

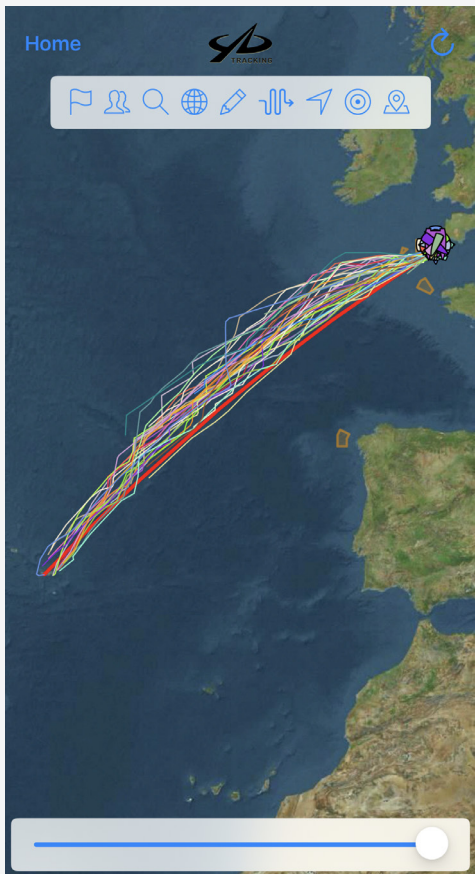


BEYOND THE HORIZON

The Royal Cornwall Yacht Club's single and double handed ocean race from Falmouth, UK to the Azores and back

THE AZORES AND BACK RACE - 6th June 2027





An Extraordinary Challenge - Where Ambition Meets Opportunity

Created by the Royal Cornwall Yacht Club (RCYC) in 1975, when ocean racing was constrained by cost, time, and an exclusive culture, AZAB unlocked the dream of blue water racing by reducing those barriers. From the outset, the race has required skill, courage, resilience and sound judgement at sea. That balance of accessibility without compromise is central to AZAB's identity.

Capturing the Spirit of the Ocean

AZAB is the only ocean race, 1200 nautical miles each way, to start and finish in the United Kingdom - a powerful celebration of the human spirit.

It attracts both first-time ocean racers and seasoned competitors from many nations, united by determination, seamanship and the desire to test themselves against the ocean and each other.

For a Sponsor, AZAB offers the rare opportunity to align with a story of human endeavour resonating far beyond the sailing community.

A Journey Defined By Discovery

Midway through the race, competitors reach Ponta Delgada on the largest Azorean island of São Miguel for a welcome pause in the intensity of offshore competition.

Generously hosted by the Clube Naval de Ponta Delgada and the Tourist Authority, competitors experience São Miguel's dramatic volcanic landscapes, rich maritime heritage and warm hospitality, providing engagement and publicity opportunities for the Sponsor.

A Race Where Camaraderie Prevails

Setting AZAB apart is the deep, genuine connection forged between competitors, sharing knowledge freely and encouraging each other through the challenge. This community - bonded by achievement, adversity and respect - is a compelling story for any brand seeking to associate itself with authenticity and human connection.



50 years of AZAB - Why Falmouth?

Proven partnership strength

For over a century, the RCYC has delivered national and international racing at the highest level. Recent highlights include hosting the prestigious Richard Mille Regatta in 2023 and 2024. As organiser William Collier noted, “Ambitious ashore and afloat, we benefited immensely from the welcome, knowledge and efficiency the Club brought to the racing and social events.”

A world-class maritime heritage

- More than 300 years as home port to the legendary Packet Ships - synonymous with seamanship, speed and resilience.
- Base for the UK’s largest ship-repair complex and a rapidly expanding marine technology sector.

A vibrant destination

- A lively harbour town defined by culture, innovation, sustainability and independent businesses.
- Part of a Cornish visitor economy worth over £2 billion, attracting 4 million visitors annually.

Gateway to the Atlantic - a spectacular stage

- A dramatic start line framed by two historic coastal fortresses, offering exceptional spectator and VIP vantage points.
- With the fleet berthed in the heart of town, crews, spectators and sponsors enjoy close interaction and outstanding media and broadcast opportunities both ashore and afloat.

Community engagement - new for 2027

- A more inclusive event, building long-term foundations for a growing celebration.
- Bringing the reality of ocean racing to life - its challenges, intensity and excitement.
- ‘Adopt a Yacht’, connecting schools and businesses with crews locally and via Yellow Brick race tracking technology.
- Showcasing Cornish expertise, innovation and marine capability.

Why this matters to your brand

- Direct access to a high-value, influential audience beyond the sailing world.
- Engagement with decision-makers and high-net-worth individuals.
- High-visibility branding opportunities afloat and ashore, maximising reach and impact.
- Extensive regional, national and international media exposure.

Set Sail With Us

Join an event built on half a century of collaboration, delivery and ambition and align your brand with the people and organisations that make great things happen.

As Sponsor or Partner, you and your brand will help shape the next chapter of an international event growing in status.

Support the race that changes people

A race that challenges sailors to cross an ocean - and return stronger for it.



Enquiries & Partnership Opportunities:

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Location
**Royal Cornwall Yacht Club
Falmouth, Cornwall, TR11 2SP**



Image © Jon Bennett

TITLE SPONSOR

BESPOKE PACKAGE (Fully Negotiable For Preferred Partners)



Title & Exclusivity

- Exclusive Title Sponsorship with corporate naming rights (e.g. "The [Company Name] AZAB 2027").
- First right of refusal for potential title naming of the biannual Celtic Triangle Race, subject to agreement.
- Category exclusivity: no Partner Sponsor will be in direct competition with the Title Sponsor.

Brand Visibility & Recognition

- Top-tier branding across all race assets, including:
 - a. Boat hull and/or flag branding (displayed in marinas and at start/finish lines).
 - b. Premium flagpole and banner positions at Royal Cornwall Yacht Club (RCYC) and other venues where available.
 - c. Prominent logo placement on the AZAB and RCYC websites (homepage visibility).
 - d. Branding on all official race documentation (Notice of Race, Sailing Instructions, Race Programme).
 - e. Logo inclusion on tickets, publicity materials, digital assets and linked web content.
- Full use of the AZAB logo for the sponsor's own marketing and communications.

Media, PR & Communications

- Comprehensive media exposure, including:
 - a. Inclusion in press releases, newsletters and official race communications.
 - b. Participation in interviews and PR activity across national and regional print, broadcast and digital media.
 - c. Priority access to media opportunities throughout the campaign.
- Prominent branding across printed and digital race materials.

Onsite Presence & Activation

- Opportunity to operate a pop-up retail or brand activation space at RCYC (and other venues where appropriate).
- Opportunity to provide branded race items (e.g. kit bags, water bottles, merchandise, giveaways).
- Branding on official race clothing and merchandise.
- Branding on the RCYC launch in Falmouth Harbour for an agreed extended period.

Hospitality & Experiences

- Host of the Welcome Reception and Prizegiving Ceremony.
- Pete Goss MBE Légion d'Honneur, internationally renowned sailor, adventurer, entrepreneur, life saver, author, speaker (and Cornishman), is competing in AZAB 27 in a Cornish built Dazcat multihull with a Cornish crew.



For the Title Sponsor, Pete is offering to speak at a company event, host an on-board reception prior to the race start, contribute to event promotion and potentially feature the sponsor's logo on one of his sails, with drone imagery provided.

- Exclusive branding at key race functions (e.g. Opening Reception, Awards Night).
- Hospitality opportunities for sponsor guests at major race events.
- Complimentary tickets for each of three principal social events:
 - a. Start – Falmouth
 - b. Stop-over – Azores
 - c. Prizegiving

Club & Partnership Benefits

- Temporary membership of Royal Cornwall Yacht Club for the duration of the event.
- Corporate Partner of RCYC for one year (or longer by agreement).

Future Opportunities

Access to additional bespoke sponsorship and activation opportunities that may arise throughout the course of the partnership.