



FISLY-NALSA 14th LANDSAILING WORLD CHAMPIONSHIP • NEVADA • USA • JULY 2014

2014 FISLY/NALSA World Landsailing Championship Organizing Committee
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MEDIA PLAN
As of 15 January, 2014
FISLY-NALSA 14TH LANDSAILING WORLD CHAMPIONSHIP (“THE WORLDS”)

Objective: To provide (1) sufficient PRE-EVENT PUBLICITY to maximize event awareness among prospective participants, sponsors, travelers to Nevada and viewing audiences and (2) exciting EVENT MEDIA COVERAGE, including video, still photography and magazine articles documenting the regatta, for the benefit of sponsors, participants and viewing audiences worldwide.

PRE-EVENT PUBLICITY includes:

1. Being named a “Nevada 150” (Nevada’s 150th anniversary of statehood) Official Event by the Nevada Commission on Tourism (NCOT) and benefitting from NCOT’s publicity through its worldwide Travel Nevada partners. NCOT’s publications include:
 - a. *Nevada Magazine*, which plans a story on the regatta in a May or June issue. Sample from Jan/Feb 2013 issue: http://nevadamagazine.com/issues/read/land_sailing_in_nevada/
 - b. The Nevada 150 online Event Calendar which will include regatta information
 - c. The *Nevada Magazine* Events and Shows blog:
<http://nevadaeventsandshows.blogspot.com/2013/12/landsailing-world-championship-set-for.html>
2. Issuing monthly pre-event electronic press releases highlighting important and fun aspects of the regatta. These releases are being sent to: (1) print and online performance sailing publications worldwide, (2) FISLY (International Federation of Sand and Land Yachting) member organizations worldwide to generate interest among entrants and potential sponsors, (3) NALSA member organizations and sailors for the same purposes, (4) Northern Nevada newspapers and TV stations and (5) a growing number of metropolitan newspapers and (6) other media outlets and writers as appropriate. Following is a sample of how [YachtsandYachting.com](http://www.yachtsandyachting.com) (UK) published our first news release in December:
<http://www.yachtsandyachting.com/news/173915/Landsailing-Worlds-set-for-Nevada>
3. Emphasizing and promoting the World Championship regatta on the NALSA Worlds Facebook page.
4. Contacting selected yachting writers and interesting them in attending and reporting on the regatta.

EVENT MEDIA COVERAGE includes the following, on which we are currently working:

1. Arranging exciting video coverage of the regatta, with footage (1) associating sponsors’ products or services with the exciting sport of landsailing, (2) showing racing action, (3) providing daily video news releases from the regatta with results and highlights, for distribution to action sports websites worldwide and, if funding permits, a documentary video telling the story of the regatta for entrants and sponsors.
2. TV coverage of the regatta by nationally-affiliated Reno station(s).
3. Following up on the regatta on the NALSA Worlds Facebook page.
4. Articles on the regatta in performance sailing magazines, newspapers and NCOT publications.
5. Producing high-quality still photographs for the benefit of entrants and sponsors.