



**A little more on Beach Sprints at LA28,
and other Coastal Rowing developments
in the lead up to it.**



Proposed competition format



Proposed LA28 competition format

Women's Solo (CW1x)



Mixed Double (CMix2x)



Men's Solo (CM1x)



+

CW1x: 16 crews › 16 athletes

CM1x: 16 crews › 16 athletes

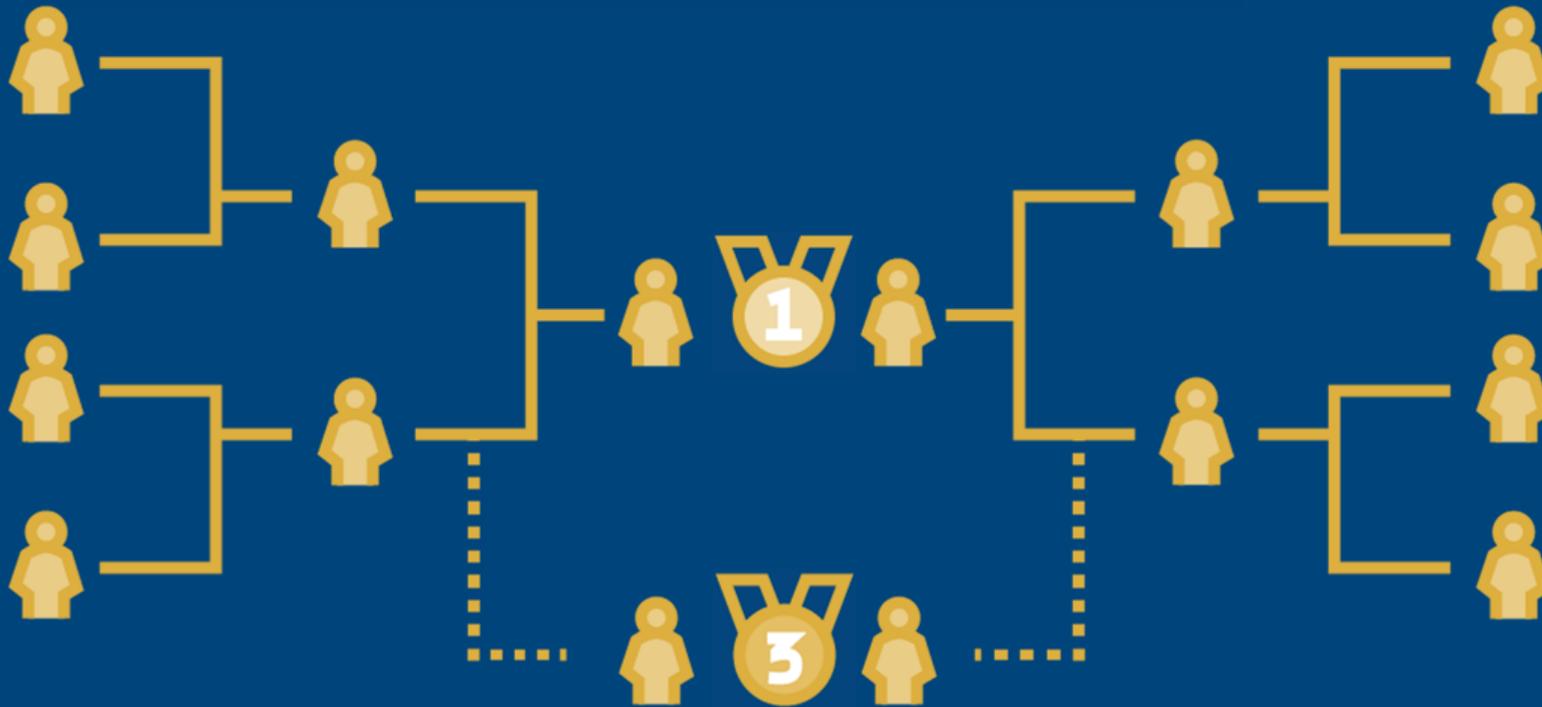
CMix2x: 16 crews › 32 athletes

64 athletes



Proposed LA28 competition format

Compelling Competition Format - "Last 8" *



Coastal Rowing Development Plan

2023 to 2028, Post Olympic Decision

- 1) Identify & announce the new **Coastal Rowing Commission** members (Nov 2023),
- 2) Restructure the **WR Rule Book** so Coastal Rowing rules are not departures & keep the 'agile' nature of the formats.
- 3) Establish within the rules a **Principle Race Officer** with the mandate to oversee dynamic changes in racing due to 'fop' conditions & developments.
- 4) Establish an **Olympic Qualification System** that attracts smaller nations to be part of 'Road to LA28'.
- 5) Support Continental Federations & MFs to have access to **Coastal Rowing Education** (coach, event & water safety).
- 6) Work with equipment manufactures to **innovate Boat Design** (performance, durability & safety) & establish the **Pool Boat Tender Requirements** to support inclusion of smaller athletes..
- 7) Publish new OC guides that allow for **Reductions in Cost & Complexity**.
- 8) Develop an **Open-Source Timing & Results Software** for Continental Federations & MFs to use in their events (use tablets).
- 9) Develop & fund a powerful **Marketing Strategy** that establishes the brand of Coastal Rowing (think lifestyle).
- 10) **Refresh the Championships Attribution Process** to attract OCs from a range of global destinations.
- 11) Establish **Broadcast Production & Event Presentation Philosophies** that communicate the Coastal Rowing brand - and differentiate it from Classic Rowing.
- 12) Develop commercial model & broadcast product portfolio, designed to **Attract Investors & Partners (Brands, Hosts, Media, ...)** into the discipline.
- 13) Establish an **International WR Beach Sprint Rowing League / Series** with team franchises.

Building towards a World Rowing Beach Sprints League/Series



Row to LA28

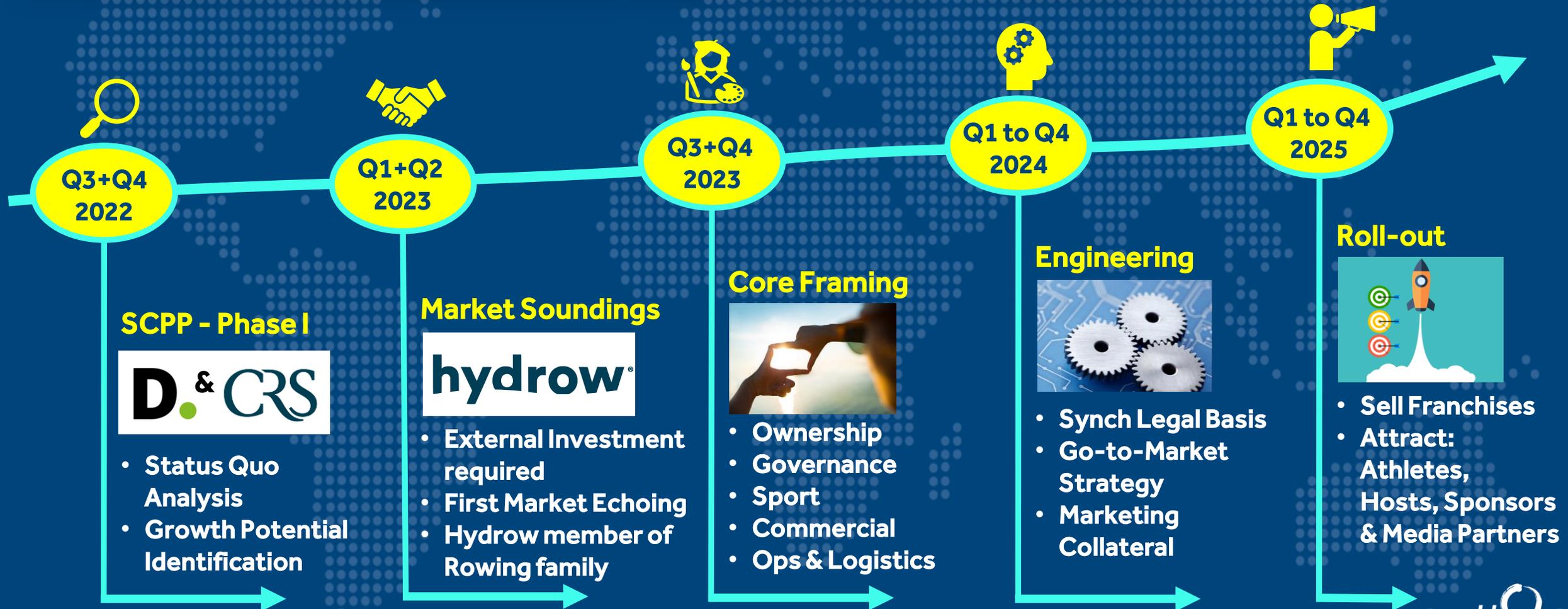
Building towards a WR Beach Sprint League/Series ...



Advancing discussions with external investor to launch a franchise-based competition prior to LA28

Beach Sprint Rowing League/Series

Process, Milestones & Anticipated Timelines



Beach Sprint Rowing League/Series

hydrow Potential Investment Partner

Company Profile

- **Private** company, **US based**.
- Develops & markets **premium Indoor Rowing devices**, software & services.
- Prepared to **invest cash & resource** in co-creation of a franchise-based league/series.



Collaboration with WR

- Signature of **MoU**
 - Content production
 - Promotion (LA28 context)
 - Co-creation of competition
- **One significant step** towards new Beach Sprint Rowing events & assets
- **Direct outcome** of SCPP Phase I process

Basic League principles

- WR & Hydrow **co-ownership**.
- **WR controls** sport regulations, calendar, Olympic pathway, ...
- Asset co-managed through "**New-Co**" with Steering Committee & CEO
- **Team franchise** options for MFs & private investors
- **Calendar co-existence** with established National / Continental / World / Olympic calendar

Hosting the Coastal Rowing Championships 2025 to 2027



WR & ER Coastal Champs 2025-27

Bidding & Attribution: Process and Timelines



WR Coastal & Beach Sprints Champs

Core Hosting Requirements 2025-2027

Beach Sprint - Sport Requirements:

- Gentle sandy beach
- Open water
- Start & Finish Area (approx. 80 x 70m, 35 m running track)
- One 2-Lane course 250m (min. 25m between the lane centers)
- 6 Event Days (2x training / 3x racing / 1x reserve)
- Racing open to MFs

Logistical Requirements (Beach Sprint & Coastal):

- Accommodation: Approx. 1'000 beds x 8 nights
- Boat Rental: World Rowing Suppliers
- Broadcast: Live Broadcast Signal
- Venue: Close to public areas & services
Spectator seating close to action
- Other: Sports Presentation
Timing & Scoring
Anti Doping

Coastal Championships - Sport Requirements

- Course up to 8km
- Open water
- 6 Event days (2x training / 3x racing / 1x reserve)
- Racing open to MF nominated Club Crews

**Single or Combined event(s)
Single or multiple year(s)**

WR/ER Coastal Champs 2025-27

Core Hosting Benefits

Attractive Product:

- Be first to present a new Olympic discipline
- Best athletes in the world
- Low Costs & Complexity
- Exciting & Sporting Drama

Increased Funding Opportunities

- Olympic status allows access to additional public funding

Attractive Commercial Rights Packages:

- Sponsorship, Ticketing, Hospitality, ...
- Ancillary Events & Activities ...

Advanced WR Services & Products:

- Live TV-Signal for global distribution
- Globally distributed HLs Prg & dedicated News Service
- Global live stream

Tourism, Business & Destination Marketing:

- Hotel Nights, Local Transport & Businesses,
- Enhance attractiveness of Destination
- Promote Country, Region & City to the world
- Showcase local culture

Build (Rowing) Legacy:

- Improve the sport's footprint in the country (knowledge, boats, infrastructure, ...)
- Allow athletes for home ground advantage
- Prepare for future bids (Rowing or Multisport)

Thanks.

