



SEILSPORTS-
LIGAEN

SPONSORSHIP NUMBERS AND VALUE 2023

HØEGH AUTOLINERS

Branding and activation partner. Year of signing: 2022

CLARKSONS

Branding and activation partner. Year of signing: 2022

HELLY HANSEN

Branding and clothing partner. Year of signing: 2016

ROBLINE

Branding, activation and communication partner. Year of signing: 2022.

BUKSÉR & BERGING

Branding and activation partner. Year of signing: 2024.

WATERCIRCLES

Branding and activation partner. Year of signing: 2021

GRUNDIG

Branding and activation partner. Year of signing: 2018.



CLEAN SEAS - TURN THE TIDE ON PLASTIC

Clean Seas aims at rallying governments, companies and individuals in the fight against marine litter and pollution. Governments, businesses, individuals, youth and the sports sector are leading the way forward and turning the tide on plastic.



SAP

Tracking and analytics partner signing 2016. As a showcase, SAP made a tracking and analytics app that enables us to make sailing as an understandable TV sport, we can make analyses and create live leaderboards. This tracking program is now the most popular tracking system for sailing in the world, latest used in the olympics. Value 300.000 NOK per year.



NORWEGIAN SAILING LEAUGE KEY MEDIA WORDS

- Potential audience to reach: 400.000 people
- 25.000 members in the Norwegian Sailing Federation
- 4 Divisions; Premier league, 1 Division, Youth League & Womens Events
- 121 Yacht Clubs
- Sailing Champions League
- Youth Sailing Champions League
- Women Sailing Champions League
- E-Sailing
- Dronemarks / NEW

NORWAY A NATION OF THE SEA

Sailors often have several leisure activities. This also has a great influence on the lifestyle, such as the choice of car, clothes, travel and equipment. The members are dedicated and loyal to the sport of sailing and spend a lot of time and money on sailing. Once sails always sails. The majority are around 40 years old and have higher education. They often have several cars and a holiday home in addition to a sailboat. Survey by sponsor insight for Norwegian Sailing Federation

1/4
Every fourth household in Norway has a boat

800 000
Privat boats in Norway

75 billion
Estimated value on privat boats in Norway

6,75 billion
Consumption of boating in 2021

1,75 million
Norwegians at sea every year

20 m
Beach zone per. inhabitant

57 529
Sailboats in Norway

25 000
Members Norwegian Sailing Federation

Source: Kongelig Norsk Båttforbund KNBF

MEDIA OVERVIEW



HIGHLIGHT MOVIES



RACEREPORT AND NEWSLETTER



LIVE-STREAM TV



SOCIAL MEDIA PLATFORMS



NATIONAL NEWSPAPERS AND MAGAZINES



MOST SHOWN SAILING ACTIVITY IN NORWAY



**LIKES 4,5K
VIEWS 30K**

INSTAGRAM 2023



**LIKES 4,6K
REACHES 258K**

FACEBOOK 2023

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