

The Norberg Yachting Model

Philosophy & Terminology

How we think and act in connection with
commercial sailing projects.

By: Pelle Norberg

The business foundation

We propose a Partner Package containing commercial rights and opportunities connected to the cooperation/project which will give a good and solid return via among other things substantial PR and outstanding marketing opportunities.

We do not ask for money to cover cost but rather recommend you to take part in an intelligent marketing activity.

Do you have a need?

Aquisitions, mergers, new markets, new products, stock exchange related issues, sales promotion, cross promotion, brand building, market perception development, recruitment efforts, staff activities.

A commercial sports promotion project is a useful multi purpose tool in your market mix and not to forget also in your internal communication.

Values you will achieve

Exposure values:

you will be seen!

Contact and Relation values:

*you will have a platform
where you can meet all
your interested parties*

Conceptual and Theme values:

*you will be able to use all
project stories in
connection with all
communication efforts*

Segments you will reach

1. Your market
2. The financial market
3. Politicians and society
4. Staff/New potential staff
5. Any other interested parties of yours

Norberg Yachting

Norberg Yachting AB, the Project Management Company, will co-ordinate all commercial and sailing-related parts of the cooperation/project.

We are professionals in sports management and sports consulting with many years of international experience, both as projects initiators and as consultants.

The Partner Pyramid



The Pyramid is our partner structure with different levels of commercial rights connected to the project, based on different sizes of investments. In addition we also carry out CSR* projects decided by you and us in close cooperation.

* Corporate Social Responsibility

We are not into sponsoring...

Sponsoring is often seen as a charity cost rather than a smart "investment" in market communication.

We are not into sponsoring – we would like to use the nomenclature *Sports Promotion* rather than sponsoring and *Partner* rather than sponsor.

This is just the way we see things and act in accordance with.

The Partner Agreement

The Partner Package connected to a cooperation with an athlete or a project gives the Partners different commercial rights and opportunities.

All rights and opportunities are described in the Partner Agreement.

Commercial Rights

Commercial rights could be anything from putting the company logo and visual identity on all potential exposure areas of the project to seminars and exclusive events with the team or the athlete(s).

Commercial Opportunities

Commercial opportunities could be anything from using the project for corporate hospitality events at trade fares to using the projects themes in your existing marketing.

The "Norberg Yachting Grid" – Creating stories to tell

SUBJECT	CHOICE OF MEDIA	COUNTRY/ AREA	JOURNALIST
Sports	TV	Europe	Mr. Müller
Adventure	Radio	USA	Mrs. Jones
Technology	Press	China/South East Asia	Ms. Dong
IT	Seminars	Australia	Mr. Bradewood
Life style	Corporate events	Russia	Miss. Petrova
Food	Trade fairs	Brazil	Mr. Da Silva
Environment	DVD	South America	Mrs. Messi
Medicine	Internet	Scandinavia	Mr. Andersson

Getting good PR is one of the main objectives.

There are huge amount of possibilities to create interesting stories.

You will for sure get international PR and exposure in media.



Outcome: hundreds of potential PR stories to tell!

We have the know-how

Many successful projects have been managed by Pelle Norberg, MD and owner of Norberg Yachting AB. Among other projects such as Team SEB in the Volvo Ocean Race and HiQ Sailing Team (60 ft. Trimaran) in the Nokia Oops Cup.

We have many years of combined experience in sailing and sports consulting business.

Our aim is not only to win the sports competition but also the commercial one.