



## 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 Patricia Block 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 (TISC). Each year TISC offers free sailing programs and lessons for underprivileged children and adaptive sailors.

### ACTIVITIES

To achieve community visibility, Patty approached the popular, local radio station, KFOG. Instead of a cold call or email, Patty believed face-to-face contact was the most effective way to achieve results. She attended a live KFOG event at the Little Fox Theater in Redwood City, CA. Patty approached KFOG's Irish Greg and later emailed him. Irish Greg referred Patty to Jimmy Park Li, Community Programming Manager, KNBR, a KFOG sister station.

Gimmy agreed to feature [GEL's](#) corporate sailing challenge and fundraiser, the BIG Team Regatta, on KNBR's Community Programming show. In less than 10 weeks, we accomplished the following:

- Secured interest from San Francisco's KFOG / KNBR to interview Regatta team leaders and free advertising on Washington D.C.'s radio station:
  - 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 Public Service Announcements (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 Regatta participation and advocacy from Yahoo!, Bayer and E\*TRADE CxOs and senior leaders
- Created, wrote, and produced the original regatta [Event Information Kit](#) – still in use to this day.

### RESULTS



**See the real payoff and Regatta benefactors!**

The [inaugural San Francisco BIG Team Regatta](#) and 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 business collaboration benefit everyone.