



FINAL DOCUMENTATION

- EVENT NAME**.....: **NORD/LB** Baltic Sprint Cup 2005 (NBSC)
- DURATION OF EVENT**: 9 July 2005 (Stockholm / Sandhamn · Sweden) to
29 July 2005 (Rostock - Warnemünde · Germany)
- MOTTO / TARGET**.....: Baltic Trade Tradition / To follow the traditional trade liaisons with the Baltic
rim countries.
- TITLE SPONSOR**.....: **NORD/LB** Norddeutsche Landesbank Girozentrale, Hanover in co-operation
with their regional subsidiaries in the respective countries:
- Sweden: NORD/LB Stockholm
 - Finland: NORD/LB Helsinki
 - Estonia: NORD/LB Representative Office Estonia
 - Latvia: NORD/LB Latvija
 - Lithuania: AB bankas "NORD/LB Lietuva"
 - Poland: NORD/LB Bank Polska SA
 - Denmark: NORD/LB Representative Office Denmark
- PATRONS IN STOP-OVER PORTS** : Aivars Aksenoks, Mayor of the City of Riga
Rimantas Rimtaras Taraškevičius, Mayor of the City of Klaipeda
Pawel Adamowicz, President of the City of Gdansk
Roland Methling, Lord Mayor of the City of Rostock / Warnemünde
- ORGANIZER**: NRV Marketing GmbH
- RACE ORGANIZATION**: NORDDEUTSCHER REGATTA VEREIN (NRV)
- CO-ORGANIZERS**: Stockholm / Sandhamn: Kungl Svenska Segel Sällskapet (KSSS)
Helsinki: Nyländska Jachtklubben (NJK)
Tallinn: Kalev Yacht Club (KYC)
Riga: Sail Training Association of Latvia
Klaipeda: Lithuanian Yachting Union
Gdansk: Polski Związek Żeglarski (PZŻ)
Kopenhagen: Kongelig Dansk Yachtklub (KDY)
Rostock / Warnemünde: Warnemünder Segel-Club
- FURTHER SPONSORS**.....: ➤ König & Cie. · Hamburg: Port sponsor in Copenhagen
➤ Marinepool Spirit of the Ocean GmbH · Munich
➤ easynet GmbH · Hamburg
➤ HanseNautic GmbH · Hamburg
➤ IRMS - Internet based Race Management System · Kiel/Hamburg
➤ Hanse Travel Service · Hamburg
- LOCAL SPONSORS**.....: Stockholm / Sandhamn: none
Helsinki: iitala, Carlsberg
Tallinn: Estonian Airways, Hotel Schlössle
Riga: Knauf, Baltijas sporta auto
Klaipeda: Svyturys; Juros Svente
Gdansk: none
Kopenhagen: Kobenhavn Havn A/S
Warnemünde: none

ROUTE	from – to	distance	start	winner of leg
	Sandhamn – Hankö / Helsinki	140 nm	09.07.	Tutima
	Helsinki – Tallinn	45 nm	13.07.	Emil Reiseschwein
	Tallinn – Riga	162 nm	15.07.	Inschallah VI
	Riga – Klaipeda	225 nm	18.07.	Sinfonie Sylt
	Klaipeda – Gdansk	110 nm	22.07.	Inschallah VI
	Gdansk – Kopenhagen	260 nm	24.07.	Tutima
	Copenhagen – Warnemünde	95 nm	28.07.	Schueddelfrost

WINNERS OVERALL: Emil Reiseschwein, skipper: Stefan Hummelt – winner of the trophy „Neptun with Two Trions“ from the Fürstenberg manufactory – results attached

OVERALL RESULTS: 1. Emil Reiseschwein (GER)16 points
 2. Ladybird (EST)18 points
 3. Schueddelfrost (GER)26 points
 4. Meltemi (30), 5. Inschallah VI (35), 6. Gundel G. (42), 7. Brinkmann & Partner (45), 8. Hansa (55), 9. Max Bahr (56), 10. Josephine (56)

APPLICABLE RULES: ➤ Notice of Race
 ➤ ORC Club (Offshore Racing Council)
 ➤ Sailing Instructions
 ➤ RRS ISAF (Racing Rules of Sailing)
 ➤ ORC (Offshore Special Regulations - category 3, plus life-raft)
 ➤ Scoring system: low points system (incl. 2 discards, excl. race 7)

REQUIREMENTS: Mono-hull yachts with a minimum length over all of 32 ft (9.75 m)
 ORC Club GPH maximum 650
 Minimum crew size four

NUMBER OF ENTRIES: 45 yachts (from 35 to 70 feet) – see attachment

5 NATIONS / FLAGS: Canada (1), Estonia (1), United Kingdom (1), Latvia (1), Germany (41)

70 SINGLE EVENTS.....: Apart from a great number of various promotion activities, there were 70 notable events and meetings - listed as follows

5 REGATTA PROMOTIONS: Press conference at NRV – announcement of regatta
 Kieler Yacht-Club – presentation of regatta
 Nordsee Woche 2004
 Promotion event in connection with the additional sponsoring of the NORD/LB Classic Yacht Event in Stockholm
 Hanseboot 2004 NRV booth
 January 2005 boot Düsseldorf - presentation at MarinePool booth and booth of Hanse Sail Warnemünde

PROMOTION TOUR SY „SAYBIA“ : On a Hanse 531 yacht, the planned regatta course (except for Copenhagen) was sailed between 7 and 27 July 2004. All in all, 7 press receptions were held on board the yacht or at the pier in the following ports:

Stockholm	9 July 2005
Helsinki	14 July 2005
Tallinn	16 July 2005
Riga	19 July 2005
Klaipeda	21 July 2005
Gdansk	23 July 2005
Warnemünde	27 July 2005

43 ORGANIZATIONAL MEETINGS: On top of the above mentioned promotion tour, the following organizational and planning meetings were held on location:

1x in Stockholm /Sandhamn: 15 April 2004 (+ 1x in Copenhagen in cooperation with the NJK)

3x in Helsinki: 16 April 2004; 6 October 2004; 22 April 2005

3x in Tallinn: 14 June 2004; 7/8 October 2004; 6/7/8 April 2005

3x in Riga: 15 June 2004; 20/21 September 2004; 20 April 2005

3x Klaipeda: 16 June 2004; 21/22 October 2004; 11/12/13 April 05

5x Gdansk: 17 June 2004; 14 to 23 August 2004; 15 October 2004; 30/31 May 2005; 30 June 2005

5x Copenhagen: 15 June; 14 April; 16 September 2004; 31 March 2005; 23 June 2005

5x Rostock / Warnemünde: 16 November 2004; 19 May 2005; 15 June 2005; 24 June 2005

Additionally, about 15 planning sessions and meetings of the steering committee took place at NRV and at the title sponsor's premises in Hanover.

15 INDIVIDUAL EVENTS : During the course of the regatta, there were a number of individual events. Please note that the prize-giving ceremonies of the individual legs were embedded in the respective crew parties:

Stockholm / Sandhamn: opening reception; farewell dinner (both at KSSS)

Helsinki: skippers lunch; crew party (both at NJK)

Tallinn: skippers reception at Hotel "Schlössle"; crew party at "Hollywood" disco

Riga: welcome barbecue at Andrejosta Yacht Club; skippers reception in Museum of Decorative Arts; public crew party on the Dome Square in the old town of Riga

Klaipeda: skippers lunch in historic „Memelis“ restaurant; public crew party at event location

Gdansk: crew party at Hotel „Krolewski“ (vis-à-vis of the historic Crane Gate)

Kopenhagen: König & Cie crew party at event location

Rostock / Warnemünde: final prize-giving; NORD/LB Sailors' Party (both at the Kurhaus)

INTERNET / FLEETTRACKER.....: The course of the whole event and the on-going regatta could be followed on a bilingual website (German / English) on www.NordLBCup.com. Communication was held almost exclusively by Email). Via satellite, the fleet was tracked on an hourly basis and the positions of the individual yachts were being depicted graphically. Results were being permanently up-dated, thus ensuring a high level of tension and a high hit-rate of the website. This solution was implemented by the IRMS working group.

INTERNET ANALYSIS:The three relevant Internet sites (main site, RaceTracker, RankMaster) were being hosted by co-sponsor easynet GmbH. The table below displays the number of hits during the so-called „hot“ period of the event. As both RaceTracker and RankMaster were generally accessed via the main site www.NordLBCup.com, it can be clearly seen that RaceTracker was the driving force of the Internet presentation:

MAIN SITE	Month	Visits	Pages	Files	Hits
	June 2005	4,241	7,432	68,921	138,920
	July 2005	38,808	111,543	2,765,466	3,308,266
	until 15 August 2005	3,784	6,253	61,455	
	Total	46,833	125,228	2,895,842	3,447,186
RACETRACKER	June 2005	9,977	47,282	546,760	894,912
	July 2005	23,536	158,649	3,361,722	6,468,460
	until 15 August 2005	1,084	5,163	88,434	140,534
	Total	34,597	211,094	3,996,916	7,503,906
RANKMASTER	Juni 2005	5,839	8,560	75,586	129,394
	Juli 2005	17,548	31,984	745,188	1,026,192
	bis 15. Aug. 2005	850	1,118	20,487	31,148
	Total	24,237	41,662	841,261	1,186,734

MEDIA ANALYSIS.....:The title sponsor’s target of creating a great media interest with this regatta in the Baltic rim countries, in particular in Estonia, Latvia and Lithuania was fully met. In a number of daily newspapers in the respective, the regatta was on the title page. A detailed media monitoring report is currently being prepared. As for the German media, an analysis of the Berlin-based clipping service „Deutsche Medienagenturbeobachtungs GmbH“ has delivered the following results :

Analysis of German media in the following intervals:	Reports	Advertising equivalent value €	
		Total	Online media
January to March 2005	21	14,631	121
April to June 2005	25	63,448	16,009
Juli to mid-August 2005	325	83,14	552,869
	371	909,093	568,999

Further details and the media analysis can be obtained from Andreas Kling (Media@NordLBCup.de).

VIP VESSEL.....:Title sponsor NORD/LB had chartered the M/S „Rudolf Diesel“ for corporate and customer events for the complete duration of the event.

TIME SPAN OF EVENT.....:Beginning of planning: 12 January 2004
 First public announcement 3 March 2004
 Expected end of activities: September 2005

STEERING COMMITTEE.....:Sven Herlyn (executive vice president at NORD/LB, Hanover)
 Gunter Persiehl (NRV President)
 Andreas Kling (PR Manager)

CORE ORGANIZATION TEAM:General Event Manager: Henning Rocholl
Assistant: Catharina Tiling
Race Director: Alan Green (UK)
PR Manager: Andreas Kling
Web Editor: Mareike Guhr
Event photographers: Daniel Forster (USA), Nicolai Krauss (GER),
Christian Beeck (GER)
TV and film: Peter Carstens (NDR); Jens Paschke; Michael Thaler
Chairman of the jury: Pat Healy (USA)
International jury: Menno Meyer (NED); Terje Brandt-Rasmussen (NOR)
Budget controller: Michael Ilgenstein

WRAP-UP:A regatta wrap-up as well as relevant information and final results are documented in the Internet on www.NordLBCup.com.

CONCLUSION:With 45 entries, the regatta was one of the biggest ever sailed so far to the Baltic rim countries since their independence. Changing weather conditions gave it extra spice. The **NORD/LB** Baltic Sprint Cup 2005 can be regarded as a good basis for future regatta series in the Baltic Sea to be established in cooperation between the various countries involved.

SPECIAL THANKS.....:Special thanks go to the above mentioned members of the core team and the many contributors and volunteers of the regional **NORD/LB** subsidiaries, the sailing clubs and associations involved and the many young liaison officers in the eight stop-over ports who have not been mentioned so far:

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Hamburg, in August 2005



Henning Rocholl
General Event Manager