

Fan Token and NFT-Based Tokenization Model for America's Cup Sailing Team

This innovative financing and fan engagement model leverages blockchain technologies to support a high-performance America's Cup sailing team. By combining a Fan Token, utility-based NFTs, and decentralized sponsorship mechanics, the project aims to democratize funding, build a global fan base, and unlock new revenue streams.

The vision merges sporting tradition with technological innovation and community participation, creating a sustainable ecosystem that redefines how elite sports competitions are funded and managed.

○ by Paolo Ghisotti



The Vision: Where Sailing Meets Blockchain



We envision a next-generation America's Cup team where elite sailing expertise meets decentralized technologies, fan participation, and AI-driven innovation. The team's funding and operations will be powered by a Fan Token as the core asset, NFTs representing physical and digital components, monetization of intellectual property, and exclusive token-linked sponsorship tiers.



The SAIL Token: Core of the Ecosystem



Initial Financing Tool

Tokens distributed through a Token Generation Event to finance team development, design, recruitment, and simulator development.



Governance and Access

Token holders vote on aesthetic choices and gain access to team analytics, training diaries, and exclusive behind-the-scenes content.



Gateway to NFTs

SAIL ownership is required for purchasing exclusive NFTs and accessing sponsorship packages.

SAIL is the native utility token at the heart of the ecosystem, serving as the foundation for participation, governance, and exclusive access to the team's journey through the America's Cup competition.

NFT Utility and Use Cases

Technology NFTs

Digital blueprints of key yacht components like hull segments, foils, and mast profiles. Owners benefit from future IP licensing or patent royalties tied to R&D cycles.

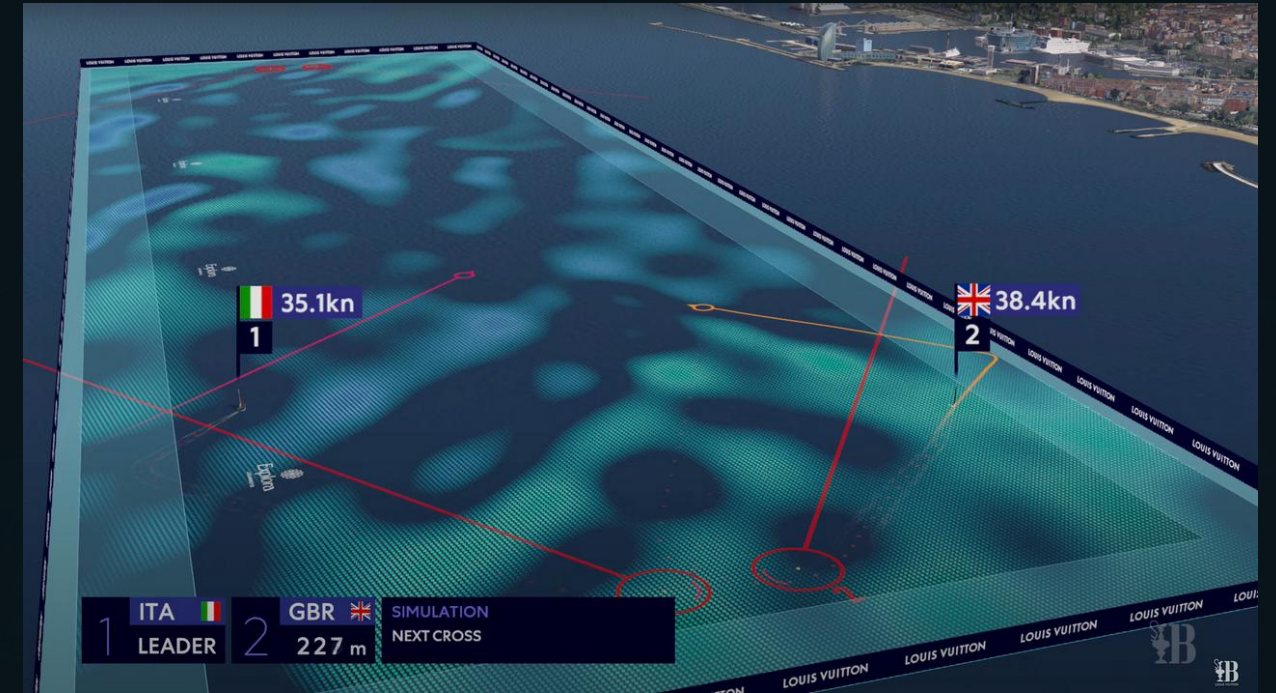
Sponsorship NFTs

Represent real or virtual spaces on the boat including sail logos, team base areas, and crew uniforms. Tiered packages based on NFT rarity and SAIL token holdings.

Experience NFTs

Offer VIP access at various levels from dockside access during test sessions to exclusive America's Cup match day experiences with onboard hospitality.

These NFTs create tangible connections between supporters and the team, offering unique benefits while generating sustainable funding for the campaign. Each NFT category serves a specific purpose in the ecosystem while providing holders with exclusive rights and experiences.



Token-Gated Sponsorship Model

Acquire SAIL Tokens
Sponsors must first purchase tokens

Gain Recognition
Visibility in Web3 and sailing communities

Access NFT Packages
Unlock sponsorship opportunities

Secure Sponsorship
Limited, tradable, on-chain verified



The sponsorship model creates a unique approach where sponsors must first acquire SAIL tokens to access NFT-based sponsorship packages. These sponsorship NFTs are limited in number, fully tradable, and verifiable on-chain, providing transparency and authenticity to the sponsorship relationship.

By becoming publicly recognized supporters of the team, sponsors enhance their visibility and reputation in both Web3 and traditional sailing communities.

Tether as the Main Sponsor



Brand Synergy

Tether represents financial resilience, stability, and innovation, while the America's Cup embodies tradition fused with technological evolution.



Strategic Marketing

Ports and yacht clubs provide natural touchpoints for high-net-worth individuals, with opportunities for Tether to host educational events and VIP experiences.



Expanding Use Cases

Showcase USDT as the stable digital currency for ticketing, token purchases, NFT marketplace transactions, and crowdfunding initiatives.

The partnership with Tether creates mutual benefits, providing the sailing team with financial backing while giving Tether access to prestigious venues and high-value audiences. This strategic alignment demonstrates how traditional sports and digital finance can create powerful new engagement models.



AI Integration and R&D Commercialization

AI Development Partnerships

- Real-time tactical simulators
- Hydrodynamic optimizers
- Sail shape prediction systems
- Competitor behavior analysis

Commercialization Strategy

- Patent development
- Technology licensing
- Marine industry applications
- Tokenized profit-sharing

By partnering with AI-focused startups, the team will develop cutting-edge technologies that extend beyond racing applications. These innovations can be patented, licensed to other sailing teams or marine technology firms, and commercialized through tokenized profit-sharing mechanisms with NFT holders.

This approach creates a sustainable innovation ecosystem where technological advances generate ongoing revenue streams while improving racing performance.

Roadmap to America's Cup Success



This project aims not just to win the America's Cup but to revolutionize the sport through blockchain, AI, and inclusive digital ownership. By tokenizing participation and innovation, we invite fans, technologists, and sponsors to embark on a shared journey toward the future of sailing.

SAIL with us. Own the innovation. Be part of the legacy.



THE LOUIS VUITTON 37TH AMERICA'S CUP BARCELONA INSIGHTS & IMPACTS

€1.034 B

ECONOMIC VALUE BENEFIT TO THE HOST VENUE BARCELONA

12,872

FULL TIME EQUIVALENT JOBS CREATED

1.8M

IN PERSON ATTENDEES WITH 460,819 UNIQUE VISITORS TO BARCELONA TO WATCH THE 37TH AMERICA'S CUP

460,819

€1.367 B

TOTAL MEDIA VALUE

+64%

INCREASE FROM 36TH AMERICA'S CUP

11,182 HRS

GLOBAL BROADCAST COVERAGE

954M

TOTAL TV AUDIENCE

239

BROADCAST TERRITORIES COVERED BY LIVE/HIGHLIGHTS ON YOUTUBE, WEBSITE AND FACEBOOK

1,108

TOTAL ACCREDITED JOURNALISTS CONSISTING OF 259 TOTAL MEDIA ORGANISATIONS

OF "AC SAILING" THE AMERICA'S CUP E-SPORTS GAME

100,000+

DOWNLOADS



TROPHIES

INCLUDING THE AMERICA'S CUP, LOUIS VUITTON CUP, UNICREDIT YOUTH AMERICA'S CUP, PUIG WOMEN'S AMERICA'S CUP, AC SAILING E-SPORT WORLD CHAMPIONSHIP, AND THREE PRELIMINARY REGATTA TROPHIES

55.6KTS

102.97KM/H



1,068

TEAM MEMBERS ACROSS 6 AC TEAMS, 12 PWAC & UCYAC TEAMS

78

WORLD'S BEST FEMALE SAILORS 17 OLYMPIC MEDALISTS

11

AC40S PRODUCED WORLD SAILING BOAT OF THE YEAR

MATCH & FLEET RACES

135

EVENT SITES

32,000 SQM OF EVENT SPACE

3

BROADCASTER CONTRACTS COVERING 209 TERRITORIES

29

LIVE PRODUCTION DAYS WITH 53 HIGHLIGHT SHOWS AND 64 VNRS (VIDEO NEWS RELEASE)

47 DAYS

MEDIA MIXED ZONE INTERVIEWS IN 8 LANGUAGES

494 INTERVIEWS

PUBLISHED FOR AMERICASCUP.COM BY AC MEDIA CONSISTING OF 1.886 M WORDS

1,512 ARTICLES

DOWNLOADED FROM AC MEDIA

250,000 IMAGES

59

OFFICIAL EVENT DAYS

244

SUPERYACHTS ATTENDED THE EVENT IN BARCELONA INJECTING A SPEND OF €35 MILLION

90%

OF THE 380 DIFFERENT AMERICA'S CUP EVENT SUPPLIERS AND PROVIDERS WERE LOCAL BUSINESS

20,677

YOUNG PEOPLE REACHED THROUGH EDUCATIONAL PROGRAMS

2,300

VOLUNTEERS 78% LOCAL RESIDENTS OF HOST CITY BARCELONA

+1,012.5%

INSTAGRAM VIDEO VIEW GROWTH

+375.0%

INCREASE OF YOUTUBE VIDEO VIEWS

+234.6%

GROWTH OF TOTAL VIDEO VIEWS ACROSS ALL SOCIAL MEDIA PLATFORMS

+183.8%

INCREASE OF SOCIAL MEDIA IMPRESSIONS

+40.5%

GROWTH IN SOCIAL MEDIA AUDIENCE/FOLLOWERS

-181,531 KG

OF CO₂ EMISSIONS AVOIDED THANKS TO 9 HYDROGEN POWERED FOILING CHASE BOATS ELIMINATING 78,000 LITRES OF PETROL

1

WINNER

EMIRATES TEAM NEW ZEALAND WON THE AMERICA'S CUP FOR THE 3RD CONSECUTIVE TIME

RMS (RACE MANAGEMENT SYSTEM)

DEVELOPED IN-HOUSE WITH 2CM POSITIONAL ACCURACY

EVENT PARTNERS

TITLE PARTNER

LOUIS VUITTON

OFFICIAL TIMEKEEPER

OMEGA

GLOBAL PARTNERS

Emirates

PUIG

UniCredit

Coca-Cola

OFFICIAL SPONSORS

ESTRELLA D'ARNAU

VANMETER

EXCLUSIVE SUPPLIER

ANDERSEN

OFFICIAL SUPPLIERS

ISDN

de Antonio YACHTS

HOST VENUE PARTNERS

Generalitat de Catalunya

Autonisme de Barcelona

Barcelona Turisme

Club de Regata de Barcelona

Barcelona Global

Barcelona Capital Markets

CUPRA

Capgemini

Explora

Agbar

acciona

M

Port de Barcelona

Cambrà

Barcelona Turisme

Barcelona Global

Barcelona Capital Markets