

2014 DRAFT EVENTS PLAN

CHARLESTON
NEW YORK
NEWPORT



THIS IS AMERICA'S SAILING RACE



THE ATLANTIC CUP //

SCHEDULE OF EVENTS

CHARLESTON

MAY 8th

KIDS DAY

MAY 9th

RACE KICK-OFF PARTY

MAY 10th

LEG 1 RACE START

NEW YORK CITY

MAY 15th

KIDS DAY

WATER WEEK

LIVING ON THE EDGE 2.0

MAY 16th

PRO-AM

COCKTAIL PARTY

MAY 17th

LEG 2 RACE START

NEWPORT

MAY 22nd

KIDS DAY

newportFILM EVENT

MAY 24th

COASTAL CLEANUP

MAY 24-25th:

INSHORE SERIES

BAY WEEKEND FESTIVAL

May 2014

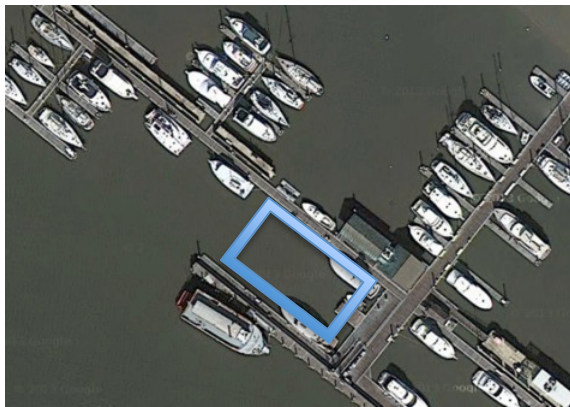
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
				Kids Day	Atlantic Cup PBR Kick Off Party	Leg 1 Race Start Charleston-NYC 648nm Double-handed
11	12	13	14	15	16	17
		Approximate Arrival into NYC -10pm		Kids Day WaterWeekNYC Living on the Edge	Pro-Am Cocktail Party	Leg 2 Race Start NYC-Newport 242nm Double-handed
18	19	20	21	22	23	24
Approximate Arrival into Newport 11pm				Kids Day newportFILM screening	Tentative Concert	Leg 3 Inshore Series Day 1 Narragansett Bay
25	26	27	28	29	30	31
Leg 3 Inshore Series Day 2 Narragansett Bay Prize Giving Party						
		Notes:				



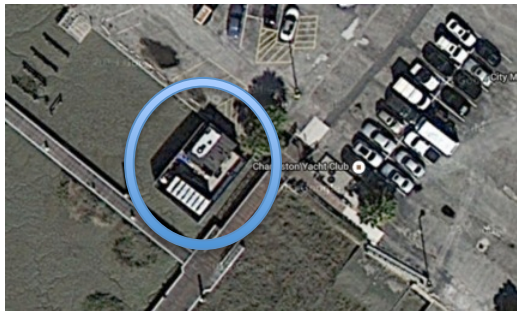
CHARLESTON SET UP

Charleston Yacht Club &
City Marina – 17 Lockwood Drive

Boat Location – City Marina



HQ & Office Space
Charleston Yacht Club





CHARLESTON EVENTS EXPLAINED

May 8th – Kids Day

Local youth will visit the boats, meet the sailors and using sailing as a platform, learn about the environment, science, geography and math through provided education materials.

May 9th – Race Kick Off Party

Cocktail Party will be held at a Pabst Blue Ribbon chosen bar in Charleston with food and local music.

May 10th – Leg 1 Race Start

Race Start will be viewable from either the Maritime Center or Waterfront Park and the Charleston coastline.



NEW YORK CITY SET UP

Wednesday-Saturday, May 14-17





NEW YORK CITY RACE START

Legend:



Atlantic Cup pop-up tent
10' wide x 20' long



Atlantic Cup Windsail Flag 2' w x 8.5' h



Hightop table



Area where our commentators
will be to commentate the start
of the race 10' wide



3-Side Sign Explaining the Race 4'w x 7' h



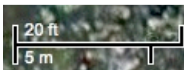
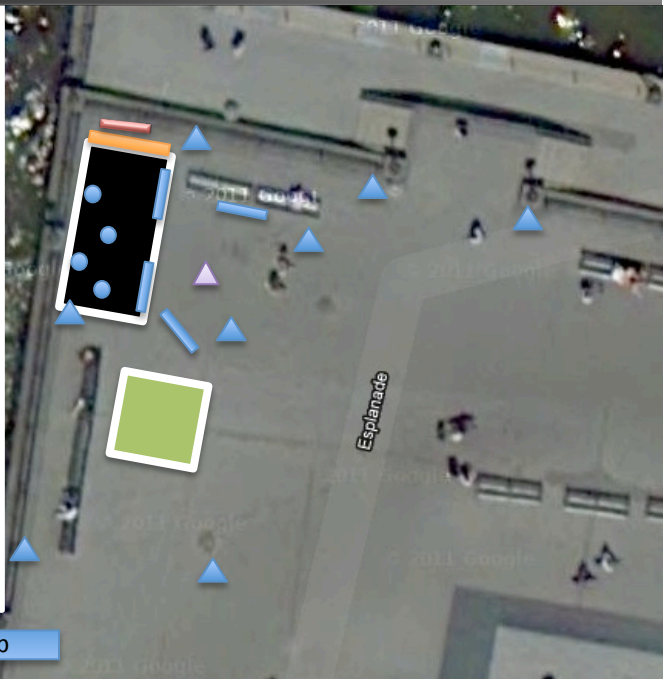
Green Mtn Energy pop-up tent 10' x 10'



Exhibitor Tables Set Up



Race Management Table



Scale of Map



NEW YORK EVENTS EXPLAINED

May 15-17th – Water Week

Water Week NYC is the newest addition to the Atlantic Cup. From sea level rise, to urban water infrastructure to delivering water to North China, Water Week will bring together leaders facing global water issues to form solutions. Water Week NYC is bracketed by Living on the Edge, the Atlantic Cup's evening hospitality event for its VIPs and sponsors, and by the Pro-Am and cocktail party. Both events will provide networking and hospitality in an unparalleled venue.

May 15th – Kids Day

May 15th – *Living on the Edge 2.0*

Living on the Edge 2.0 is a celebration of the Atlantic Cup as the most sustainable sailing race in America featuring an exciting group of speakers presenting in a TedX format. Grist.org Founder Chip Giller will moderate the evening event designed to enlighten and entertain with a focus on emerging water technology.

May 16th – The Atlantic Cup Pro-Am

The Pro-Am will take sponsors and guests behind the scenes to experience what it's like to be a Class40 skipper competing in the Atlantic Cup. Sponsor will be given the opportunity to race on board one of the boats for the Pro-Am in New York City. After the race guests will be treated to a cocktail party dockside.

May 17th – Leg 2 Race Start

Teams will start the 2nd leg of the Atlantic Cup just off the sea wall of North Cove Marina. Residents and fans will be encouraged to come and cheer their favorite team on as they head south out of NY Harbor towards Newport, RI



NEWPORT BOAT LOCATION //

Newport Shipyard – 1 Washington Street, Newport, RI
Boats will be located on the dock alongside Belle's Cafe





INSHORE SERIES VILLAGE

The start/finish for all inshore series events will be off Fort Adams in Newport. The site highlighted with a red circle is the area we'll set up our race village.

SET UP:

FRIDAY, MAY 23RD

OPEN TO PUBLIC:

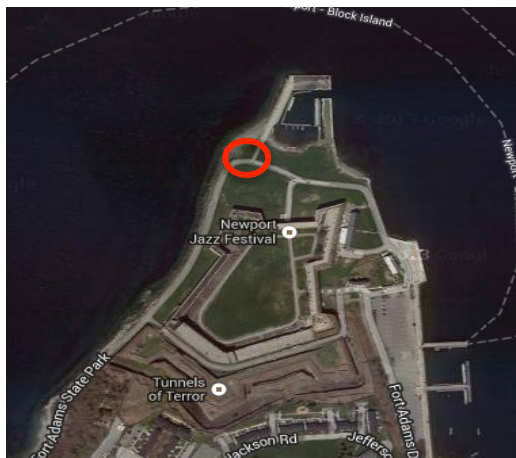
SATURDAY/SUNDAY

MAY 24TH & 25TH

10A-4P

TEAR DOWN:

SUNDAY EVENING, MAY 25TH





FORT ADAMS VILLAGE SET UP //

Legend:

-  Atlantic Cup pop-up tents 10'x10'
-  Race Management
-  A/V & Commentators
-  Atlantic Cup Flags 2' w x 8.5' h
-  3-Side Sign 4'w x 7' h
-  Bay Weekend Exhibition
-  Food Trucks





NEWPORT EVENTS EXPLAINED

May 22nd – Kids Day

May 22nd – newportFILM environmental documentary screening

newportFILM will host a screening of an environmental documentary that highlights current marine issues. 2013's film *The Last Ocean* was shown to a sold out audience of 300 at the Casino Theater in Newport.

- 2014's screening is planned to be held at the Newport Shipyard alongside the Atlantic Cup boats.

May 24th – Coastal Cleanup

In conjunction with Clean Ocean Access, Sustainable Aquidneck and Save the Bay, 500 volunteers will endeavor to clean the coastline of the Atlantic Cup racecourse. Following the cleanup volunteers will assemble at Fort Adams to watch the racing.

May 24-25th - Bay Weekend & Inshore Racing

Bay Weekend is a celebration of Narragansett Bay with a focus on community outreach and awareness. This is an opportunity for local businesses and nonprofits to gather together and engage the community with emphasis on sustaining the Bay that we live around and enjoy.

The Atlantic Cup teams will compete in the final 2 days of racing with crews of 6 around buoys in Narragansett Bay. The competition is fierce and all viewable from land, which makes Fort Adams in Newport the perfect location to watch the racing from.

May 25th – Prize Giving Party

Immediately following the inshore racing on Sunday, we celebrate with all of the teams and award the \$20,000 prize purse at the Official Prize Giving Party.