



## CASE STUDY

# BIG Team Regatta: Corporate Sailing Challenge Raises Money for Underprivileged Youth and Adaptive Sailing Programs

### SITUATION

Jay Palace, CEO of GEL Corp. – a leadership development and training company, all on a sailboat! – asked me to help him launch the company's inaugural San Francisco BIG Team Regatta and corporate sailing challenge. Our goal: raise money for the San Francisco Treasure Island Sailing Center. Each year TISC offers free sailing programs and lessons for underprivileged children and adaptive sailors.

### ACTIVITIES

To achieve community visibility, I approached the local sister radio stations KFOG and KNBR. Instead of a cold call (or email), I decided face-to-face was most effective way to achieve results. I attended a live KFOG event at the Little Fox Theater in Redwood City, CA. During a break, I approached KFOG's Irish Greg, later emailed him and subsequently contacted Gimmy Park Li, KNBR's Community Programming manager (KFOG sister station).

Gimmy agreed to feature GEL's corporate sailing challenge and fund-raiser, the BIG Team Regatta, on KNBR's Community Programming show. In less than 10 weeks, I:

- Secured interest from San Francisco's KFOG / KNBR to interview the regatta team leaders:
  - San Francisco KNBR [Community Programming Show](#) (podcasts: [Jay Palace](#) and [Carisa Harris](#), TISC Director)
  - Washington D.C.'s MIX 107.3 FM [Sundays With Chilli Amar](#), Public Affairs Show
- Received free PSAs on [KFOG / KNBR](#) and [MIX 107.3](#) for both regattas,
- Obtained complimentary PR with DrivAd through OOH (out-of house) [advertisements](#) placed in the back of hundreds of car windows; this increased event visibility >20%,
- Secured event [participation and advocacy](#) from Yahoo!, Bayer and E\*TRADE CxOs and senior leaders, and
- Created, wrote, and produced the original regatta [Event Information Kit](#), still in use to this day.

### RESULTS

In 2005, the San Francisco BIG Team Regatta and the Washington DC BIG Team Regatta each raised over [\\$50K](#) for TISC's sailing program and the National Maritime Heritage Foundations' *Kids Set Sail* program. Since 2005, these bi-coastal regattas have raised >\$530K for underprivileged children and adaptive sailing programs. Another case study which illustrates that creative thinking, community giving, and collaboration benefit everyone.