

RS FEVA EURO CUP

BALATONFÜRED, HUNGARY

2019



RS FEVA EUROCUP

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2019

**MAIN EVENT: RS FEVA EUROCUP HUNGARY 2019**

**VENUE: BALATONFÜRED, HUNGARY**

**DATE: 5-7 JULY 2018**

**OPEN SAILING CAMP: RS FEVA OPEN WEEK HUNGARY 2019**

**VENUE: BALATONFÜRED, HUNGARY**

**DATE: 2-4 JULY 2019**

**WARM-UP EVENT: RS FEVA HUNGARIAN CHAMPIONSHIP 2019**

**VENUE: BALATONFÜRED, HUNGARY**

**DATE: 29 JUNE - 2 JULY 2019**



RS Feva Fleet Race  
2016 Lake Balaton





Dear *Rs Feva* Sailors,



András Holczhauser  
Secretary General, HYA

Lake Balaton, and Balatonfüred has a long history of sailing and we want to continue to live up to this tradition also in the future. As a supporter of the efforts of our sailing clubs to host top-ranking sailing events here, we are very pleased, that the International RS Feva Class has selected Balatonfüred as the venue of the 2019 RS Feva Eurocup.

Although I have not sailed too much in recent years, as a member of the Yacht Club, I am totally aware of the merits the RS Feva Class represents. Youthfulness, one design, the most competitive race and lasting friendships - these are the features that this class is famous for. For the Hungarian sailing, the priority for youth sailing is one of the most important features of the RS Feva class.

For our part, we are happy to offer you a lively town around a sailing club, that we are very proud of. We wish you a pleasant stay and the most important thing: good wind!

Yours truly

András Holczhauser  
Secretary General of  
HYA



*Balatonfüred has been  
the home of Hungarian sailors  
for more than 150 years*

The town Balatonfüred is situated on the Northern shore of Lake Balaton, the largest lake in Central Europe. In the 19th century, the aristocrats of the Austro-Hungarian Empire were aware of the natural beauty of this place. Close to the Tihany peninsula an impressive view of the lake as well as healing water springs gave birth to a health resort that has been the center of the lower town, right by the lake.

The Hungarian nobles were very keen on sailing and they got their yachts built in the Balatonfüred shipyard. So it was natural, that a yacht club would be established here which became the cornerstone of the sport sailing in Hungary.

Today, Balatonfüred is the principal center of Hungarian sailing. Year after year, top-ranking sailing events are organized by the local clubs and the Hungarian Yachting Association which has its headquarters also here. Apart from excellent sailing conditions, the charming restaurants and vineyards as well as a wide range of accommodation make Balatonfüred a very attractive place for sailors from all over the world.



Lake Balaton  
Balatonfüred



## Lake Balaton is natural home for *Rs Feva Sailors!*

The Vitorlázó Gyermekekért Egyesület (VGYE) was established by a handful Hungarian sailors committed to kids sailing in 2007. The President is Richard Náráy. Over the past 10 years, the club organized a series of sailing events. The club has always been the home of talented young Hungarian sailors. The recent development of the club and the efforts of its management have resulted in attracting a series of high-level events in cooperation with the Hungarian Yachting Association to Lake Balaton.

Lake Balaton attracted a series of high-level events in the past few years:

- Laser Worlds 2013,
- Melges 24 Europeans 2014
- J24 Europeans 2017,
- Finn Gold Cup 2017,
- Finn Silver Cup 2017
- Finn Masters Eurocup 2017
- 18" Skiff Eurocup 2017
- Dragon Europeans 2018.
- **RS Feva Eurocup 2018**
- and more...



Finn Gold Cup  
2017 Lake Balaton

*Rs Feva is a popular sailing brand in Hungary!*

The first RS Feva on Lake Balaton in 2013. The Hungarian RS distributor was established in founded 2015. The distributor works closely with the HYA. The Hungarian RS Feva Class Association was founded in 2016. The RS Feva Class rapidly took on popularity. Until 2017 around 47 boats have arrived here.

At present, ten clubs with lots of boats compete regularly in the Hungarian class events.

- Vitorlázó Gyermekekért Egyesület (VGYE)
- Balatonfüredi Yacht Club (BYC)
- Tihanyi Hajós Egylet (THE)
- Yacht Club Agárd (YKA)
- Túravitorlás Sport Klub (TVSK)
- Kereked Vitorlás Klub (KEREKED)
- Hullám VSE (HVSE)
- Vagabund SE (VSE)
- Csopaki Vitorlás Klub (CSVI)
- Velencei-tavi Vízi Sportiskola (VVISI)



RS Feva Fleet Race  
2017 Lake Balaton



*Rs Feva Eurocup  
venue in Balatonfüred!*



The harbour of the Hungarian Yachting Association in Balatonfüred has been the venue for a series of high-profile events, just like Laser Worlds or 470 Europeans in the past decades. The marina, which is the summer headquarters of HYA, is berthing about 80 keelboats and all coach RIBs that will be used for the EuroCup.

The area is huge, it can be used for events with 500 participants or more. The marina has three launch platforms for dinghies, each 8 meters wide. Race office, marquee, bar, restaurant, crane, parking places - everything there which can be necessary for the event.

The venue and the equipment for races and the trainings will be granted by the Hungarian Yachting Association - a huge thank!

# Welcome to Hungary

Balatonfüred can be accessed easily from anywhere in 'RS Feva Europe'. It takes to trail your RS Feva to Balaton on highways

- 3 hours from Vienna (AUT)
- 5 hours from Lipno (CZE)
- 8 hours from Bavaria (GER)
- 9 hours from Iseo (ITA)
- 12 hours from Cannes and Geneve (FRA, SUI)
- 13 hours from Medenblick (NED)
- 14 hours from Odense and Brussels (DEN, BEL)
- 15 hours from Vilnius (LIT)
- 17 hours from London (GBR)

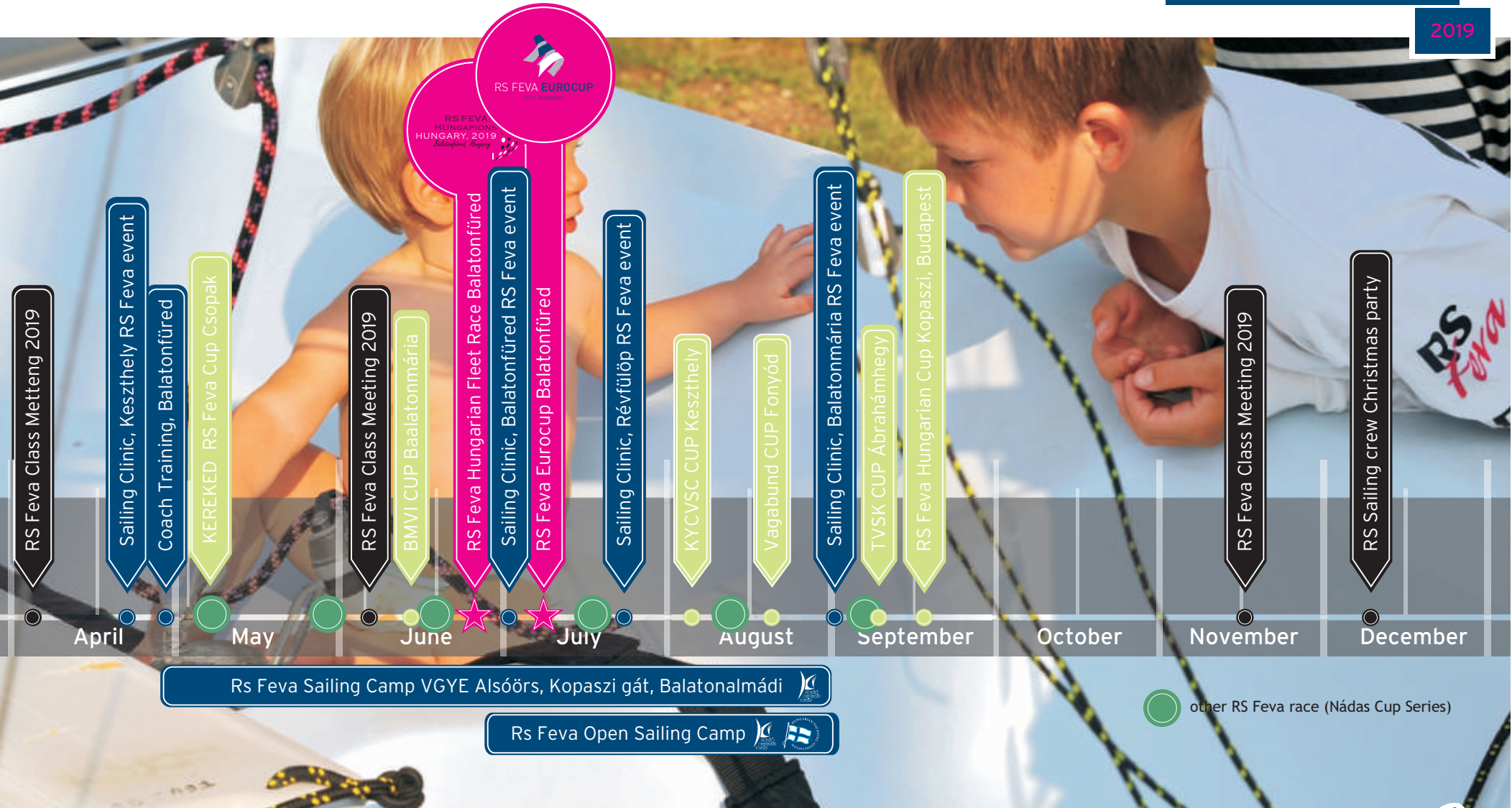
- 18 hours from Barcelona (ESP)
- 21 hours from Stockholm and Tallinn (SWE, EST)
- 25 hours from Dublin (IRL)

If you prefer flying, it takes not more than 1.5 hours to get to Balatonfüred from the Budapest International Airport. From the most European countries you can land in 2 hours after departure in Budapest.





# RS Feva activity 2019, Hungary



*Rs Feva Eurocup  
organisers in Hungary!*



**Vitorlázó Gyermekekért Egyesület** | This sailing school and club has been educating 180 to 250 children annually in Hungary. It was the club where RS Fevas were introduced first in 2014, after their original engagement with Laser Picos. Since that time, VGYE has been the engine behind the development of the fleet.

**Hungarian Yachting Association** | World Sailing's Hungarian national member association has been supporting the development of the RS Feva class since its birth in Hungary. The HYA acquired a fleet of 32 boats in 2017 and distributed them to its member clubs to strengthen their youth sailing education efforts. The Association has been closely cooperating with VGYE and its chairman to develop youth sailing in Hungary since 2012.



RS Feva Fleet Race  
2017 Lake Balaton





*RS Feva professional staff!!*

**Chairman of Organizing Committee | Richárd Náray** Organiser of the Eurocup 2019 and RS Feva programs in general in the country, also the president of VGYE and leader of the HYA Sailing School program. He's been sailing since 1988, besides, works as sailing instructor, jury and race organiser.

**Head of the Race Committee | Péter Sipos** Been sailing since 1970, one of the founders of sailing life of Lake Velencei. Works as an active race organiser since 1985, he is the head of the Hungarian Finn dinghi class. Multiple times honoured sportsman who has dedicated his life to sailing.

**Head of Jury | Vilmos Náray** Jury with international experience, head of jury of all RS Feva and Laser Pico events in Hungary since 2010. Sailing professionally since 1973. Organiser of Dragon European Championships at Lake Balaton, Hungary in 2010 and 2018. Actively participates in every segment of organising sailing competitions.

**Head of Race Office | Réka Fluck** She works as the professional sports coordinator of HYA. The administration of the national sailing sport events depends on her. She has been sailing since being a child.

**Organiser of events | Bernadett Sármay** She has been sailing since being a child. Her first time organising an event was the 2018 RS Feva Eurocup in Hungary. Since then, her position includes the administration of other events and voluntary-workers. (képemet csréld ki légydzi, az eredetin a Dorka van 10 évesen, pl bevághatod azt amin a gusztival vagyok picoban, napszemuvegben)

**Co-ordinator of Competition | Éva Órszigety** Head of international relations of RS Sailing Hungary since 2017. She was present when winning the right to organise the events. Mother of four children, all sailing in the RS Feva class. Originally works as a pedagogue, therefore is responsible for the children's spirit in the team.



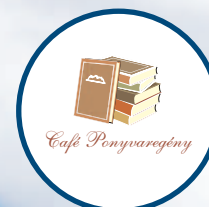
RS Feva Fleet Race  
2017 Lake Balaton

*Rs Feva Eurocup  
SPONSORS in Hungary!*

The EuroCup 2019 in Hungary has been supported by the Ministry of Human Resources and the Hungarian Yachting Association already in the period of preparations. Their engagement re-confirms the importance of the first ever major RS Feva event for Hungary.

At this phase of the organization we boast of some leading companies as sponsors, like Renault, Live PR or Pipers which have been supporting our events for years.

Their help and the engagement of the Hungarian government as well as that of the Hungarian Yachting Association give us a solid backbone for our work: the successful organization of the event.



Youngest RS Feva sailor  
Lake Balaton 2017



# Rs Feva Eurocup 2019 ten-day program

RS Feva HC planned program | June 28 - July 2 2019

DATE	PROGRAM OF THE RACE	LOCATION	SOCIAL PROGRAM	LOCATION
June 28, 2019	RS Feva EC registration	Marina	Welcoming of competitors	Tent at the marina
Friday	RS Feva HC Opening Ceremony	Stage at Vitorlás Square		
	Rigging of boats	Marina		
	RS Feva HC practice race	Waterfront at Balatonfüred	Projecting of werk-film about 2018 event	Tent at the marina
	RS Feva helm's conference	Marina	HC breakfast for children	Tent at the marina
			RS Feva showing of boats and simulator	Stage at Vitorlás Square
June 29, 2019	RS Feva HC races	Waterfront at Balatonfüred	HC breakfast for children	Tent at the marina
Saturday			Projecting of werk-film about 2018 event	Tent at the marina
			Lecture on tactics and theory of racing	Tent at the marina
			RS Feva HC reception	Tent at the marina
			RS Feva showing of boats and simulator	Stage at Vitorlás Square
June 30, 2019	RS Feva HC races	Waterfront at Balatonfüred	HC breakfast for children	Tent at the marina
Sunday			RS Feva showing of boats and simulator	Stage at Vitorlás Square
July 1, 2019	RS Feva HC races	Waterfront at Balatonfüred	HC breakfast for children	Tent at the marina
Monday	RS Feva HC Award Ceremony	Stage at Vitorlás Square	RS Feva HC party and reception	Stage at Vitorlás Square
			Werk-film projecting	Stage at Vitorlás Square

For the events taking place in external locations, the transport of passengers (by boat, by bus) is provided by the organizers! We reserve the right to change the schedule of the program!



# *Rs Feva Sailing Camp 2019 Balatonfüred!*

APrior to the RS Feva Eurocup we organize a four-day international Sailing camp. The event gives participants the opportunity to get to know the site and their opponents, to build relationships with sailors from different nations.

The training camp is led by foreign and national professionals. Extra programs are offered to participants, such as water-park, adventure park, party events during the Sailing Camp.

Programs are not limited to only one town, therefore, the participants get to visit the surrounding area more.

The purpose of the Sailing Camp is to broaden international relations and present Lake Balaton as a touristic destination. We also want to learn from foreign opponents, but it should be a secret...



RS Feva EC venue  
2018 Lake Balaton





# Rs Feva Eurocup 2019 ten-day program

## RS Feva Open Sailing Camp planned program | July 2 - 4, 2019

DATE	PROGRAM OF THE CAMP	LOCATION	SOCIAL PROGRAM	LOCATION
July 2, 2019	Registration	Marina	Projecting of werk-film, results	Marina
Tuesday	Training on shore and on the water	Marina		
	Special rigging	Marina		
July 3, 2019	Training on shore and on water	Marina	Projecting of werk-film, results	Marina
Wednesday	Special rigging	Marina	Ice-cream shop	Csopak (by bike)
July 4, 2019	Training on shore and on water	Marina	Projecting of werk-film, results	Marina
Thursday	Special rigging	Marina	Dinner	Alsóörs
			Annagora Water-park	Balatonfüred

*For the events taking place in external locations, the transport of passengers (by boat, by bus) is provided by the organizers! We reserve the right to change the schedule of the program!*

# *Rs Feva Eurocup Hungary 2019*

RS Feva Eurocup Hungary 2018 was an opportunity for Hungarian Sailing and the RS Feva class. Representatives of the national class made their debut as organisers of the competition. This year's competition gives the opportunity for participants to attend the event again with more experience in the field, at the level of a national budget. We expect 20-30 (40-60) foreign teams to participate, who are going to be surrounded by a team twice as big. As the tradition goes, the participating children are going to come with their parents and coaches as well.

About 180 boats have registered for the 2019 RS Feva World Championships and we still have a 100 days left. This is what we trust in when estimating participants...

The RS Feva Eurocup 2019 is going to be the second international championship in the country, hoped to be the forerunner of a potential RS Feva European Championship in 2020 or 2021. We have already started the discussions about it with the international department of the class!



RS Feva Fleet Race  
2017 Lake Balaton



# Rs Feva Eurocup 2019 ten-day program

## RS Feva Eurocup planned program | July 4 -7, 2019

DATE	PROGRAM OF THE RACE	LOCATION	SOCIAL PROGRAM	LOCATION
July 4, 2019	RS Feva EC registration	Marina	Water-park	Annagora water-park, Balatonfüred
Thursday	RS Feva EC Opening Ceremony	Stage at Vitorlás Square	Projecting of werk-film	Stage at Vitorlás Square
	Boat measurement	Marina	RS Feva simulator	Stage at Vitorlás Square
			Coach and parents party	Vinery, Csopak
	RS Feva EC practice race	Waterfront of Balatonfüred		
	RS Feva EC helm's conference	Marina		
			RS Feva showing of boats and simulator	Stage at Vitorlás Square
July 5, 2019	RS Feva EC Races	Waterfront of Balatonfüred	Breakfast for children	Tent in marina
Friday	First race,		RS Feva wander-cup award ceremony	Tent in marina
			Projecting of werk-film	Tent in marina
July 6, 2019	RS Feva EC Races	Waterfront of Balatonfüred	Breakfast for children	Tent in marina
Saturday			RS Feva Crew party	Tent in marina
July 7, 2019	RS Feva EC Races	Waterfront of Balatonfüred	RS Feva EC party and reception	Tent in marina
Sunday	RS Feva EC Award Ceremony	Stage at Vitorlás Square	Projecting of werk-film	Vitorlás Square
			Action-park in Tihany	Öregtihany (by boat)

For the events taking place in external locations, the transport of passengers (by boat, by bus) is provided by the organizers! We reserve the right to change the schedule of the program!



# Balaton - more than sailing...

Balaton is an outstanding tourism destination in Hungary with a wide range of attractions for families. Our lake is much more than only sailing: it is worth making a family trip to us, incorporating our event.

Regional wines and gastronomy will make your stay unforgettable. In summer time, Balaton is a paradise for swimmers, water temperature may be as high as 26°C. On the few rainy days you can make nice trips to the castles around the lake or just enjoy wine-tasting in a winery while the kids visit the fantastic zoo in Veszprém, 20 minutes from the shore!

We can offer you accommodation in almost every category, from family pensions to 4-star-hotels. Hungarians are famous for their hospitality - come and have a good time!



RS Feva Fleet Race Party  
2016 Lake Balaton



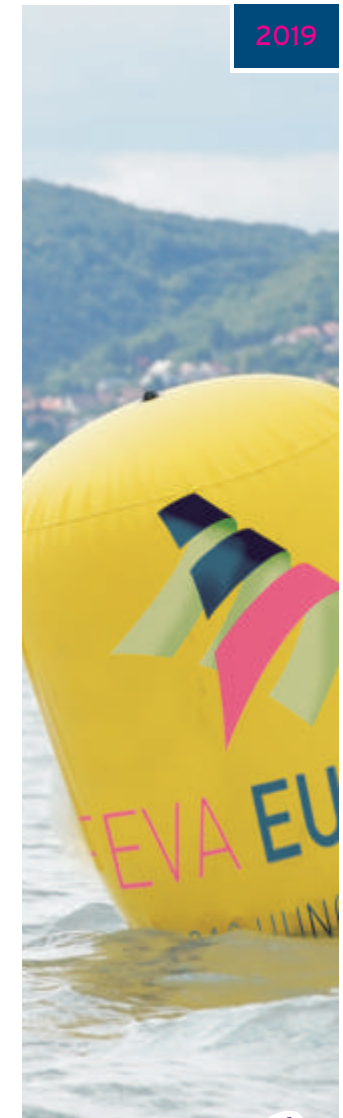


*RS Feva - engagement  
for 12 months*

The Euro Cup is the peak of our season, however we are engaged to offer a complete annual program for sailors, families, coaches and clubs. All programs are open to them and we believe that through this we can build up a stronghold of this class in Hungary.

After winter training months, we are starting the summer program with a coach clinic in April. We give all our friends from abroad the chance to learn the venue before the major event in form of an international training week. The EuroCup will be preceded by a warm-up event which can be sailed by anyone. See the dates on page 2.

We are aware of the fact that we have to learn a lot to sail on a high level in this class. Therefore a Hungarian team will be around on the European RS Feva circuit all year round - making friends while collecting precious experience.



RS Feva Fleet Race  
2016 Lake Balaton



live

communication | HESSE EST



Magic  
MICE

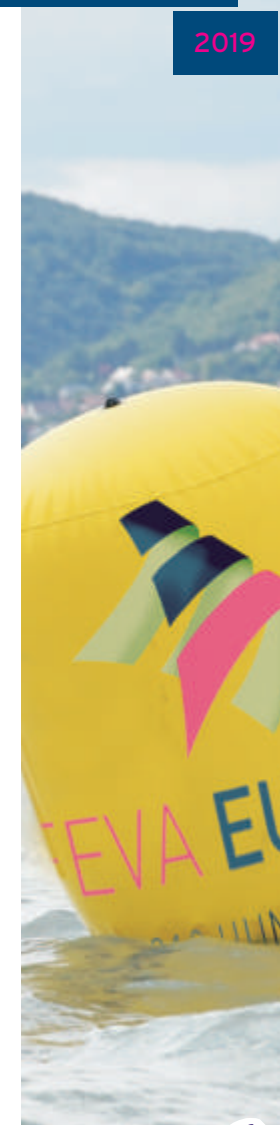
# Rs Feva Eurocup Professional communication team!

**Live PR | PR** Live PR has been active in sports marketing and PR since 2000 and is an outstanding communication company in sailing references. Live PR was the HYA PR agency between 2012 and 2017. Dragon European Championships, the Tramontana Cup, RS Feva and Laser Pico races and the last four Blue Ribbon communications are among their references.

**Pipers Communication Kft. | Marketing communication** An operating sports and marketing related brand since 2005. Responsible for the visual communication of HYA since 2012. Furthermore, the company have won the international communications award of Helly Hansen in 2007. Since 2010, the company is responsible for the visual materials of events like Szüreti Regatta, Pünkösdi Regatta, Blue Ribbon and the Budapest Boat Show. Partnered with Mitre, Animal, Helly Hansen, RS, Magic Marine and Geox brands in the field of sportswear and sports gear.

**Café Ponyvaregény | Event organisation** It is a business organisation doing hospitality and event management, having two restaurants at the moment. Since its opening in 1997, it has been a host to multiple events related to HYA, the kayak-canoe association and VGYE. The organisation is proud to present a wide repertoire of hosted events from the biggest companies of the country to private weddings.

**MagicMice | Accomodation** Besides having a great event, programs and accomodation are also important. MagicMice is one of the biggest companies in tourism in the country. They are responsible for accomodation and travel facilities of our foreign customers and participants.





*Rs Feva Eurocup  
Appearance and  
advertisement opportunities!*

Opportunities for appearance and advertisement during EC, SC and HC and at the preceding campaign:

The most popular days of the season at Lake Balaton, at Balatonfüred from June 28 - July 7:

- Balatonfüred from July to August
- HYA Marina at Balatonfüred, on the green area
- Presentation of products at the location (HYA Marina)
- Special awards (participation in the Opening and Award Ceremony)
- Building relationships, opening the events Tünde Szabó State Secretary for Sport and András Holczhauser Secretary General of HYA

Pre-season and post-season in the most beautiful public park of Budapest where the biggest spectacle from year to year is the sailing school of VGYE. At summer weekends the number of visitors is about 8-12.000 (!) persons, mostly families:

- GoBoating Budapest, Kopaszi-gát June 6., 18., 19.
- Press Conference, Kopaszi-hát Café Ponyvaregény, June 2019
- Permanent opportunity for appearance: Kopaszi-át Budapest, VGYE molo (showcasing of molinos), May 16 - September 20, 2019



## *Rs Feva Eurocup* *Target audience, contact*

Several types of target audience can be reached through the events, and its emphasis can be modified according to the needs of the sponsor.

- Audience interested in sailing (50-60 thousand Hungarians from the upper-middle class, with a social and income situation above the average)
- Audience interested on Lake Balaton (Hungarian families of the middle-class, interested in active tourism and vacation)
- General public, families with children interested in sports





# RS Feva Eurocup

## Appearance and advertisement opportunities

VGYE.HU | RS-SAILING.HU

RS FEVA EURO CUP

ALSÓÖRS, HUNGARY

2019

Opportunities for appearance and advertisement during EC, SC and HC and at the preceding campaign on printed materials:

There is the opportunity to have printed materials (stickers) on the participating boats, motorboats and buoys. These are the following:

- Bownumber (start number of boat)
- Sticker on the front edge of the fock (front sail)
- On the boom
- On RC motorboats
- On buoys (sticker)
- On staff shirts

Appearance in the marina:

- Notice board
- Welcome Molino
- Flyers, molinos, outdoor roll-ups
- On the podium
- Event tent and printed material
- On the sponsor-wall (Award ceremony, Opening ceremony, at the location of the event)

The printed material on our events - primarily for participants and their escorts - give our sponsors the opportunity to advertisement. The brochure is produced alongside the material of the Blue Ribbon, therefore reaches quite a great audience. Written and printed materials:

- Notice of race, Sailing Instructions
- Flyer of the program
- Calendar (gift for the participants)
- Material of registration and measurement (backoffice)

On the sites of HYA:

- Vitorlazzitthon.hu
- Hunsail.hu
- Sailing DM newsletter
- RS stage during the Blue Ribbon (under discussion)



## *Press about the RS Feva Eurocup!*

We aim to organise a press conference about the events of the RS Feva Eurocup 2019 during the event itself, as well as preceding the event alongside with GoBoating at Kopaszi-gát in Café Ponyvaregény. The invitations will be sent out to the press email lists of Live PR and HYA. In case of request, the invitations can also be sent to the email list of the sponsor.



RS Feva Flottabajnokság  
2017 Alsóörs





## *Appearance of RS Feva Eurocup on television and radio*

During the events we provide motorboats for the media to take pictures and make video materials about the race every day. After the races interviews can be held with the winners, the race committee and the Hungarian participants.

As on other international events, a one-minute long and a five-minute long video will be publicised from these materials and sent out to the press email lists.

Races will be live streamed on our Facebook page as in 2018. István Szépvölgyi radio journalist will narrate the live streams. (These streams have reached over 10.000 views in 2018.) On Friday, the event will air live on Karc FM all day long alongside the Blue Ribbon. Our events will have a segment on the news of the radio. (live stream on radio is under discussion)



RS Feva Flottabajnokság  
2017 Alsóörs

*Online material, written press  
about RS Feva Eurocup!*

Members with great experience of our own press office will be responsible for presenting the events online.

The website of our event will be refreshed with new material constantly, we will live stream the races from water on our Facebook page, and release press materials daily as well.

The international professional press will receive a press news of the event in English, the video materials will be available on our YouTube channel and online sites.

HYA takes an important place in our online communication by continuously reporting our event news on their own site as well as on partners' sites.

Daily news and press news will be available on the international RS Feva website and other online sites during the events.



RS Feva Flottabajnokság  
2017 Alsóörs



# *Sponsoring of RS Feva Eurocup 2019!*

Our sponsors have several levels at which they can sponsor the events.

Our chief sponsor will appear in every communication and press material, and also will be present at the event location.

Besides chief sponsoring, the attached chart/table shows other possibilities to sponsoring, from prime sponsoring to sponsoring only one of the events. (see attached sponsoring chart)

**Ways of sponsoring according to the attached chart...**



RS Feva Flottabajnokság  
2017 Alsóörs





# RS FEVA EUROCUP

2019 HUNGARY

**WELCOME AT RS FEVA EUROCUP HUNGARY 2019**



RS Feva Fleet Race  
2017 Lake Balaton

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