



INTERNATIONAL 420 CLASS ASSOCIATION

2020 Promotional and Development Plan

1. **Coaches and Sailors Clinics:** We intend to organize clinics for coaches and sailors in five continents. We are analyzing and thinking about the following possibilities for venues, taking into consideration their needs.
 - a) **Europe** – BLR; SRB; ROU; (maximum 2)
 - b) **Africa** – TUN; ANG; MOZ (maximum 1)
 - c) **Asia** – THA; MAS; PHI; CHN; KOR (maximum 2)
 - d) **América** – USA; ECU; COL; URU (maximum 2)
 - e) **Oceania** – TBA (maximum 1);
2. **420 & 470 Combined Event - Junior European Championship overview:** During the Junior European Championship, we will have a coach doing an overview and comments for the championship;
3. **Promotional Action for Young Sailors in Easter in Europe:** We intend to go again to Fraglia de la Vela Riva, in Garda Lake, Italy, during the Easter Optimist Meeting, where we will reach a large number of Optimist sailors and parents from all over the world, and promote our class. Like in previous years, we will be present with a fully rigged 420, handing out promotional material to the young sailors, showing them the boat;
4. **IODA Worlds or Continentals Promotional Action:** We intend to do similar promotional actions like the one we did in the past years at the Optimist Worlds or Europeans or other Continental Championships;
5. **Opti Coaches Free Education on the 420 Clinics:** In the different clinics that we are planning all over the world, we will allow and invite for free a small percentage of optimist coaches. The target is to show them our boat and to motivate them to drive their sailors to our class;
6. **Certification of 420 Sailing Centers:** Presentation of the guide lines for the certification of 420 Sailing Centers. Following that, the I420CA will visit and make inspection to various 420 sailing centers all over the world, in order to certify them, if they comply with our guide lines;
7. **ENP Support Coach on the WS Youth World Championship:** As in previous years, the I420CA is prepared to send to the World Sailing Youth World Championship, an expert coach to support the 420 participants in general and the ENP 420 participants in particular;
8. **I420CA ENP:**
 - a) Following up two or three clinics, we will invite the best teams of this countries to take part in the World Sailing Youth World Championship in Salvador, Brazil and in one of our Class major events;
 - b) Creation of an ENP fund to help countries wanting to develop the Class;

9. **420 Promotional Video (cont.):** To launch this important promotional tool;
10. **420 Tuning Live Video (cont.):** To launch this important training tool;
11. **420 Euro Circuit:** The I420CA together with EUROSAF, will improve the successful 420 European Circuit adding more venues and regattas;
12. **Promotional Material:** Promotional material to be used in our promotional and development actions will be prepared;

Portugal, 7th of August 2019

José Massapina
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International 420 Class Association