

Sponsoring



SANNI BEUCKE SAILING



BEN TEAU



THIS RACE IS FEMALE.

DB SCHENKER

CONTENTS

ABOUT SANNI

Page 3

CAREER

Page 4

VALUES

Page 6

OFFSHORE CAMPAIGN

Page 7

STRATEGIC PARTNERSHIP GOALS

Page 9

BRAND AMBASSADOR

Page 10

STRATEGIC PARTNERSHIP BENEFITS

Page 12

ATHLETIC GOALS

Page 13

RACE CALENDAR 2023

Page 14

MEDIA CONTACT & SOCIAL MEDIA CHANNELS

Page 16

ABOUT SANNI.

HOME IS WHERE THE ANCHOR DROPS

Even as a child, Sanni was eagerly looking for challenges and adventures. Water was her element. She loved being on the ocean and dreamed of one day becoming an offshore sailor.

She started out on small dinghies. As a teenager, she was determined to maximize her athletic abilities and represent Germany at the Olympics. And she did everything she could to achieve her goal. She trained hard. Tirelessly, every day. She enhanced every little detail, worked on herself, on the boat's performance and on impeccably executed teamwork. 13 years later, she qualified for the Olympics - and won the silver medal in the 49erFX.

Yet, she has never lost sight of offshore sailing. With courage and determination, she is now embarking on her second sailing career: as an international offshore sailor. She wants to become the first German woman to win the "Solitaire du Figaro" - the most competitive sailing race in the world. And then? She sets sail for her next dream: the „Vendée Globe“, a race around the world.

CAREER.

OFFSHORE SAILING | 2017 - 2023

2023

- Participation in „The Ocean Race“ as crew member of Kevin Escoffier’s Team Holcim-PRB

2022

- Training at renowned offshore sailing academy „Lorient Grand Large“ in Lorient, France.
- Participation in regattas such as „Maître CoQ“, „La Solitaire du Figaro“, „Kieler Woche“, „Helga Cup“, „Silverrudder“ and more.

2019

- Competing at double handed regattas (Baltic 500, Vegvisir)
- Delivery of IMOCA „Malizia“ from Monaco to Lorient

2017

- Transatlantic crossing
- Delivery of „Turning the Tide“ from Lisbon to Alicante

OLYMPIC SAILING - 470 / 49ERFX | 2009 - 2021

- Silver Medal at the Olympic Games in Tokyo 2020
- 2 x European Champion
- Several top 5 finishes at World Championships
- Several top 10 finishes at World Cups



Silver medalist:
Sanni Beucke after winning
the silver medal at the
Olympic Games in Tokyo,
Japan 2021

© German Sailing Team

VALUES.



INCLUSION

Sailing represents freedom. Sanni has made it her mission to convey this feeling, especially to those who usually encounter obstacles due to their impairment. On board all individuals are equal and the tasks assigned make them feel valued and content.



FEMALE EMPOWERMENT

In sailing, gender quotas have existed for a long time. These equal rights have encouraged Sanni to embark on extraordinary adventures. She wants to eliminate deprecated thought patterns and empower all women to not let anything stop them from attaining their individual goals. Everything is possible - you just have to make it happen.



SUSTAINABILITY

On board, you learn to scale back to a minimum. Sanni learned to appreciate how little things can go a long way. That expertise can be applied to all areas of life. Each product that we don't buy or that we reuse protects resources - and thus we contribute to protecting the environment.

OFFSHORE CAMPAIGN „THIS RACE IS FEMALE.“

„Women need much more visibility: in sailing, in competitive sports - in all areas of life. For me personally, it means that I want to be the first German woman to sail to victory at the Vendée Globe. That is my goal, my dream. I want to empower women and show them that anything is possible if only you set your mind to it, no matter what others say.“

- Susann Beucke

1

WOMEN NEED MORE VISIBILITY

In sailing, in competitive sports - in all areas. To draw attention to this, Sanni is launching her new career in offshore sailing with the campaign **#thisraceisfemale**. Sanni wants to show that anything is possible. You just have to do it. Boundaries are there to be pushed - whether it's in your own head or in society.

2

WOMEN NEED ROLE MODELS

Role models inspire, motivate, and show new possibilities for one's own development. This is especially important for women because they can then see this kind of performance as achievable. This particularly applies in areas that are clearly dominated by men - such as offshore sailing. For Sanni, circumnavigator Ellen MacArthur was such a role model. Now she wants to be one herself for other women and girls. Sanni wants to help break out of old ways of thinking and empower women to set big goals for themselves.

3

EQUAL CHANCES AND RECOGNITION OF WOMEN

Female sailors don't want to be treated differently because of their gender. They do the same job on the same boats. And they do it really well. Especially offshore, they can show what they've got. Because the long distances are all about willpower, willingness to take risks, the spirit of adventure and a strong mindset.



**„WOMEN
NEED MORE
VISIBILITY.“**

Presskit Sanni Beucke Sailing

© Felix Diemer

STRATEGIC PARTNERSHIP GOALS.

- Sanni Beucke values integrity in communication, responsibility for society and the willingness to explore new territory.
- The sport of sailing offers an excellent opportunity to facilitate "clean" communication. Sailors symbolize carbon-neutral transportation, fair sportsmanship, and mastering extreme challenges under rough conditions. As a group, they comprise an unparalleled team spirit, where everyone strives to win, but no one would ever abandon a competitor on the open sea.
- This combination of perseverance, fairness and environmental responsibility is consistent with the values and goals of many globally operating companies. Achieving your goals while staying true to your core values should resonate across all joint communication.
- Not losing sight of common goals, always supporting each other, even under extreme conditions such as strong winds and high tides, can make this partnership long lasting and strong.

BRAND AMBASSADOR.

DETERMINATION

Whatever Sanni is set out to do, she sees it through no matter how difficult the circumstances.

COURAGE

Sanni strives to perform and accomplish what no one before her has ever dared to do. Intense skill and athleticism dominate each race.

ADVENTURE

When the ocean is pounding with waves and the spray is whipping across Sanni's face, she's right in her element.

PRECISION

The difference is in the details. Sanni experienced that firsthand on her way to the Olympics. Still to that day she works tirelessly to perfect her craft.

PERFORMANCE

Good is not good enough. You always have to compete with the best in order to become the best you can be.





**„MY AIM IS TO
BE THE FIRST
GERMAN
WOMAN TO SAIL
TO VICTORY AT
THE VENDÉE
GLOBE.“**

STRATEGIC PARTNERSHIP BENEFITS.

A STRONG COMMUNICATION NETWORK

The foundation of all effective communication is a great idea, with a resounding effect. It is the key to credibility, and Sanni's approach makes it look effortless. All communication activities (whether social media communication, audio and video campaigns, keynotes, workshops, events, etc) are planned meticulously to ensure maximum visibility for the sponsor.

SPONSORSHIP

Sanni offers vast visibility in the sailing regatta environment. Possibilities include branding of equipment, hulls and sails with a brand name or logo.

SOCIAL RESPONSIBILITY

The project 'Inclusion on the Regatta Course' started in January 2021. With their own boat, a team of blind, visually impaired, sighted as well as deaf and hearing people will enter the next season and, together with patron Sanni Beucke, now strives to become an inspiration for others. Thus, the Olympic silver medalist Sanni Beucke contributes significant added benefits.

SUSTAINABILITY

Being environmentally, socially and economically responsible is very close to Sanni's heart. Because it's simply beautiful when people and nature are equally balanced.

EXPLORING NEW TARGET GROUPS

The sailing regatta "La Solitaire du Figaro" is the most important regatta of the year. It leads the fleet of 50 yachts over 6 weeks in different legs from France to Ireland, England and Spain. Race villages are set up at the leg stops, attracting many visitors. Sponsors can use this opportunity to enhance their brand visibility.

BRAND AMBASSADOR

Sanni can emotionally engage the sponsor's brand with her stories, develop curiosity and fascinate people all at the same time.

ATHLETIC GOALS.

MASTERING THE FIGARO

Expertise is key. The Figaro 3 boat class is ideal for perfecting Sanni's offshore single-handed sailing skills because you compete with world-class sailors and learn from the best.

LA SOLITAIRE DU FIGARO

The most important race of this boat class. The two-time winner of the Vendée Globe, Michel Desjoyeaux, calls it the most difficult race of all. As the racing yachts are all identical in construction, it's all about skills and not about technical advantage. The slightest nuances can determine victory or defeat.

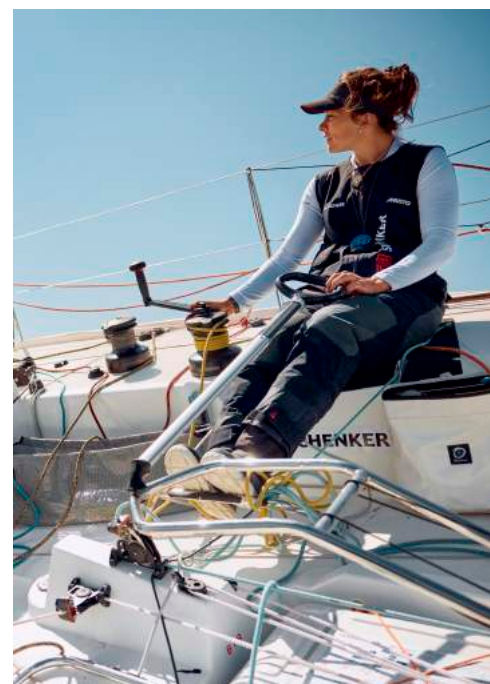
OCEAN RACE

Sanni is looking for long-term partners to sail around the world with her in the 2026 Ocean Race.

VENDÉE GLOBE

The toughest regatta for both people and equipment - sailing once around the world.

Sanni is currently training to compete in the Vendée Globe 2028.



RACE CALENDAR 2023.

TOUR DE BRETAGNE

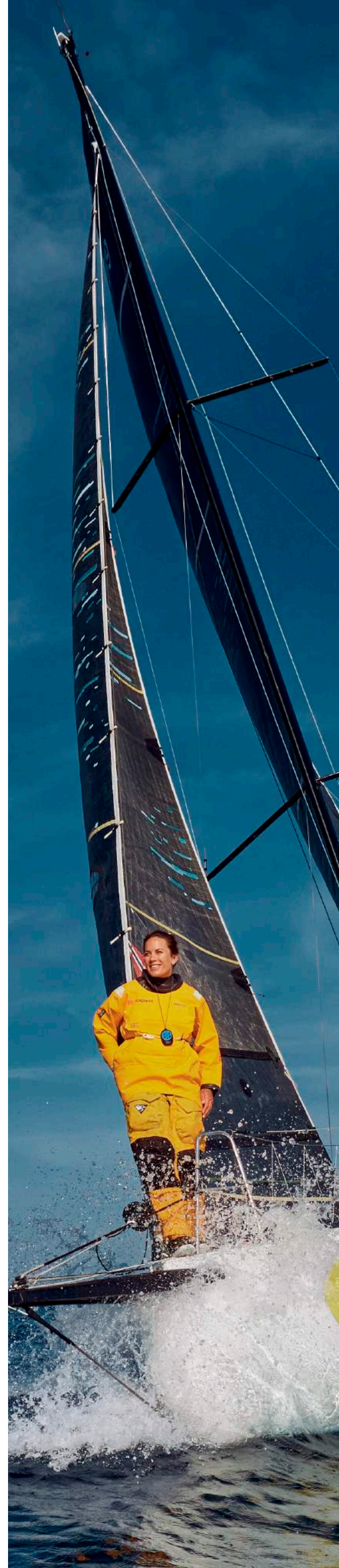
01. - 09.07.2023


SOLO GUY COTTEN

23. - 30.07.2023

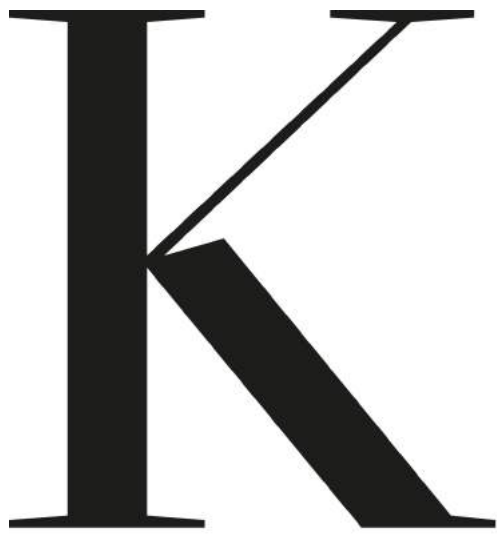
LA SOLITAIRE DU FIGARO

19.08. - 23.09.2023



A woman is shown from the waist up, working on the rigging of a sailboat. She is wearing a white long-sleeved shirt, a dark vest, and a visor. She is smiling and looking towards the camera. The background is a clear blue sky and the rigging of the boat. The text is overlaid on a white rectangular box at the bottom of the image.

„In sailing, you have to be able to switch gears quickly when the weather conditions require it. You have to be able to adapt to change and improvise persistently, when and where necessary. You have to have the courage to endure risks, but not act erratically. To become the best at your craft, you truly have to believe in yourself and follow your own path. This is the only way to achieve the goal you have set for yourself.“



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