



Rolex Big Boat Series - Sept 13-16, 2007 – San Francisco Bay

On behalf of the 2007 Rolex Big Boat Series, all press operations and relations will be coordinated by Key Partners (KPMS), Media Pro International and the St. Francis Yacht Club. The PR team welcomes press coverage of the Rolex Big Boat Series and has already begun preparations for your visit. Below is the media information, followed by the press accreditation. Please copy and paste the accreditation pages into an email or reply with your relevant info.

The Press Pack is available online at www.regattanews.com. For any questions about the Rolex Big Boat Series, please contact us. We look forward to seeing you in San Francisco.

PRESS CONTACTS

Press Officer and North American Media:

Dana Paxton, Media Pro International
Email: dana.paxton@mediapronewport.com
Tel: +1 401-849-0220
Mobile: +1 401-369-0490

Press Officer and International Media:

Sue Maffei Plowden, Key Partners (KPMS)
Email: suma@regattanews.com
Tel: +1 401-619-1103
Mobile: +1 401-855-0234

MEDIA CENTER OPERATIONS

Media Center Facility: The Rolex Big Boat Series Media Center will be located at St. Francis Yacht Club and will be open on September 12 from 1200-1500 hours and on September 13 to September 16 from 0800-1900 hours daily. Daily beverage service will be available.

Location: On the Marina on the San Francisco City Front, a little less than two miles east of the Golden Gate Bridge. The clubhouse lies across Marina Drive from the dome of the Palace of Fine Arts.

The St. Francis Yacht Club is on the San Francisco Bay. The outdoor Race Deck, on the second floor of the club, is where the second race of each day finishes. It makes an excellent spot for photography.

St. Francis Yacht Club
On the Marina
San Francisco, CA 94123
www.stfyc.com
Race Office: +1 415-820-3713

Access: All press covering the Rolex Big Boat Series will require press credentials for access to the St. Francis Yacht Club and its docks, the Media Center, and any other relevant event areas.

Internet Access: High-speed Internet access is available via ethernet cable and/or WiFi connection.

Telephone Access: Telephones are available in the media center for local calls. For long distance calls, a calling card will be needed.

Parking: Parking is available at Crissy Field, next to the St. Francis Yacht Club. A shuttle runs continuously between the parking lot and the yacht club. Parking passes will be made available to TV trucks (coordinate your arrival with either Dana Paxton or Susan Plowden to guarantee access through security on Marina Drive).

Note: No storage facilities exist at StFYC for equipment. Please use locking cables for all laptop computers and other equipment while in the media center.

The StFYC is a smoke-free and cellphone-free environment. No photographs are permitted inside StFYC without prior written approval.

PRESS ACCREDITATION

Pre-accreditation is by email beginning August 15 through Media Pro. Attached is the press credential form. Please copy into an email and return *no later than September 1st* to dana.paxton@mediapronewport.com.

Each accredited media representative will be assigned a personalized credential. Check-in for all press begins Wednesday, Sept. 12 1300-1500 hrs, in the Media Center. Please be prepared to present your media outlet identification or if you are an assigned freelancer, a letter from the assigning outlet's editor.

For anyone not pre-accredited (ie showing up onsite at the event without prior request for accreditation), please note that there may be a delay in processing credential requests that may result in issuance of a day pass.

NOTE: Access to the StFYC will be strictly restricted to accredited media only.

Freelance journalists/photographers: Journalists and photographers without editorial assignments may be granted press credentials and access to the Media Center. The St. Francis Yacht Club may not be able to accommodate non-assigned press on the daily press boats. Freelance press with confirmed assignments will be offered first-come, same day availability on-board the daily press boats. Every effort will be made to accommodate all press requests. To ensure daily access, non-confirmed freelance press should consider making alternative arrangements for on-the-water coverage.

Photographers please note: Issuance of press credentials is upon agreement that all photographs distributed by you and/or your stock agency will properly credit the event with “**Rolex Big Boat Series**”.

ON-SITE RESOURCES

Competitor Access: The PR Team will have competitors' contact details, crew names and biographical information, available to press and can assist with organizing interviews or special photo ops.

On-board reporting: To coordinate a story featuring on-board reporting and/or photography, please contact Dana Paxton in advance of the regatta. Some entries have offered on-board press space during practice days.

Daily summary: Daily news release will be distributed via email and posted to www.stfyc.org (results posted here) and the press-only website www.regattanews.com (daily photographs and press releases posted here).

To register to receive daily reports and to have access to high-res photos, go to www.regattanews.com.

Photographs: Daily racing will be captured digitally (both low-res and high-res format) by the official event photographer Daniel Forster and will be available on www.regattanews.com. For special requests (specific sailor or boat), please contact Dana Paxton or Susan Plowden.

Press Boats: Press boats for writing press and photographers – with confirmed assignments* – will be available daily at the StFYC. Space is limited, and first priority is to print press. Each media outlet will be given one on-board slot daily.

*Every effort will be made to accommodate all press requests, however, due to space limitations on boats:

--**Each media outlet will be given one on-board slot daily.**

--Freelance press with confirmed assignments will be offered first-come, same day availability.

--Non-confirmed freelance press should make alternative arrangements to guarantee on-the-water access.

TV crews covering the Rolex Big Boat Series will be given priority for press boat space and time. We can accommodate your schedule on the water.

Press boat assignments will be posted in the Media Center each day beginning Sept. 13. Daily check-in for press boats is at 0930 in the Media Center. Boats depart the StFYC docks at 1000. Boxed lunches, for those on press boats, will be provided.

Note: The weather in September, in San Francisco, can change dramatically during the day. Be prepared with gear for varying conditions as well as keeping any equipment dry.



PRESS ACCREDITATION FORM

Rolex Big Boat Series hosted at the St. Francis Yacht Club

For the 2007 Rolex Big Boat Series, Key Partners, Media Pro International and St. Francis Yacht Club will be responsible for all press operations and relations. The Rolex Big Boat Series Media Center will be located St. Francis Yacht Club, San Francisco, Calif., September 13-16, 2006.

COMPANY NAME / AFFILIATION:

Journalist Name:
Address:
City:
State:
Zip:
Country:
Phone:
Fax:
Email:

Mobile phone while on-site at StFYC:

The company above is (check one):

- Print publication
- TV / Radio
- Internet portal / news website
- Other (specify)

Arrival date in San Francisco:

Departure date:

Residence while in San Francisco:

I am:

- Staff writer or editor
- Photographer
- TV representative

Freelance journalist (please list publication, editor and contact details; attach letter from the assigning outlet's editor.)**

Freelance photographer (please list publication, editor and contact details; letter from the assigning outlet's editor.)**

**** Freelancers please note:** Freelance press with confirmed assignments will be offered first-come, same day availability on-board the daily press boats. Every effort will be made to accommodate all press requests, however we may not be able to accommodate freelance writers and photographers *without* confirmed editorial assignments. Non-confirmed freelance press should make alternative arrangements for on-the-water coverage.

Other company representatives who need press credentials (list name, title, mobile number, email address):

I would like a daily press release

I would like a post-event package (articles, results, copyright-free photos).
Deadline:

I am interested in a space on the daily press boat* Space is limited and by reservation
 Thurs., Sept. 13 Fri., Sept. 14 Sat., Sept. 15 Sun., Sept. 16

*Every effort will be made to accommodate all press requests, however, due to space limitations on boats:

--**Each media outlet will be given one on-board slot daily.**

--Freelance press with confirmed assignments will be offered first-come, standby availability.

--Non-confirmed freelance press/photographers should make alternative arrangements to guarantee on-the-water access.

Suggested local charter contact: San Francisco Bay Adventures, <http://www.sfbayadventures.com>, +1 415.331.0444

I have made my own arrangements for on-the-water coverage (list dates, boat name, registration and type so we can identify working press boats. Boats and drivers are required to check in with StFYC and will be given press guidelines for the race course.):

PLEASE RETURN THIS FORM BY SEPTEMBER 1st TO:

Dana Paxton, Media Pro International dana.paxton@mediapronewport.com. Confirmation will be provided and include on-site accreditation details, parking information and StFYC policies. Accreditation will be at St. Francis Yacht Club, in the press office, beginning on September 12.

SCHEDULE OF EVENTS

<i>Wednesday, Sept 12</i>	1100-1730 1200-1500 1800-1930 1800-2000	Registration & Check-In Media Center Open Rolex Commodore's Reception / Skippers' Meeting Crew Reception
<i>Thursday, Sept 13</i>	0900-0930 1100 1700-2000	Late Registration Racing begins – Two Races scheduled Rolex Crew Party
<i>Friday, Sept 14</i>	1100 1700-1830	Racing begins – Two Races scheduled Mt. Gay Cocktail Party
<i>Saturday, Sept 15</i>	1100 1630-1730 1930 hours	Racing begins – Two Races scheduled No-Host Cocktails Crew Dinner (Sign-up at Registration)
<i>Sunday, Sept 16</i>	1100 hours 1600 hours	Racing begins – Bay-Tour Race scheduled Trophy Ceremony