MARINA MILITARE

NASTRO ROSA

THE SAILING TOUR OF ITALY

tour

2021 EDITION

PARTNERS

MARINA MILITARE
NASTRO ROSA®
THE SAILING TOUR OF ITALY tour

Title partner	MARINA MILITARE
Presenting partner	FINCANTIERI
Main partner	ITALIA AGENZIA NAZIONALE TURISMO
Official partners	ICS ISTITUTO PER IL CREDITO SPORTIVO · VALORE PAESE ITALIA · algeco · ecopneus · HEMPEL · Nestlé · S.PELLEGRINO · NESPRESSO · Buitoni
Technical partner	SAP · TracTrac · AA. Acone Associati · MUSTO · BLU PANTHEON · Chateau d'Ax · eurostands
In collaboration with	La Gazzetta dello Sport — Tutto il rosa della vita
Broadcasting	ICARUS SPORTS
Institutional partners	COMUNE DI GENOVA · ROMA CAPITALE · COMUNE DI GAETA · COMUNE DI NAPOLI · COMUNE DI BARI · Comune di Ravenna · CITTA' DI VENEZIA · World Sailing · EUROSAF · FIV
Hosting partners	PORTO ANTICO DI GENOVA · SALONE NAUTICO VENEZIA
Organized by	DIFESA SERVIZI · SSI sports & events

DRAFT

MARINA MILITARE
NASTRO ROSA®
THE SAILING TOUR OF ITALY tour

AN INNOVATIVE AND SPECTACULAR FORMAT
A TOUR OF INTERNATIONAL IMPORTANCE
ALONG THE COASTS AND THE LIGHTHOUSES OF ITALY

Nastro Rosa is the sailing tour of Italy.
A series of highly innovative regattas, consisting of seven stages in the most beautiful Italian coastal locations. An outdoor village, strictly in accordance with Covid regulations, for sponsors and host locations. An international TV Broadcasting program, the synergy with the National and International Sailing Federations and the communication created by the media partner Gazzetta dello Sport, make the Marina Militare Nastro Rosa a sailing event and a unique media opportunity.

Watch the promo video of the event
https://www.youtube.com/watch?v=z9UfA69gGYE&t=6s

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DIFESA SERVIZI

“THE WHOLE SAIL” IN ONE TOUR

“The whole sail” summarized in the three fundamental disciplines, this is the “focus” of the Nastro Rosa 2021 ”.
Reference point ”for millions of practitioners all over the world

Offshore

Navigation from one stop location to another with the Double Mixed Offshore

A discipline that encompasses the charm of navigation, rigorously on one-design boats at the forefront of technical content designed for Double Mix Offshore regattas,

Inshore

Race around the buoys in contact with the public

High-Performance boats fascinate the public with their highly competitive and adrenaline-pumping image. They race in the Stadium Race or Coastal Race format, a particularly enjoyable mix looking from the coast

Board

Speed, acrobatics and a high rate of showmanship

Kite foiling was chosen as the new Olympic discipline in Paris 2024. There are millions of practitioners around the world and the formula is that of a "relay" in teams made up of one man and one woman.

THE 2021 FORMAT

A SPORTS PROGRAM DENSE OF ACTIVITIES, A YEAR LONG

March 2021 press conferences in Rome with program announcement.

May 29th / June 6th, Test Event & Marina Militare Nastro Rosa Village at “Arsenale” @ Venice Boat Show

2-24 July, Nastro Rosa Team and Nastro Rosa boat racing @ “Tour Voile” in France

21/22 August Week End of presentation and “Sailing Experience” for the Alto Lago di Garda press

27 August / 5 September MARINA MILITARE Nastro Rosa 2021 Edition Block 1 - Tyrrhenian Sea ***(Double Mixed Offshore European Championship)***

16 - 26 September MARINA MILITARE Nastro Rosa 2021 Edition Block 2 - Adriatic Sea ***(Double Mixed Offshore World Championship)***

3 October Press conference, awards and presentation of the 2022 tour @ Genoa Boat Show

8/10 October Villaggio Marina Militare @ Barcolana

10 October Marina Militare Nastro Rosa Boat with the Tour partners on board racing at the BARCOLANA

24 Nov - 5 Dic, Nastro Rosa Team and Nastro Rosa boat in regatta @ “Sailing Arabia” in Oman

The numbers in 2021:

3 countries visited, 6 Italian regions, 7 stages, 3 sailing classes, 2 Olympic classes, 1 itinerant village, 30 teams, 10 participating nations, 3 collateral events @Salone Nautico di Venezia @ Salone Nautico di Genova and @ Barcolana, 100 regattas, 1000 professional photos, 250 minutes videos, 150 press releases, 18 pages of Gazzetta dello Sport, 160 countries reached, 4 social platforms, 1 website

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THE CALENDAR 2021

MARINA MILITARE
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CALENDAR TYRRHENIAN BLOCK

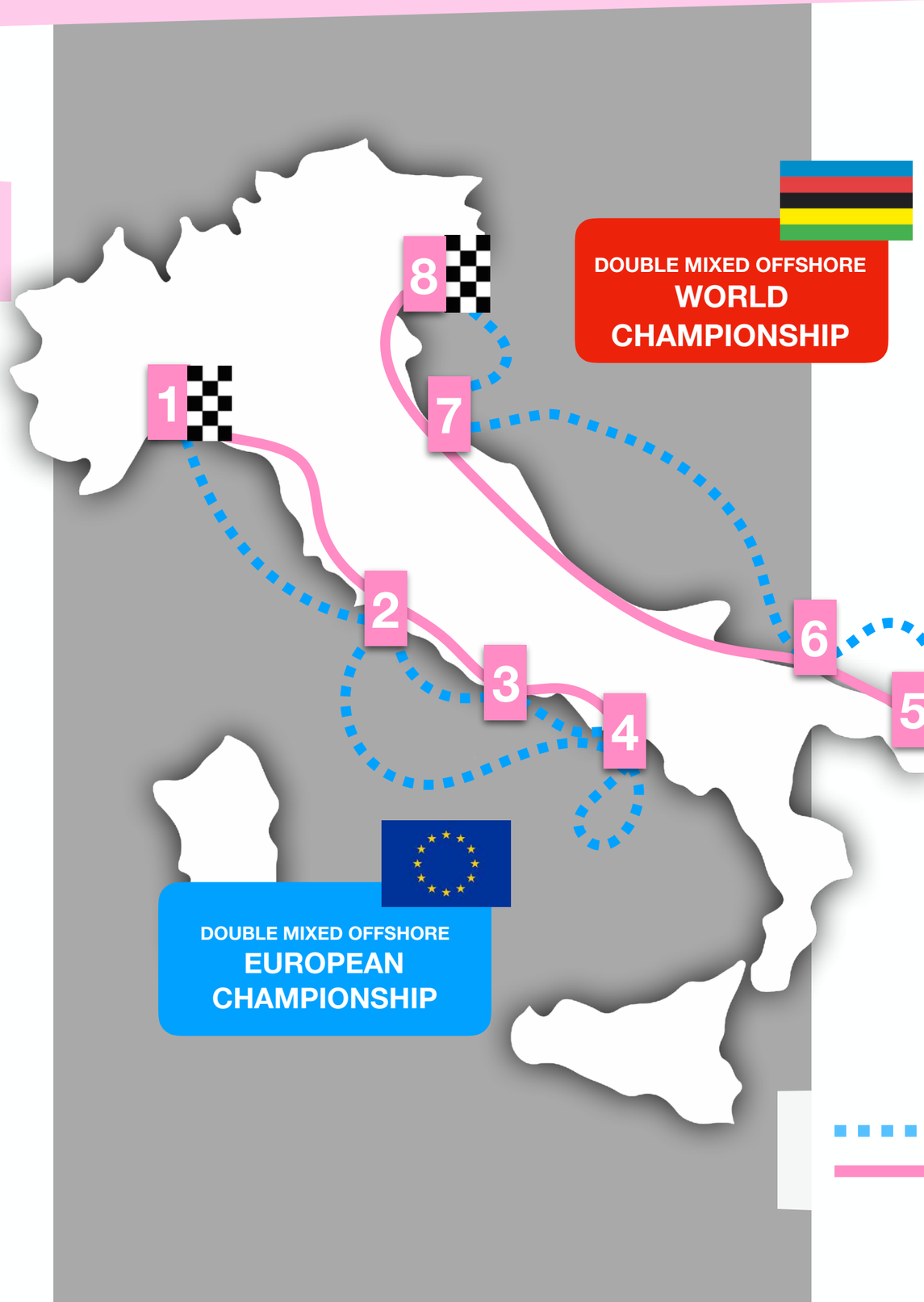
TEST EVENT & STAND
@ Venice Boat Show
May 29 - June 6 2021

STAGE 1 - Genoa
27-29 August 2021

STAGE 2 - Rome / Civitavecchia
31 August - 2 September 2021

SEMI-STAGE 3 - Gaeta
September 2021

STAGE 4 - Naples
4-5 September 2021



CALENDAR ADRIATIC BLOCK

STAGE 5 - Brindisi
16 - 18 September 2021

STAGE 6 - Bari
19 - 21 September 2020

SEMI-STAGE 7 - Marina di Ravenna
23 September 2020

STAGE 8 - Venice
24-26 September 2020

CELEBRATION DAY - Venice
26 September 2020

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DIFESA SERVIZI

AN EVENT THAT MERGE THE SEA AND THE COAST OF ITALY

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A COVID-19 SAFE EVENT

The pandemic imposes new considerations including those related to the possibility of carrying out scheduled events. In this sense, the sail and Nastro Rosa in particular, offer the best guarantees of being able to invest well in advance. Everything will take place outdoors with crews of up to three people. No teams, sports halls, a scenario that offers the maximum guarantee of controllable and possible performance, as demonstrated by the "2020 prologue"

A VILLAGE AND A CARAVAN AROUND ITALY

All the movements of boats and materials will be carried out using branded vehicles that will move together from one stage to another, creating a caravan and a village carrying positive messages that will travel throughout Italy, giving visibility to the event and its partners.

GUESTS EXPERIENCES

The format allows you to dedicate unforgettable activities to the guests of the sponsors, such as the opportunity to race on boats alongside the athletes, enjoy the regatta from the sea or simply enjoy the relaxation of the VIP area within the village.

CHARITY AND CLEAN SEAS

Nastro Rosa will support charitable and ecological activities and projects throughout the tour.

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REGATTA VILLAGE - BASIC - *CONCEPT*

Hospitality Truck
& Restaurant

Hospitality
House
For the
partners

Gazebo /mini container
Sale point of
Marina Militare
Merchandising

Gazebo/
Mini Container
Partners

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COMMUNICATION PLAN 2021

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NATIONAL COMMUNICATION PLAN ON La Gazzetta dello Sport

Tutto il rosa della vita

- **18 Editorials pages** in the newspaper Gazzetta dello Sport, republished on the Gazzetta.it website
- **Articles** on gazzetta.it websites during the regatta days
- **Pure ADV spaces,** in the newspaper during the event
- **Videos and press releases** distributed during the event published on the Gazzetta.it website
- **Editorials within the 2** annual magazines dedicated to RCS sailing.

N.B. In addition to the aforementioned basic coverage, sponsors will be able to add personalized activities at favorable conditions.

LOCAL COMMUNICATION PLAN

Press releases will be distributed to major local newspapers at each stage

TELEVISION PROGRAMMING spread in 160 countries

- **Video programming** for each stage and video for each collateral event
- **1 television special** before Nastro Rosa
- **Daily video highlights** during all racing days
- **At the current date we are in dialogue with the major Italian national TV broadcasters to define collaboration agreements (tbc)**

ICARUS SPORTS

World Sailing

SOCIAL NETWORKS

News, videos, photos, posts dedicated to sponsors, these daily contents will be shared on all the main Sailing Series social networks.

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COMMUNICATION PLAN 2021 - TV production

DATE	VIDEO PRODUCTION	MEDIA DISTRIBUTION
26 Aug, Crew Arrival	• Setting up our equipment, collecting location shots and interviews	
27-29 Aug, Genoa	• Production of 3 x 1min highlights videos for immediate posting	• Distribution of 1 x Video News Release & Interviews • Distribution of 3 x highlights videos to online media
31 Aug-3 Sep, Lazio	• Production of 4 x 1min highlights videos for immediate posting	• Distribution of 1 x Video News Release & Interviews • Distribution of 4 x highlights videos to online media
4-5 Sep, Campania		• Distribution of 1 x Video News Release & Interviews • Distribution of 2 x highlights videos to online media
15 Sep	• Production of 1 x 10min documentary dedicated to Block #1	
16-17 Sep, Puglia	• Production of 2 x 1min highlights videos for immediate posting	• Distribution of 1 x Video News Release & Interviews • Distribution of 2 x highlights videos to online media
18-19 Sep, Puglia	• Production of 2 x 1min highlights videos for immediate posting	• Distribution of 1 x Video News Release & Interviews • Distribution of 2 xhighlights videos to online media
21-23 Sep, Emilia Romagna	• Production of 3 x 1min highlights videos for immediate posting	• Distribution of 1 x Video News Release & Interviews • Distribution of 3 x highlights videos to online media
24-26 Sep, Venice	• Production of 3 x 1min highlights videos for immediate posting	• Distribution of 1 x Video News Release & Interviews • Distribution of 3 x highlights videos to online media
27 Sep, Crew Departure	• Gathering equipment and heading back to our HQ	
7 Oct	• Production of 1 x 10min documentary dedicated to Block #2 • Production of 6 x 3min videos dedicated to various sponsors	

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COMMUNICATION PLAN 2021- International Broadcasting e Inside Sailing Tv Magazine

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COMMUNICATION PLAN 2021- Inflights Entertainments

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AIR CHINA 中國國際航空公司
Tassili Airlines
طيران الطاسيلي
QANTAS
CATHAY PACIFIC
KLM
FINNAIR
AIR CANADA
WESTJET
TAP
QATAR AIRWAYS القطرية
الطيران العماني OMAN AIR
EVA AIR
THAI
Malindo air
Vietnam Airlines
الكويتية KUWAIT

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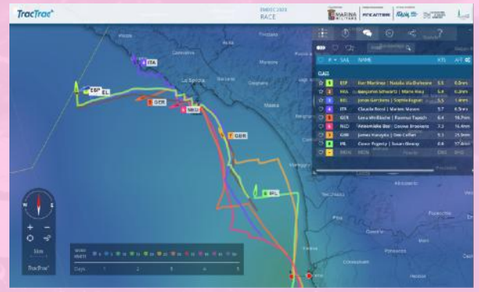
EXAMPLES OF VISIBILITY IN COMMUNICATION

national and international communication Web, TV, Newspapers, e-Sailing

La Gazzetta dello Sport
Tutto il rosa della vita

ICARUS SPORTS



PARTNERSHIP OPPORTUNITIES

To become a partner of Marina Militare Nastro Rosa Tour in the positions of:
MAIN PARTNER
OFFICIAL PARTNER
TECHNICAL PARTNER
contact us by writing to **nastrorosatour@ssi.events**

* All positions provide for the exclusivity of the product sector.

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ORGANIZED BY:

DIFESA SERVIZI

Joint-stock company with sole shareholder the Ministry of Defense operates as a legal entity under private law for the economic management of goods and services deriving from the institutional activities of the ministry.

Via Flaminia, 335
00196 Roma
www.difesaservizi.it

SSI sports & events

Sports-marketing agency which, thanks to its thirty-year heritage of experience, know-how and networks of relationships, offers a concrete and professional solution in the realization of events and communication in the world of the Great International Sailing, sport and entertainment.

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