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# **SPONSORSHIP PROPOSAL**



***ksopen***  
**50** KIP STONE  
AND THE TEAM  
KSOPEN50

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*"...Stone has also earned his place in the history books as the first American to score a victory since Phil Weld won the 1980 edition of the race on board his 51ft trimaran 'Moxie' in 17 days, 23 hours and 12 minutes."  
www.thetransat.com*

## **KIP STONE, SAILOR AND ENTREPRENEUR,**

founded his company Artforms in 1988 with the dream of building and racing an Open 50 class sailboat. With the success of Artforms, Kip began working with Merfyn Owen of Owen Clarke Design who designed a state-of-the-art carbon constructed yacht intended for single-handed racing in the open ocean. *Artforms*, built by the renowned McConaghy Boats of Sydney, Australia, was launched on September 30, 2003.



*Kip is the president and owner of the company Artforms, the current sponsor of Kip's Open 50 campaign. Located in Westbrook, Maine, the company employs 40 people who design, market, and produce high quality tee shirts for specialty retailers in resorts across the country and throughout the Caribbean.*

*Born: April 11, 1961*

*Residence: Freeport, Maine*

*Grew up in: Marblehead, Massachusetts*

*College: Middlebury College, Middlebury, Vermont (graduated 1987)*

To compete in his first race, the 2004 Transat, Kip sailed *Artforms* halfway around the world, from Australia to England via Cape Horn. He gained valuable experience sailing double and single-handed through the Southern Ocean, reaching England poised to excel in his first race.

The Transat 2004 featured over 30 solo sailors, in the fastest multihulls and monohulls, dodging storms and icebergs as they sprinted across the Atlantic.

Not only did Kip and *Artforms* win the Open 50 monohull division, he also set a record in the 2004 Transat. "An awesome performance for a sailor who until competing in The Transat had not raced solo before" was how one reporter described the victory.

Kip's "Go Far - Go Fast!" attitude propelled his dream to a reality. What can Kip's "Go Far - Go Fast!" attitude do for your company?

## **WHAT'S NEXT?**

Your support! Kip and the KSOpen50 team are pursuing sponsors who want to take advantage of the benefits that sponsorship can offer.

### WE ARE READY TO WORK!

Join the KSOpen50 team and expect to be inspired by an outstanding group of people who make things happen. Depending on your needs, this partnership can be leveraged to:

- Increase worldwide exposure and company profile
- Increase sales
- Develop market shares in home and foreign markets
- Inspire, motivate, and reward employees
- Promote team building
- Entertain customers and clients

### HOW DO WE DELIVER?

Our objectives are to succeed in major offshore sailing events, to align our winning attitude with that of our sponsor, and to "Go Far - Go Fast!"

The following pages highlight how the KSOpen50 team can put your investment to work through:

- Global media presence
- Striking graphics
- High impact internet exposure
- Corporate events and entertainment

*"What a ride you gave us! The suspense, building with each passing night; the thrills increasing with your daily reports. Once hooked it was impossible to let go."*

*Lisa Jo, Oregon*



### YOU WILL GAIN GLOBAL MEDIA ATTENTION THROUGH

our participation in the premier short-handed races, culminating in the 5-Oceans solo around-the-world race.

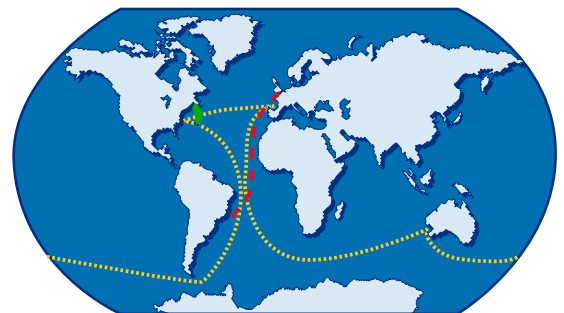
- The **BERMUDA 1-2** starts on June 3, 2005. This race was founded in 1977 to attract racing and cruising sailors who seek the adventure, camaraderie and experience of single-handed sailing. The race is sailed in two parts, from Newport to Bermuda solo, and back to Newport double-handed. [www.bermuda1-2.org](http://www.bermuda1-2.org)

- The **TRANSAT JACQUES VABRE (TJV)** starts in Le Havre, France on November 4, 2005 and finishes in Salvador de Bahia, Brazil some 4,500 nautical miles away. This double-handed event attracts the greatest yachtsmen and women both for its sporting interest and spirit of adventure. According to the media assessment, the 2003 TJV generated over 100 hours of television coverage, almost 30 hours of radio, and over 4,500 print articles. Over 800,000 visits to the 2003 race website were recorded, with over half of those coming from outside of France. [www.jacques-vabre.com](http://www.jacques-vabre.com)

- The **5-OCEANS RACE**, previously known as the BOC Challenge and the Around Alone, celebrates its 25th anniversary when it starts November 5, 2006 in Bilbao, Spain. It is a long and arduous race, consisting of three legs totaling over 28,000 miles. Stops in Fremantle, Australia and the U.S. provide opportunities to celebrate the progress of every yacht. An international media team will follow the race around the world, producing video news, photography, race releases and web stories to distribute online and to major media. A 20-part documentary series will be commissioned to tell the personal story of every skipper. [www.5-oceans.com](http://www.5-oceans.com)

Each race retains marketing firms to generate a continuous stream of press about the race and the skippers, before, during, and after the event. The media and boat sponsors have access to video and audio clips, digital still images, written press releases, and much, much more.

In addition, the KSOpen50 team keeps the focus on its sponsors by producing its own reports. For the 2004 Transat, the KSOpen50 team distributed over 100 press releases and skipper's logs. Kip's reports were uploaded onto the Transat website, which was accessed by the media worldwide. Kip's sponsor, Artforms, was featured in hundreds of articles in print and on the internet. See [www.thetransat.com](http://www.thetransat.com) and [www.ksopen50.com](http://www.ksopen50.com).



— BERMUDA 1-2  
- - - TRANSAT JACQUES VABRE  
... 5-OCEANS RACE





*Imagine your logo on the fastest Open 50 afloat. Allow us to create a rendering of the boat with your organization's logo, like the ones shown here.*



## THE INTERNET HAS HELPED TO FUEL THE POPULARITY

of offshore yacht racing, giving instant access to each race in real time, and stories of each skipper's challenges and triumphs.

Once a competition begins, a race website becomes more than a place to see stories of the skippers' preparations; it becomes a virtual race thanks to advances in satellite communication, software development, and computer animation. Global Positioning Systems (GPS) units placed aboard each boat trace its location throughout the race. This information is paired with weather and other relevant data and displayed on the website. Viewers can easily follow each boat's track across the Atlantic or around the world.

During the race journalists conduct interviews with skippers via satellite telephone. These audio clips are featured on the website, along with video clips or digital images from the skipper. Skippers can email their fans, conveying stories of their daily hardships, fears, and accomplishments. Few other sports gives fans such close contact with participants during the competition.

The KSOpen50 team maintains its own website at [www.ksopen50.com](http://www.ksopen50.com). Kip's sense of humor, upbeat demeanor and competitive spirit are expressed through his finely crafted skipper's logs, which are posted almost daily to the website and emailed to subscribers. Stories of flying fish, cooking tips, and midnight repairs are told alongside candid insights about his strategy, motivation, and mood.

The day after Kip won the Transat, over 20,000 hits were recorded on our website. Visitors from the U.S., U.K., Europe, South America, Australia, New Zealand, Japan and more accessed news and photos from the site.

*"You have a NYC group of fans who have followed your journey every minute of the way and waited each day for your beautifully written 'skipper's log'. We will be with you on your next journey..."*  
Helen, New York

*"This is a great story and your observations make it seem like the reader is there with you... This is one of the best things on the net."*  
Doug, Maine

*"Like many others, I do not know you, but love the story and am keeping track of your progress via the excellent web site."*  
Adrian, Virgin Islands

## CORPORATE AND DOCKSIDE HOSPITALITY

Whether we are in the US, France, Spain, Brazil or Australia, you are welcome to join us in port. This is an ideal time to reward employees or thank key clients. Our schedule is set well in advance, so why not plan your sales meetings or other events to coincide with a race start? We can even help you locate accommodations and meeting space. For evening entertainment, small gatherings can be held aboard the boat, or in nearby venues set up by race organizers.

## SAILING DAYS

Spending a day aboard this Open 50 is pure pleasure for the non-sailor and sailor alike. Non-sailors find that the boat's wide beam provides safety and comfort, even as the winds pick up throughout the day. Seasoned sailors who spend a day aboard Kip's boat are astounded by its speed and performance. Kip is generous with the tiller, giving visitors a chance to steer the boat for as long as they're comfortable. Up to 10 people can comfortably fit aboard the boat. The number of sailing days available to sponsors will vary based on the sponsorship level and overall objectives.

## SPEAKING ENGAGEMENTS

Kip has a natural knack to inspire those around him, in person and in print. Nowhere is this more evident than in Kip's 30-minute PowerPoint presentation, filled with vivid photographs and video clips of the journey. Starting with what motivated him to aim for this dream, he goes on to tell how he:

- built a successful business
- survived a life-changing accident
- took advantage of international financial markets
- convinced designers and builders to take on his project
- launched *Artforms* and sailed her halfway around the world to participate in the 2004 Transat
- set a new winning record for his class in the 2004 Transat

## PRODUCT DEVELOPMENT

Kip's ownership in *Artforms* and *Cool as a Moose* has given him the sales and marketing experience to understand what makes a good design. The *KSOpen50* team has the ability to create a line of merchandise that your staff or customers will wear with pride.

*"Thanks for inspiring our group with your make-it-happen attitude. You really got our group charged."*

*Mike, Chicago*

*"You are an inspiration to me to fulfill my own personal goals in life, be it my career or my sailing life. You set your goal so long ago and with persistence you haven't let anything or anyone get in your way."* Jason, Australia

*"I am 14 and living in Barnstable on Cape Cod, MA. My biggest dream is to sail across the Atlantic alone."* Tom, Massachusetts



## THANK YOU FOR CONSIDERING THIS PROPOSAL.

My success in business – and on the water – is a result of my ability to build team-oriented sales organizations and I believe that with your help, our potential is unlimited.

As in business, success in offshore solo sailing comes to organizations where experience and energy are coupled with effective decision-making and the judicious management of limited resources. Just as I've learned to apportion my time offshore between eating, sleeping, and driving the boat, I've also learned to manage budgets and make the best use of my financing.

From that hard-won experience, I can assure you that your investment in my organization is recognized as both an honor and an opportunity. I'm committed to make that investment work spectacularly for you.

I look forward to discussing a sponsorship level that best fits your needs – until then, "Go Far – Go Fast!"



Kip Stone  
800-828-8518

## SPONSORSHIP LEVELS

Title sponsorship:	\$ 500,000
Gold:	\$ 100,000
Silver:	\$ 50,000
Bronze:	\$ 10,000
Supporter:	\$ 1,000
Friends and family:	\$ 100 - 500

	2005	2006	2007
Maintenance - Hull/Deck	\$ 5,000	\$ 5,000	\$ 2,500
Maintenance - Rig	10,000	200,000	6,000
Maintenance - Electronics	6,000	6,000	3,000
New Sails & Maintenance	20,000	60,000	10,000
New Keel & Maintenance	1,000	40,000	1,500
Generator/Watermaker	0	5,000	0
Solar Panels	1,000	1,000	0
Safety	2,000	2,000	1,000
Project Management	18,000	20,000	12,000
Travel Expenses	12,000	12,000	6,000
Delivery	5,000	5,000	2,500
Shipping Costs	3,000	4,000	3,000
Boatyard Costs/Refit	12,000	15,000	6,000
Insurance	12,000	18,000	6,000
Race Fees	6,000	8,000	0
Communications	8,000	10,000	5,000
Training	1,000	1,000	500
Supplies	5,000	6,000	2,500
Shoreside Housing	6,000	6,000	3,000
Shoreside Meals	2,500	2,500	2,500
Website Maintenance	1,500	1,500	1,000
PR Support	8,000	12,000	6,000
Press kit design & production	5,000	5,000	0



*“When selecting his ride, Stone started with a fresh design from the Owen Clarke Design Group, designers of Ellen MacArthur’s famous Open 60 Kingfisher. The boat is narrower than the typical modern Open 50 and carries deeper daggerboards, making it more of an upwind performer.”*

*Sailing World*

<b>TOTALS</b>	<b>\$ 150,000</b>	<b>\$ 445,000</b>	<b>\$ 80,000</b>	<b>TOTAL \$ 675,000</b>
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**WORK ON KIP'S OPEN 50 ARTFORMS BEGAN IN 1999**

with a concept study from Merfyn Owen of Owen Clarke Design.

**Hull.** *Artforms* is constructed from SP Prepreg Carbon and a Nomex honeycomb sandwich. The hull and deck were laid up in split centerline female moulds to save weight, and the utilization of custom wood and small tooling were used throughout for the same purpose. She is relatively wide beamed as yachts go and her stern shape is characterized by that beam being carried almost all the way aft. From the bow there is a 6' bowsprit on which spinnakers and code sails are flown. This bowsprit is capable of being canted to either side for off-wind running conditions.

**Canting keel.** The main canting device is the now standard open class canting keel that can be rotated to windward. In this case it is a fabricated steel fin and lead bulb moved by a single hydraulic ram. When sailing upwind the hydrodynamic side force normally created by that keel is instead developed by the lowering of one of two (port and starboard) asymmetric daggerboards.

**Rigging.** The mast has been built by Carbontech in Australia and is a two spreader masthead configuration with a genoa, solent and staysail capable of being flown on separate stays. The sails were built by Doyle Sails New Zealand. The code 5, code 0, genoa and solent are all furling and the rest of the wardrobe is conventional. The mainsail is fully battened, and along with the headsail, is built using Doyle's D4 process. There is one winch on the mast for handling downwind sails, but the rest of the sail controls for reefing the main, for example, are led aft to the cockpit.

**Cockpit.** The cockpit is noticeable for its trench rather than enclosed style and twin tillers. Much debate went into both choices; it was felt that at 50' tillers were a cost-effective and light solution to a yacht which would spend a great deal of time on autopilot. *Artforms* isn't designed just to sail single-handed, and the additional space afforded by the trench cockpit will make her easier and more pleasant to sail in the fully crewed environment.

**Below deck.** Down below the front of the boat is empty except for the standard forward ballast tanks just in front of the mast in the sail compartment. In the cramped living space are fitted two pipe cots, a day berth/chart table seat, chart table and simple galley with a single burner stove. The chart area sits atop the systems compartment that contains the 27 hp main engine, hydraulic and electrical systems. The level of detailing and the standard of finish is reflected in McConaghy's reputation for producing light but stylish racing machines.

*"Kip wanted to compete at the highest level in single-handed sailing and win. With his Open 50 we were able to provide a state-of-the-art boat that was within his means, and judging by his result in the Transat, we also delivered a winning boat."*

*Tim Sadler, Owen Clarke Design*



*Photo credits:  
Robert Hallum/Paul Todd/Tim Sadler/  
Onne van der Wal/Billy Black*