



WORLDSTAR  
2026

# THE ULTIMATE SAILING CHALLENGE

NON-STOP ROUND THE WORLD RACE





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**READY TO SET  
SAIL  
WITH THE  
WORLD  
WATCHING?**

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# Introduction

Welcome to the WorldSTAR, Non-Stop Round the World Sailing Race, the newest and most exciting challenge on the global sailing calendar. Building on the legacy of iconic events like the Vendée Globe, Golden Globe Race, and Global Solo Challenge, the WorldSTAR brings the ultimate offshore test closer to home, with the United Kingdom as its stage.

The WorldSTAR is a unique opportunity to connect with an event that pushes human courage and endurance to the limit, while celebrating inclusion, teamwork, and community outreach. We invite you to partner with us as we navigate uncharted waters in this thrilling new adventure.



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# Event Overview

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## Race Details

- Name: WorldSTAR
- Organiser: Royal Western Yacht Club
- Start Date: 26th September 2026
- Start Location: Plymouth, United Kingdom
- Race Format: Single-handed or Two-handed, One Start, Non-Stop
- Course: Global circumnavigation via the three Great Capes



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# About the Race

## A Pioneering Concept

- Organised by the Royal Western Yacht Club, a body steeped in history and tradition in oceanic sailing.
- A non-stop circumnavigation that can be sailed either single-handed or two-handed, opening the race to a broader range of sailors.
- A route designed to challenge skippers of all backgrounds while showcasing the relentless beauty of global oceans.

## Inclusive and Accessible

- We firmly believe sailing is for everyone. This event aims to encourage participation from individuals who have always dreamt of circumnavigating the globe, whether amateur adventurers or seasoned pros.
- A variety of classes ensures that everyone—from aspiring sailors to experts—has the chance to compete in the same arena.



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# About the Race

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## Global Exposure

- The WorldSTAR will deliver real-time global coverage, capturing hearts and minds worldwide.
- In addition to race tracker technology, live streaming, and social media engagement, fans can follow their favourite skippers at every stage.

## Linked Events: The Round Iceland Race 2025

- Sponsors who come on board now will also secure coverage for the Round Iceland Race 2025, ensuring your brand remains in the spotlight over multiple high-profile events.



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# Why Sponsor WorldSTAR

## Three- Year Sponsorship Deal

- Long-Term Visibility: Secure a 3-year partnership to maximize your return on investment.
- Extensive Media Footprint: Boost your brand recognition across multiple events, including the Round Iceland Race 2025.

## Brand Showcase and Collaboration

- Event Collaboration: See your name sail around the world. We offer event branding opportunities ranging from the start and finish village displays to race updates and press coverage.
- Boat Collaboration: Sponsor an individual skipper or an entire team. Display your logo on sails, hulls, and crew gear, or adopt a skipper's journey as your own brand story.



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# Why Sponsor WorldSTAR

## Global Audience and Engagement

- **Live Footage & Storytelling:** Exclusive access to real-time content. Use live race footage in your marketing, PR, and social media channels to create compelling narratives that captivate audiences.
- **Cross-Promotion:** Engage customers and employees in the drama of a high-stakes global race. Run in-house competitions predicting race outcomes—an innovative way to foster team building and brand advocacy.

## Community Outreach and CSR Impact

- **Inclusive Sport:** Demonstrate your support for inclusivity within sailing. Sponsoring a race that welcomes professionals, amateurs, and sailors of diverse backgrounds aligns your brand with values of equality and opportunity.
- **Grassroots Initiatives:** Collaborate with local Plymouth schools to inspire the next generation of sailors. Show tangible, positive community impact that resonates with your stakeholders.



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# Why Sponsor WorldSTAR

## Association with an Historic Club

- Royal Western Yacht Club: A name synonymous with oceanic challenges and time-honoured maritime traditions. Associating with this storied institution elevates your brand's credibility and prestige in international circles.



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# Sponsorship Opportunities

**We offer tailored packages to fit your brand's objectives. Depending on your focus—brand visibility, direct community outreach, hospitality, or content creation—we can customise the perfect package for you.**

## Title Sponsorship

- Naming rights for the race (“The [Your Brand] WorldSTAR Race”).
- Prominent brand placement on all race collateral, media, and communications.
- VIP access to start/finish events and exclusive media opportunities.
- Multi-channel content rights, including live feeds, highlight reels, and behind-the-scenes stories.

## Official Partner Sponsorship

- Extensive logo visibility on race materials, official website, and social media campaigns.
- Option to “adopt” a skipper—showcase their journey as part of your brand narrative.
- Inclusion in all official WorldSTAR press releases, interviews, and announcements.
- Invitations to sponsor-specific networking events and hospitality opportunities.



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# Sponsorship Opportunities

## Supporting Sponsor

- Logo placement on selected official race collateral and platforms.
- Opportunities for in-house employee engagement (e.g., predict the winner, follow a skipper's route).
- Access to limited branded content from the race for internal use and social media campaigns.

## Local/Community Partner

- Connect closely with the Royal Western Yacht Club's grassroots initiatives in Plymouth.
- Engagement and partnership opportunities with local schools to promote youth sailing programs.
- Social and educational events co-branded with your organisation.



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# Sponsorship Tiers

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## 1. Gold Star

- Trophy with brand titles for winners.
- Prominent logo placement on all race materials, boats, and promotional items.
- Extensive media coverage and mentions.
- VIP access to all events, including the start and finish ceremonies.

## 2. Royal Blue

- Significant logo placement on race materials and boats.
- Featured in media coverage and promotional campaigns.
- VIP access to start and finish events.
- Opportunities for brand activation and engagement during the race.

## 3. White

- Logo placement on selected race materials and promotional items.
- Inclusion in media releases and race updates.
- Entry to club during event.
- Accommodation at start/finish for 2.

## 4. Red

- Website branding.
- Entry pack information leaflet.
- Entry to club during the event.



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# Sponsorship Tiers

Sponsor Benefits	Gold Star	Royal Blue	White	Red
Corporate name in the race title	★			
Start spectator boat	8	4	2	2
Host reception at the finish	8	4	2	2
Trophy in title name – awarded for a reason of your choice (other than overall or class winners)	★	★	★	★
Unlimited access to competitors	★	★		
Inclusion in all media actions	★	★		
Branding throughout the race village	★			
Branding on clothing	★	★	★	
Race competitor flag branding	★	★		
All literature	★	★	★	
Branding	★	★	★	★
Website branding	★	★	★	★



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# Event Benefits

Event Benefits	Gold Star	Royal Blue	White	Red
Entry pack information leaflet	★	★	★	★
Parking at race village	3	2	1	1
Entry to RWYC during event	★	★		★
Corporate membership during event	★	★		★
Accommodation during event start	4	2	1	1
Accommodation during event finish	4	2	1	1
Corporate Clothing - Jacket	8	4	2	2
Corporate Clothing - Polo Shirt	8	4	2	2
Brand on Entry Flag for finish	★	★		
Membership for one year to RWYC	4	3	2	1



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# How to Get Involved

## High-Impact Visibility

- Position your brand before a global audience of sailing enthusiasts, adventurers, and sports fans.
- Media coverage spans television, online streaming platforms, mainstream news, and specialised sailing publications.

## Brand Authenticity & Storytelling

- Sailing is synonymous with resilience, innovation, and collaboration—values that can elevate your brand's story.
- Align your brand with adventure, sustainability, and community-minded initiatives.



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# How to Get Involved

## Employee and Customer Engagement

- Internal “fantasy sailing leagues” and friendly competitions around the race outcomes provide motivation, morale boosts, and a sense of shared purpose.
- Customers can be invited to watch key moments of the race, follow updates, and invest in the excitement, strengthening brand loyalty.

## CSR Alignment

- Support an event that is consciously inclusive and aims to showcase sailing as a sport for everyone, regardless of background, age, or ability.
- Demonstrate a genuine commitment to social impact by working directly with youth programs and local communities in Plymouth.



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# Join Us on this Adventure!

The WorldSTAR Non-Stop Round the World Sailing Race offers an unparalleled platform to elevate your brand through exposure, innovation, community engagement, and thrilling human-interest stories.

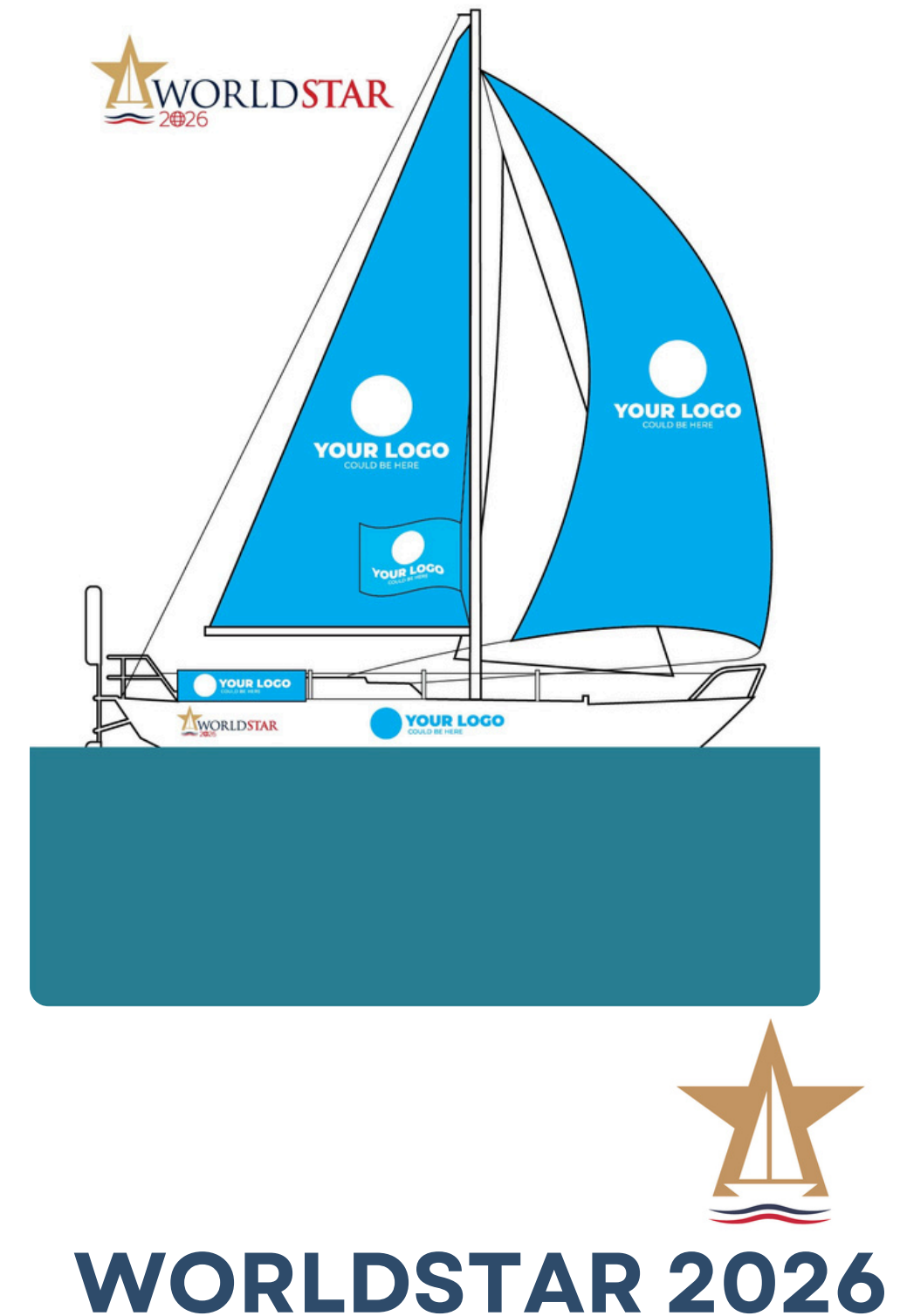
By coming on board early, you secure a three-year deal that guarantees involvement not just in the inaugural WorldSTAR but also in the Round Iceland Race 2025, and more.

This is your chance to make waves—literally and figuratively—while supporting a venture that promotes diversity, accessibility, and a spirit of true adventure.

Don't miss the opportunity to be part of sailing history.

Partner with us today and see your name sail around the world!

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# Contact Information

For more information, sponsorship packages, or to arrange a custom partnership plan, please contact:

WorldSTAR Partnership Team

Royal Western Yacht Club

Email: [rcoceanic@rwyc.org](mailto:rcoceanic@rwyc.org) or [helen@oohhulahoop.com](mailto:helen@oohhulahoop.com)

Phone: 44(0)7841 590747 or 44(0)7855 805808

We look forward to welcoming you on board!

Royal Western Yacht Club

Plymouth, United Kingdom

**Website:** <https://rwyc.org/worldstar/>

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PLYMOUTH

ATLANTIC  
OCEAN

PACIFIC  
OCEAN

INDIAN  
OCEAN

EQUATOR



CAPE OF GOOD HOPE

CAPE LEEUWIN

CAPE HORN

SOUTHERN OCEAN