



## The International Event

The **Mayors Regatta** is an event open to **Mayors** from all over the world. Aim of the event are ambitious: create the right platform to stimulate **open** discussions and exchange of ideas on the better connection between the sport of **sail**, **urban** life and **social commitment**.



The event's core is composed by the following three main engines, that will give one great **media audience** and **power** to our plan:



1. the **forum** on the subject "Cities and Sailing – projects and opportunities" with relevant case studies on some sailing capitals of the world;

2 the **match races regatta**, where the Mayors set the right example showing their involvement with the sailing sport and its values;

3. the **social commitment** through our partnership with **AMREF**, operating in Africa with its humanitarian actions.



The aspect to be highlighted above all is that **the event will propose ideas and values and at the same time set an example of how to explicitly apply and live these values**.



In synthesis, the Mayors Regatta utilizes a self-referencing process and, as such, is able to give the utmost strength to its message, the **real and ultimate protagonist** of the event.

