, High Value

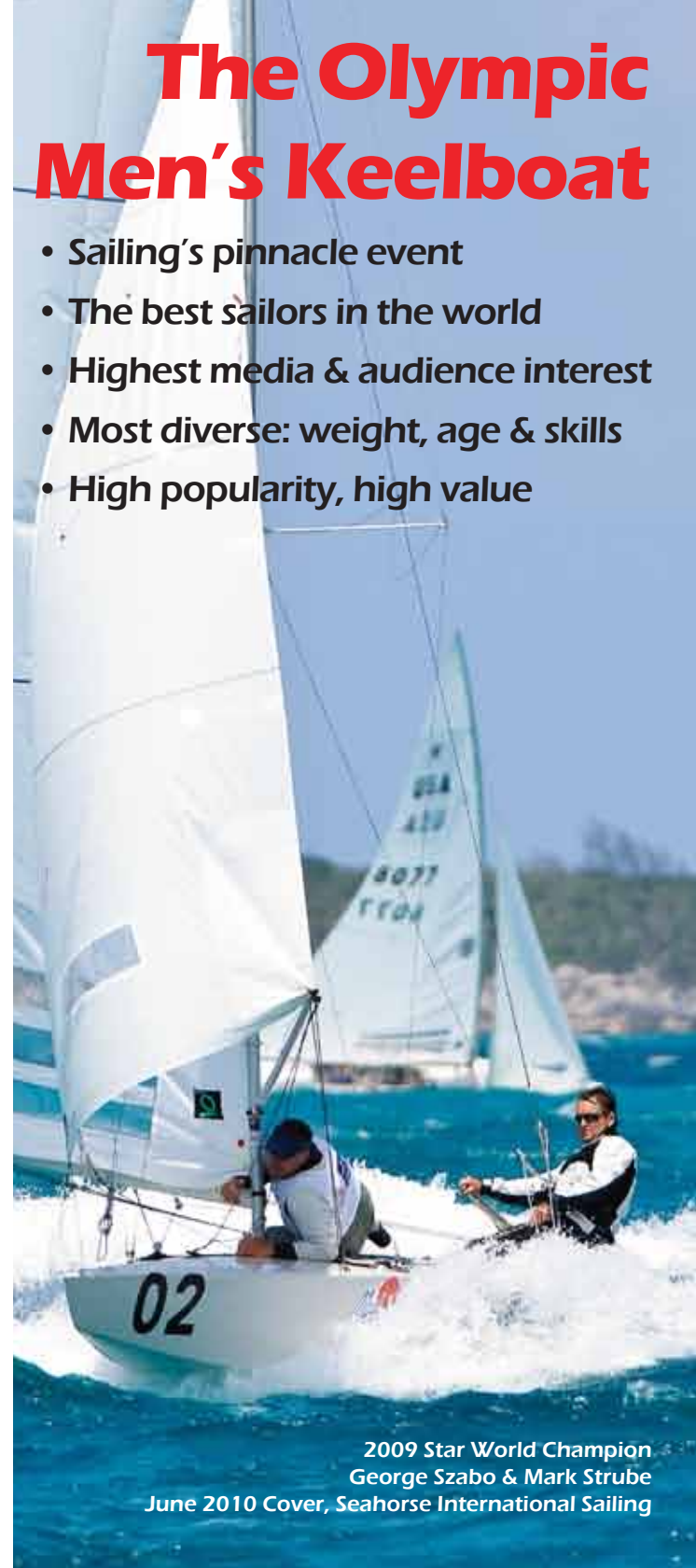
POPULARITY – Of the men's events, the Men's Keelboat is second in popularity only to the Men's Laser as measured by the number of sailors competing in regattas included on the April 2011 ISAF Ranking List (Totals by Class): Laser (1005); Star (378); Finn (327); RSX-M (313); 470-M (305); 49er (229).

VALUE – Stars are built to a very high standard and are race ready from the builders. With one boat you can campaign an Olympiad, compete at the Olympic regattas, and later still sell the boat at an attractive price in an established resale market.

Stars over 5 years old are routinely found in the top 10 at the Olympics and World Championships. The average age of the boats in the top 10 in the last four World Championships was 2.6 years.

The Olympic Men's Keelboat

- Sailing's pinnacle event
- The best sailors in the world
- Highest media & audience interest
- Most diverse: weight, age & skills
- High popularity, high value



2009 Star World Champion
George Szabo & Mark Strube
June 2010 Cover, Seahorse International Sailing


What is the only event in the entire sport of sailing that brings these world-class sailors together ?


The Olympic Men's Keelboat




2008 Olympics, Qingdao


Left to right: Paolo Ghione, Valentin Mankin, Robert Scheidt, Marko Misura, Marin Lorovic Jr., Rod Davis, Sinisa Mikulicic, Stephen Milne, Peter O'Leary, Diego Negri, Luigi Viale, Iain Murray, Iain Percy, Xavier Rohart, Andrew (Bart) Simpson, Pascal Rambeau, Anders Ekstrom, Hans Wallen, Freddy Loof, John Dane III, Andrew Palfrey, Marc Pickel, Ingo Borkowski, Austin Sperry, Hans Spitzhauer, Mark Reynolds, Hans Christian Nehammer, Dominik Zycki, Mateusz Kusznierewicz, Enrico de Maria, Flavio Marazzi, Jean-Claude Vuithier

 Iain Murray & Andrew Palfrey
18' Skiff World Champion x 6
Ettchells World Champion, Americas Cup


 Xavier Rohart & Pascal Rambeau
Star World Champion x 2
Bronze Medal (Star)
Finn Worlds 3rd x 2


 Diego Negri & Luigi Viale
Star Worlds 2nd, Laser Worlds 4th
Olympics (Laser) x 2


 Freddie Loof & Anders Ekstrom
Star World Champion x 2
Bronze Medal (Star)
Bronze Medal (Finn), Finn Worlds x 3


 Hans Spitzauer & Christian Nehammer
Olympics 4th (Finn), World Champion (Finn)


 Iain Percy & Andrew Simpson
Star World Champion x2
Gold Medal (Star)
Gold Medal (Finn), Americas Cup


 Hamish Pepper & Carl Williams
Star World Champion, Olympian x3
Match Racing World Champion x 2
Laser Worlds 4th, Americas Cup x 3


 Flavio Marazzi & Enrico De Maria
Star Worlds 2nd, Olympics 4th, 5th
5.5 World Champion x 4
Americas Cup


 Robert Scheidt & Bruno Prada
Star World Champion, Silver Medal (Star)
Gold Medal (Laser) x 2, Silver Medal (Laser)
2001, 2004 ISAF Sailor of the Year
Laser Worlds x 9, Americas Cup


 Marc Pickel & Ingo Borkowski
Star North American Champion
Dragon World Champion
World Match Race Champion

 Mateusz Kusznierewicz & Dominic Zycki
Star World Champion, Gold Medal (Finn)
Bronze Medal (Finn), Finn Worlds x 2
1999 ISAF Sailor of the Year
Most Popular Sportsman in Poland, 1999

 John Dane & Austin Sperry
Star Western Hemisphere Champion
World Championships 2nd (Soling)
Intercollegiate Sailor of the Year

 Hongquan Li & He Wang

 Peter O'Leary & Stephen Milne
Star European Champion
Irish Sailor of the Year in 2007

 Afonso Domingos & Bernardo Santos
Olympics 7th (49er), World Championships 8th (49er)