



International Sunfish Class Association

JUNIOR Development Strategies



TARGET GROUPS

- **Current Sunfish Junior Sailors**
- **Potential Sunfish Junior (Opti Sailors)**
- **Potential Sunfish Juniors (Non Sailors)**



Current & Potential Sunfish Junior Sailors

- **Junior World Championship
(Richard Chapman)**
- **Generate Motivation & Enthusiasm for
the Juniors in all events worldwide.**
- **Attractive Prizes**
- **Contests, Raffles, etc.**
- **Special entry quotas for Juniors in the
Sunfish Worlds (1 per NSCA) ******



Optimist Sailors

Challenge

- To change the perception: to see the Sunfish as a real alternative for sailors who do not have the physical conditions required for the Laser.
- Opportunity: Championship of Champions



2nd Phase

- **Sunfish Sailing Teaching Program:**
 - **Sailing School**
 - **High School Sports Program**
- **Invitational Regattas**
(Borrowing the boats or doing match racing)
- **Promotional Material**
- **Web Site Links**



Junior World Championship

- **1st Event: Lake Bluff, Michigan**
- **Participants: Colombia, Peru, Ecuador, Guatemala, Dominican Republic, Venezuela & USA**
- **Pending Approval from ISAF**
- **Laser Performance supports to hold this event in conjunction with the Sunfish Worlds.**