

ALLISON CHENARD

# COLLEGE SAILING MEDIA



WINTER MEETING, PARK CITY 2020

02

## OVERVIEW

Who is this college kid?  
2019 in ICSA Media: Stats

My work in 2019  
Branding ICSA

Why media matters  
What this means for the future

## DISCUSSION POINTS



# ALLISON CHENARD

## BACKGROUND

University of Georgia

Graduating in May: Advertising & Music

From Lake Norman, NC

Sailing since age 7

## EXPERTISE

UGA Sailing media: 2016

SAISA Media: February 2019

College Sailing Nationals

ICSA Communications year-round



## WEBSITE

Storefront / bulletin board  
- least interactive but still  
important. Considered  
"one-way" communication



## FACEBOOK

All-encompassing,  
collaborative platform;  
friendly to older  
demographics, can have  
text, video, images



## INSTAGRAM

Younger demographic,  
heavily reliant on graphics.  
"Cool factor"

# ICSA's Digital Landscape

# 2019

NEWS AT A GLANCE:  
**78 TOTAL ARTICLES**

**35**

## **SAILORS OF THE WEEK**

Spring

NEISA: 8

SAISA: 10

Fall

NEISA: 8

SAISA: 9

**17**

## **GENERAL CONFERENCE NEWS**

ICSA: 5

NEISA: 10

MCSA: 2

**27**

## **OFFICIAL ICSA PRESS RELEASES**

March: 4

April: 2

May: 14

June: 2

October: 2

November: 3

# FACEBOOK

Boots on the Ground Memorial (promoted)	31,300
Coed Finals Livestream	15,200
Dogs of Nationals	10,100
Sailing World College Rankings	7,400
Coed Champions	6,500
Nationals Hype Video	5,900
Singlehanded Champions	5,000
National Coaches Day	4,300
Sailing History	3,100

05/27/2019 8:00 AM		The Boots on the Ground for Hero's Memorial is set up here			31.3K	<div><div></div></div>	1.3K 1.1K	<div><div></div><div></div></div>
05/31/2019 12:51 PM		2019 Gill Coed National Championship Finals			15.2K	<div><div></div></div>	2.3K 653	<div><div></div><div></div></div>
06/04/2019 10:14 PM		Dogs of Nationals 2019			10.1K	<div><div></div></div>	3K 2.4K	<div><div></div><div></div></div>
11/14/2019 2:56 PM		The highly anticipated official Sailing World College			7.4K	<div><div></div></div>	1.6K 331	<div><div></div><div></div></div>
05/31/2019 8:40 PM		@cofcsailing is your 2019 @gillmarine @collegesailing			6.5K	<div><div></div></div>	524 328	<div><div></div><div></div></div>
05/20/2019 11:17 AM		Prep is wrapped and the countdown is on! Tomorrow			5.9K	<div><div></div></div>	598 305	<div><div></div><div></div></div>
11/10/2019 8:13 PM		Our 2019 @laserperformance College Sailing Singlehanded			5K	<div><div></div></div>	570 617	<div><div></div><div></div></div>
10/06/2019 6:55 PM		You had lots to say about your favorite coaches! Read			4.3K	<div><div></div></div>	1.4K 82	<div><div></div><div></div></div>
09/26/2019 12:26 PM		Today's a big day in sailing history... Sailed on 12 Metres,			3.1K	<div><div></div></div>	125 67	<div><div></div><div></div></div>

# FACEBOOK LIVE

Nationals Broadcast



2018

2019

75,565

173,600

129.7%

# FOLLOWERS

Facebook

12.6%



Instagram

58.5%



**BRANDING ICSA**

# BRANDING

## STEPPING STONES TO AN ORGANIZATION'S EXISTANCE

### MEDIA PRESENCE

We exist.

### STRONG BRAND

Create a reputable presence that elicits positive sentiments

### ATTRACT SPONSORS

Sponsors want to be associated with strong brands that share their values and priorities.

# Benefits

## **HUMANIZE THE BRAND**

ICSA can feel untouchable

## **STAY TOP-OF-MIND**

People check social media often

## **INCREASE WEBSITE TRAFFIC**

Presentations are communication tools.

## **AUDIENCE ENGAGEMENT**

Traditional media = one way street

Social media = two way

# SUBCONSCIOUSLY...

"It looks good, but I don't know why."

"They have their game together, but I can't put my finger on what makes me say that."

"It just feels good and I trust them."

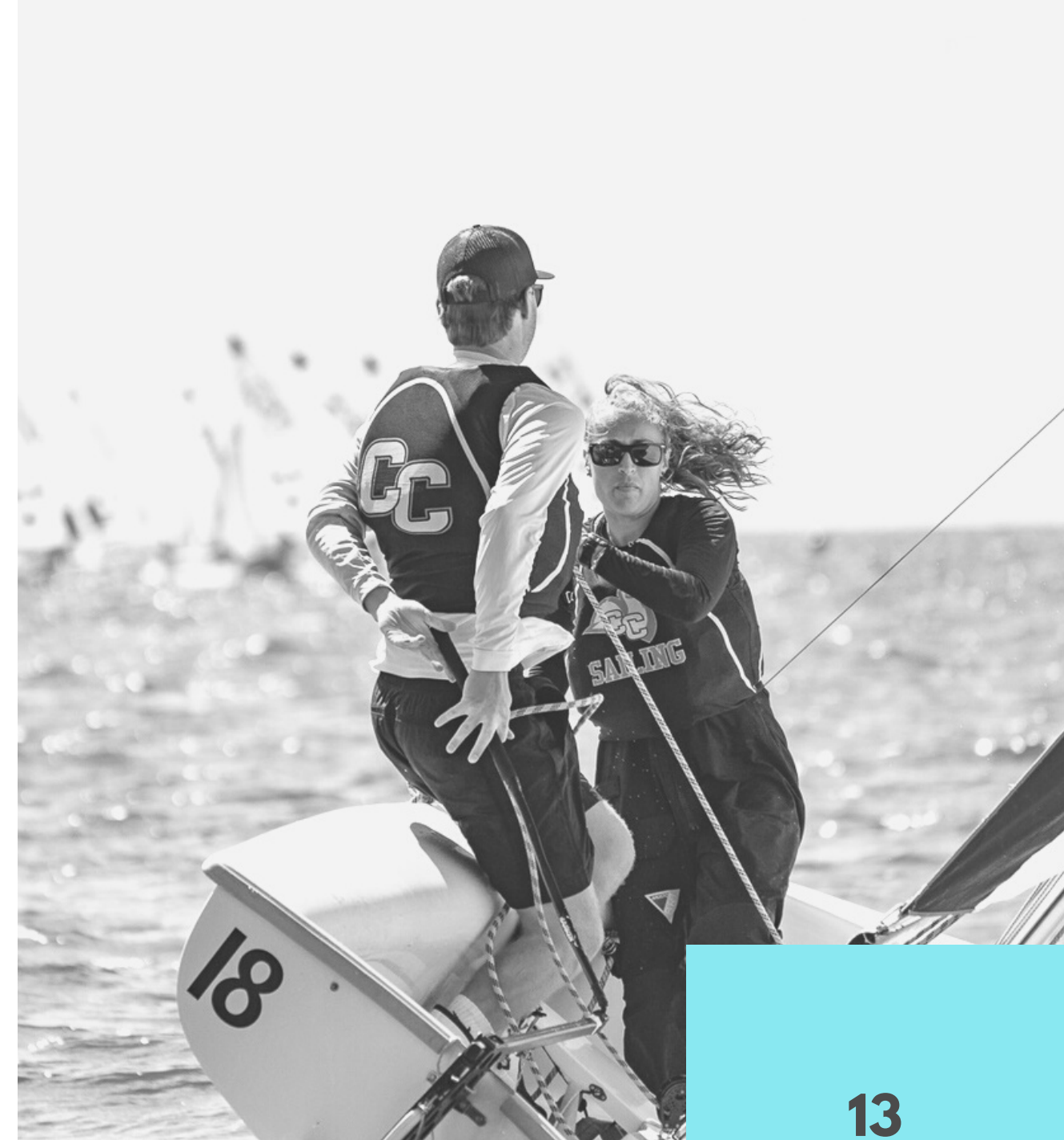
# BRANDING ICSA

LOGO

COLORS

TYPOGRAPHY

DESIGN



13



# BRANDING ICSA

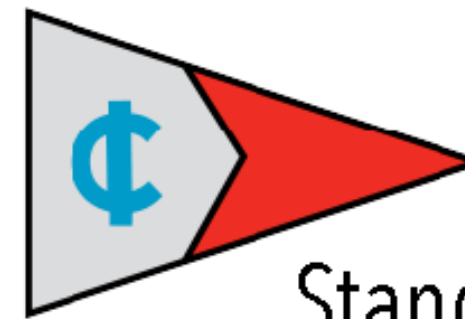
## LOGO

burgee in 3 variations

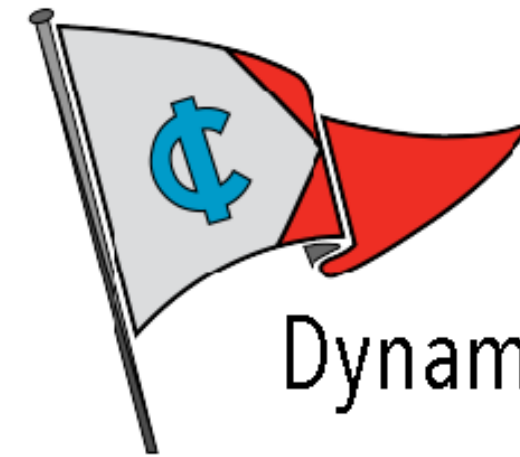
## COLORS

## TYPOGRAPHY

## DESIGN



Standard Burgee



Dynamic Burgee



Geometric Burgee

# BRANDING ICSA

LOGO

## COLORS

grey, red, blue  
secondary & accents

TYPOGRAPHY

DESIGN

### Primary Colors



#DBDCDD



#EE2E24



#009BC9

### Secondary Colors

[use to complement  
primary colors]



#00394A



#B22017



#007396

### Accent Colors

[use sparingly]



#F76519



#484778



#E2FA5D

# BRANDING ICSA

LOGO

COLORS

TYPOGRAPHY

titles, copy, tone

DESIGN

Strong Title: Lemon Milk  
Contrasting Subtitle: Indesign Signature

**ICSA COLLEGE SAILING**  
*Weekend 2*

---

Quote: Professor

*That's the one thing you  
learn in sports. You don't  
give up; you fight to the  
finish.*

*-Louis Zamperini*

---

Body Copy: Assistant

I do not like green eggs and  
ham. I do not like them, Sam I  
am. I do not like them in a  
house, I do not like them with  
a mouse.

---

Medium Title: Dream Chaser Solid

***MEDIUM TITLE HERE***

# BRANDING ICSA

LOGO

COLORS

TYPOGRAPHY

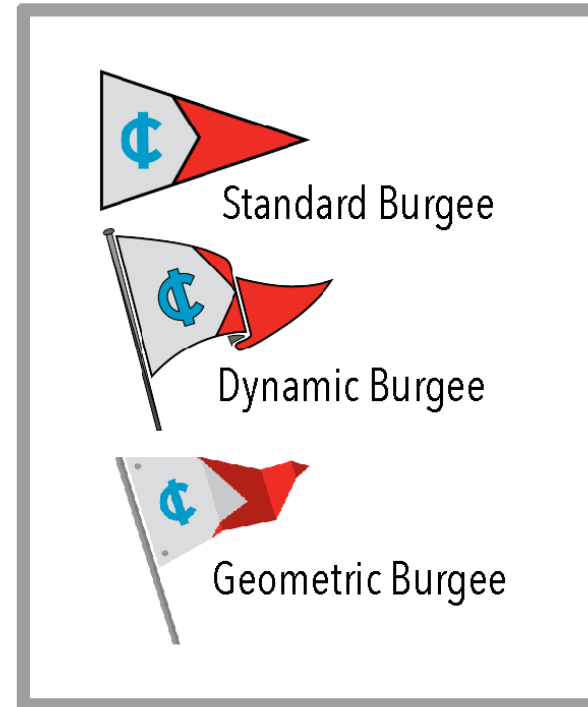
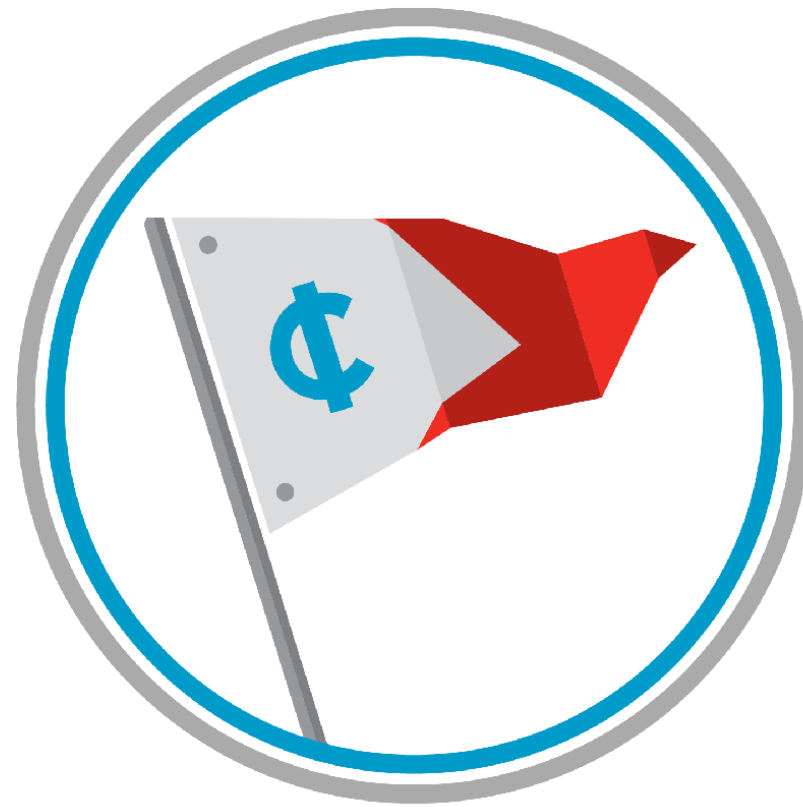
DESIGN

triangles, gradients > templates



PUT TOGETHER...

# ICSA BRAND Style Guide

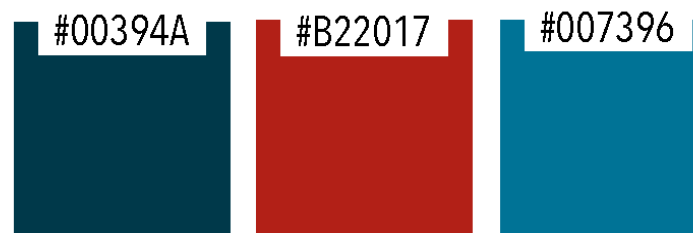


## Primary Colors



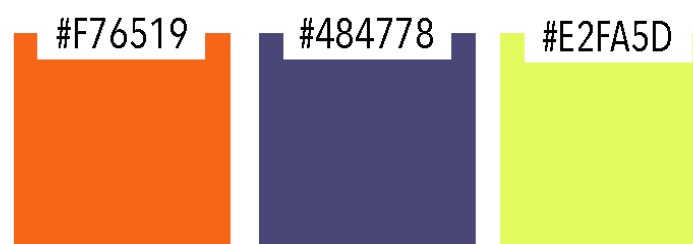
## Secondary Colors

[use to complement primary colors]



## Accent Colors

[use sparingly]



Strong Title: Lemon Milk  
Contrasting Subtitle: Indesign Signature

## ICSA COLLEGE SAILING

*Weekend 2*

Quote: Professor

*That's the one thing you learn in sports. You don't give up; you fight to the finish.*

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I do not like green eggs and ham. I do not like them, Sam I am. I do not like them in a house, I do not like them with a mouse.

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***MEDIUM TITLE HERE***



DEC 3

DONATE \$20 TO ICSA ON

# DECEMBER 3RD

GET A STICKER

DATE 12-3-19

PAY TO THE ORDER OF Intercollegiate Sailing Association of 2020, 45, 105th

Twenty and no/100 DOLLARS

MEMO Giving Thanks!

ICSA MATCH RACE NATIONAL CHAMPIONS

STANFORD UNIVERSITY

**BUSA**

BRITISH UNIVERSITIES SAILING ASSOCIATION

ICSA Tour 2019

INSTAGRAM TAKEOVER

**QUANTUM SAILS™**  
Women's Sailor of the Year

Ragna Agerup 2019

LASERPERFORMANCE

**SINGLEHANDED NATIONAL CHAMPIONS**

Sophia Reineke, Radial  
Leo Boucher, Full

**TURBO LARKS**

TO BE SAILED AT SHOWCASE ALTERNATE FINAL

Salve Regina University  
OCTOBER 19-20

**WE'RE BACK**

College Sailing | Fall '19



**WOMEN'S SPERRY CHAMPIONS**

**TEAM RACE CHAMPIONS**

**COED FLEET CHAMPIONS**

**Gill**

COLLEGE SAILING NATIONAL CHAMPIONSHIP

starts **TODAY**

**ICSA Hall of Fame**  
Graham Hall Award  
to  
**JESSE E. ANDREWS**  
University of Hawaii



LaserPerformance

**TEAM RACE National Championship**

is happening **NOW**

**KEELBOAT NATIONAL CHAMPIONS**

**ICSA**

**COLLEGE OF CHARLESTON**

**ICSA KEELBOAT NATIONAL CHAMPIONS**

COLLEGE OF CHARLESTON

**ICSA SHOWCASE WINNERS**  
Fall 2019

**WOMEN:**  
Brown University

**COED:**  
Boston University

**ICSA SHOWCASE WINNERS**  
Fall 2019

**WOMEN:**  
Brown University

**COED:**  
Boston University

**ICSA SHOWCASE WINNERS**  
Fall 2019

**WOMEN:**  
Brown University

**COED:**  
Boston University

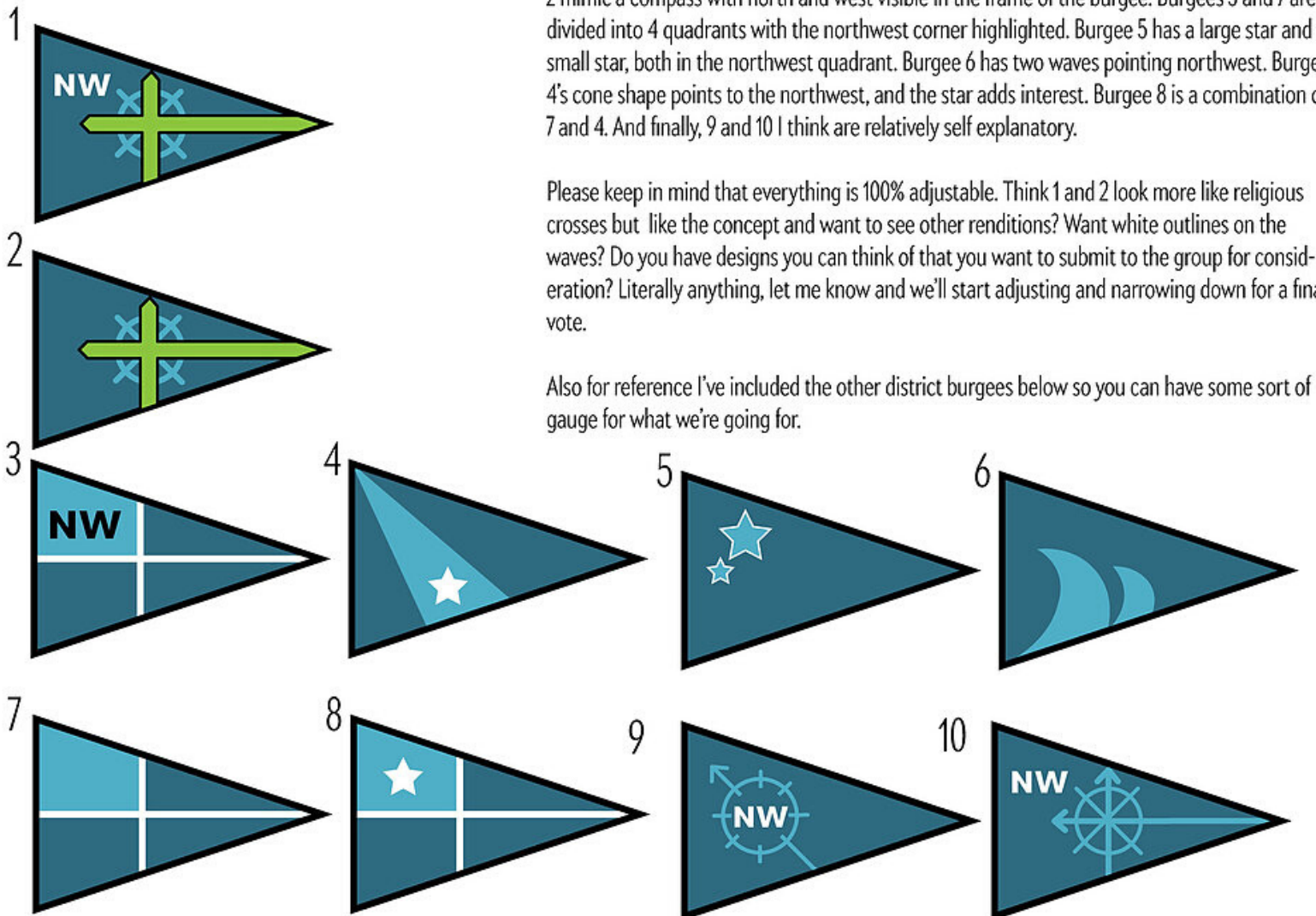
**Gill**

COLLEGE SAILING NATIONAL CHAMPIONSHIP

is happening **NOW**

# **CONFERENCE COHESIVENESS**

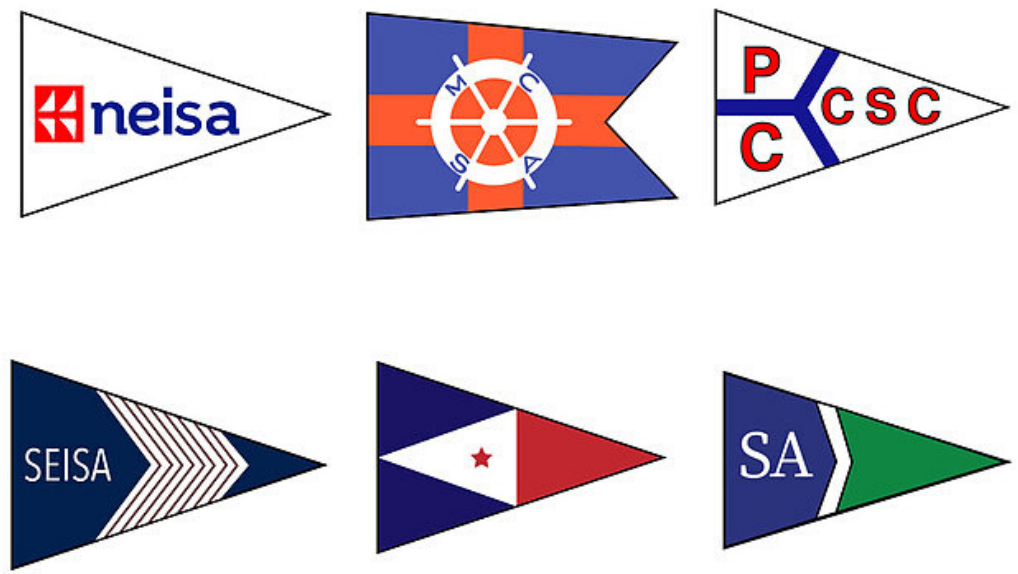
# NWICSA burgee design



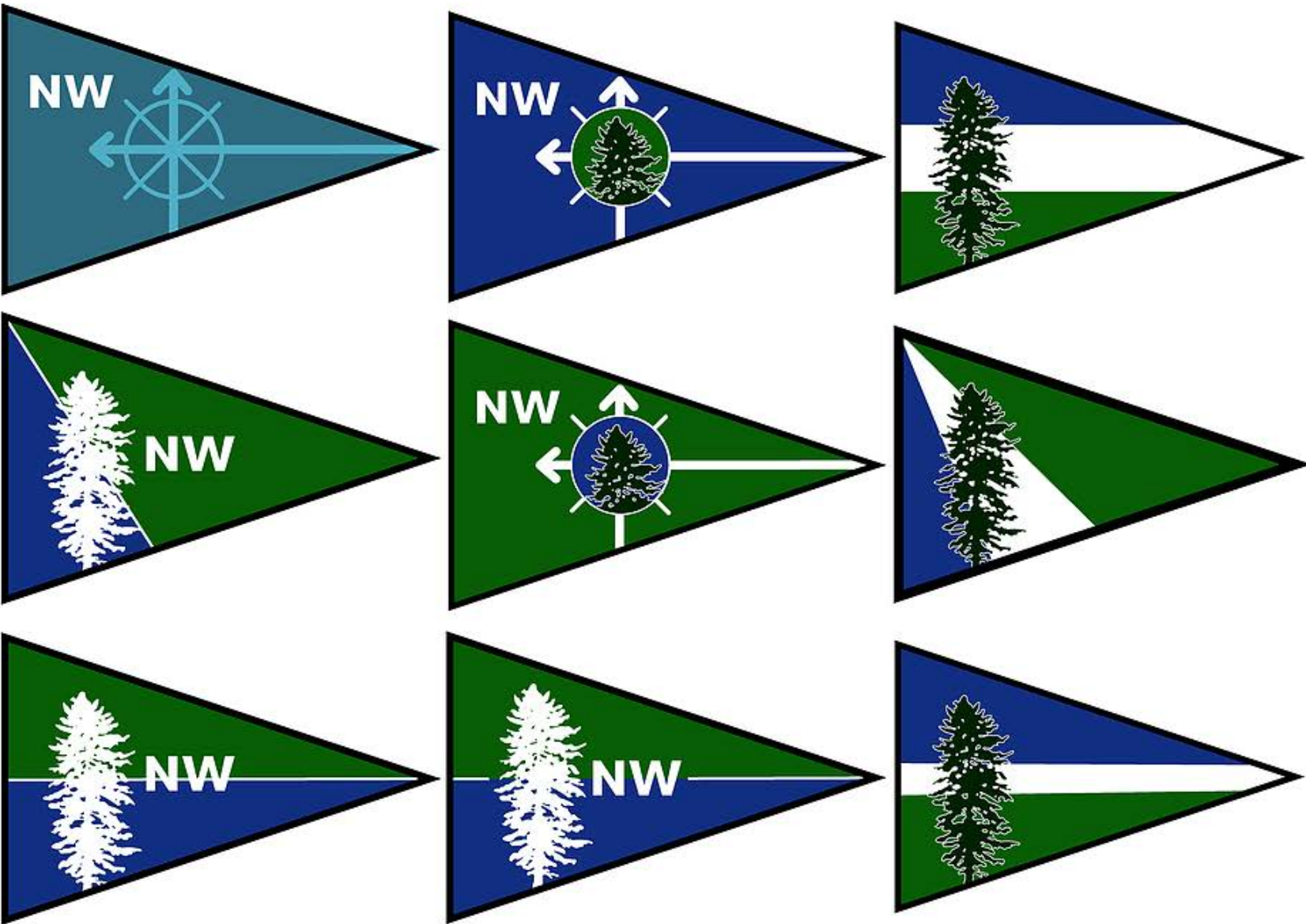
Hi NWICSA, below are some burgee designs I've brainstormed for your district. Colors are an encouraged discussion as the ones I chose were relatively random and hold little significance. Across the board, however, all designs have some tie to the "north west" theme. Burgees 1 and 2 mimic a compass with north and west visible in the frame of the burgee. Burgees 3 and 7 are divided into 4 quadrants with the northwest corner highlighted. Burgee 5 has a large star and a small star, both in the northwest quadrant. Burgee 6 has two waves pointing northwest. Burgee 4's cone shape points to the northwest, and the star adds interest. Burgee 8 is a combination of 7 and 4. And finally, 9 and 10 I think are relatively self explanatory.

Please keep in mind that everything is 100% adjustable. Think 1 and 2 look more like religious crosses but like the concept and want to see other renditions? Want white outlines on the waves? Do you have designs you can think of that you want to submit to the group for consideration? Literally anything, let me know and we'll start adjusting and narrowing down for a final vote.

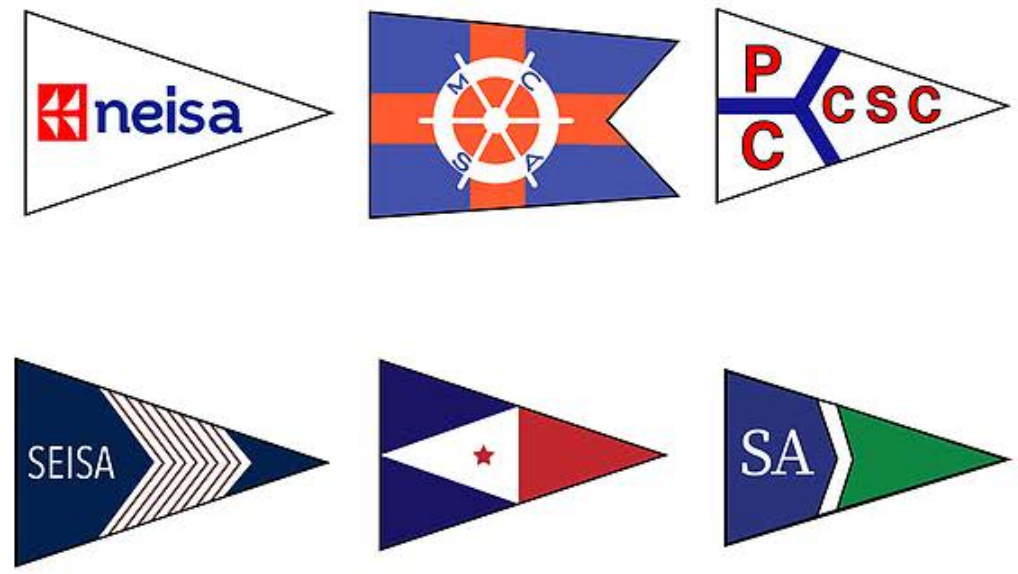
Also for reference I've included the other district burgees below so you can have some sort of gauge for what we're going for.

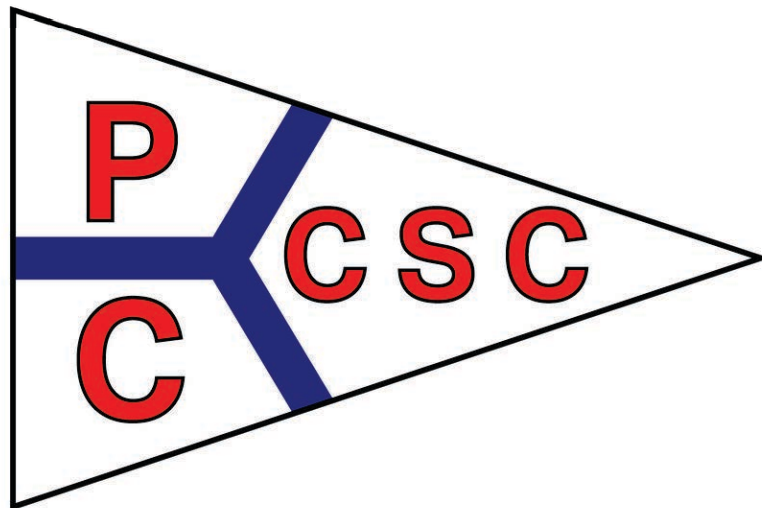
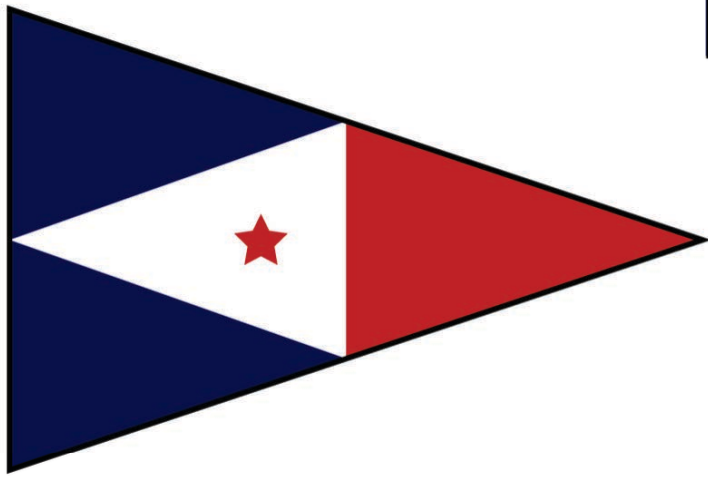
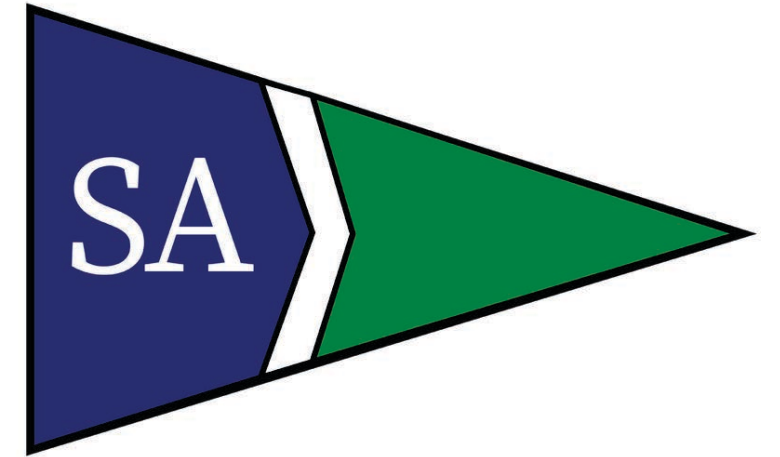
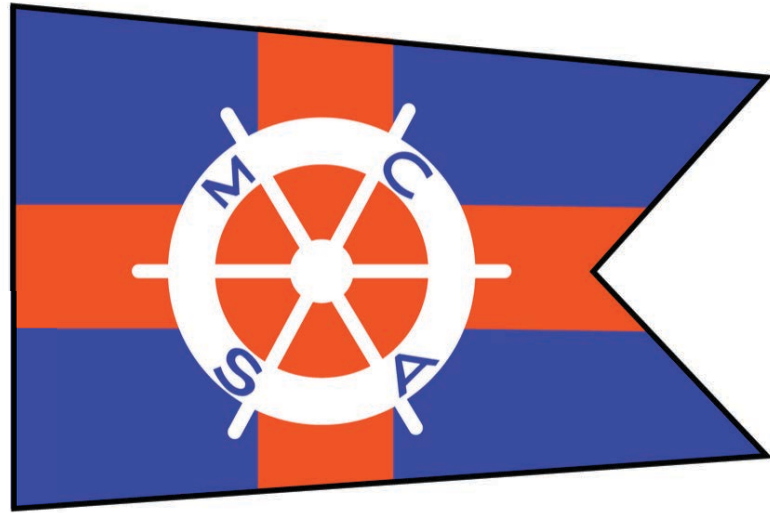


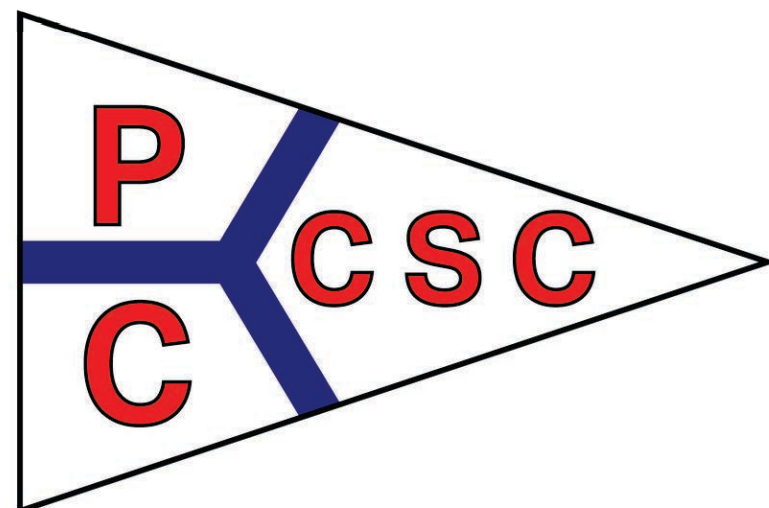
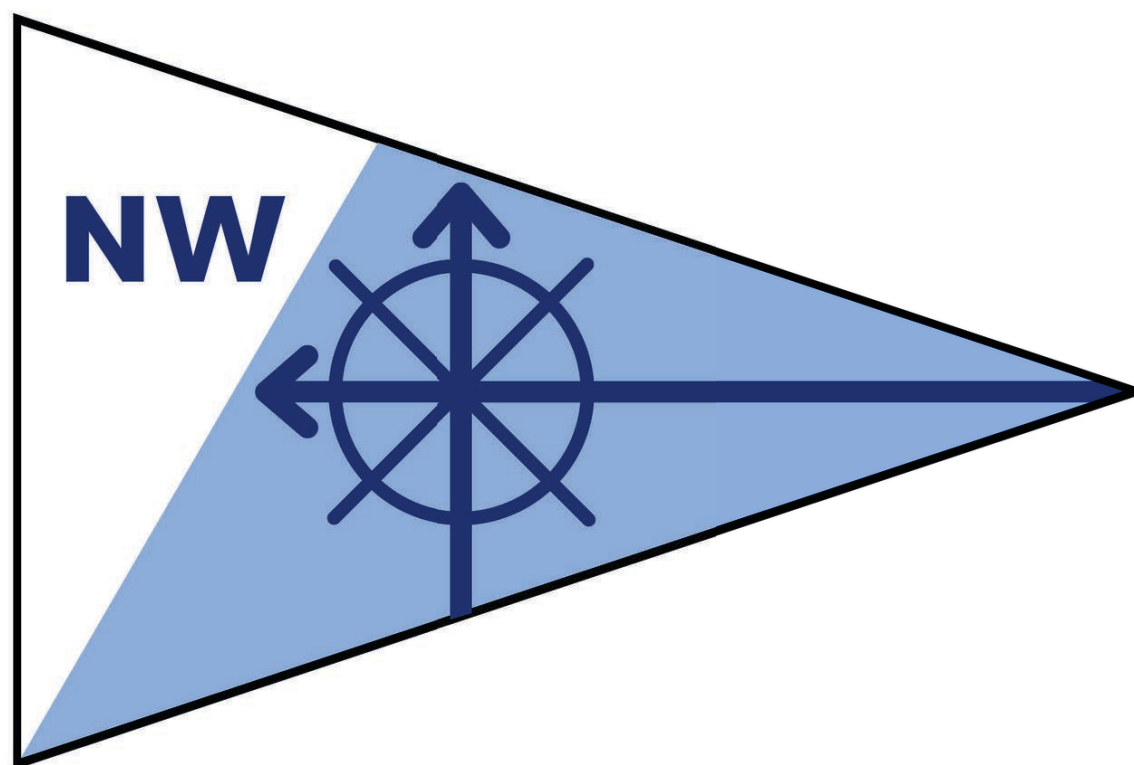
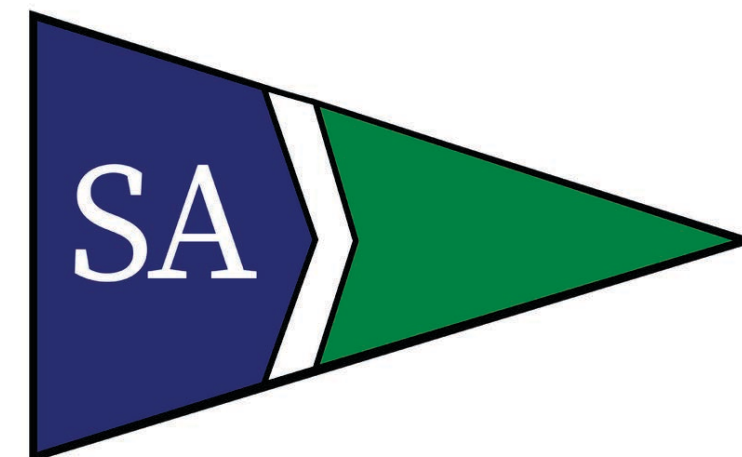
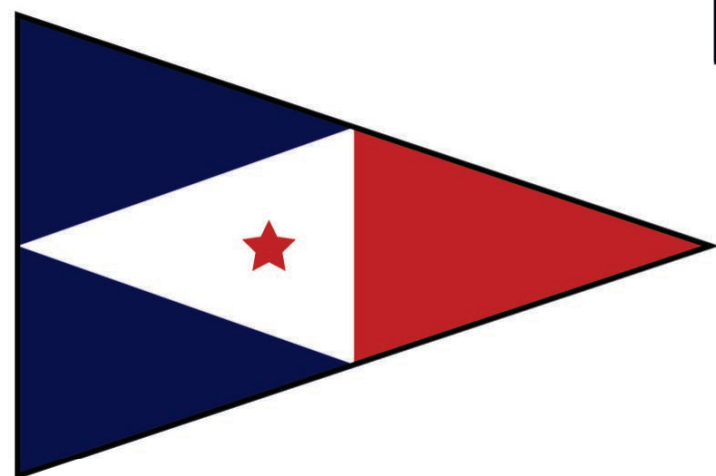
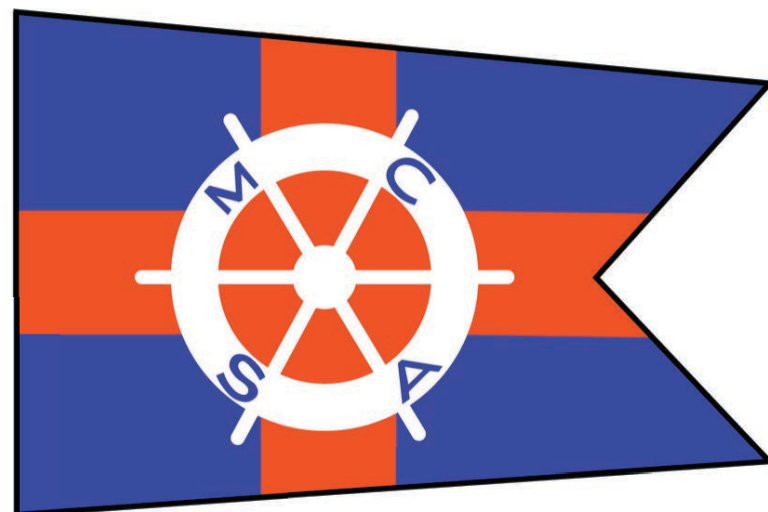
# NWICSA burgee design



Hi NWICSA, here are your revised burgee designs with the PNW flag in mind. I took design 10 that you liked from the previous design options and merged the two ideas to try to help cut down your costs on production if you were to get them sewn and made into real burgees. I also included the design 10 on this slate for easy reference.









25

# WHY MEDIA MATTERS

**BUSINESSES &  
ORGANIZATIONS IN THE  
DIGITAL ERA**

Not some fad your kids are into.

## SPONSORS

Sponsors want to associate and connect themselves with reputable organizations that have similar target audiences for their message.



## REVENUE

Sponsorships year round (not just during nationals) can fund ICSEA's growth.



# "IF ICSA HAD MONEY..."

Clinics around the country for...

- Developing college teams

- High School sailors

Grants for...

- College sailors who need travel support to special events

Relief fund...

- that struggling teams can apply for if they've taken a dip in revenue and need help staying afloat (pun intended)

Funding...

- Live coverage for fall nationals (highly requested by our supporters)
- Live coverage for important select events



Jen Mitchell  
Press Releases



Rob Migliaccio  
Photography



Dave Curtis  
Photography



Chris Klevan  
Press Releases

# IT TAKES A VILLAGE

Doug Wake  
Eric Andresen  
Colin Grey  
Colby Zschiesche  
Elle Walters  
Katie Willgohs





**Ali Blumenthal**  
Conference Coordinator



**Madeline Jones**  
MCSA



**Maddie Roman**  
PCCSC



**Yumi Shridhar**  
NWICSA



**Allison Chenard**  
SAISA



**Maia Agerup**  
NEISA

# IN SUMMARY:

## 2019 ACCOMPLISHMENTS

- Successful nationals coverage
- Branding package solidified and utilized
- Consistent communication to followers
- Organized network of photographers
- Greater communication between committees and representatives within media sector
- NWICSA Burgee project completion

## 2020 GOALS

- Continue growth of platforms
- Monetarily promote posts to reach more people
- Get all 7 conference communication standards to same level
- Extend "Sailor of the Week" recognitions to remaining 5 conferences
- Create ICSEA merchandise to promote the organization and to foster pride in our national governing body
- Sign on sponsors and raise money for endeavors ICSEA sees fit
- Periodic live coverage for important events outside of annual spring nationals
- Live coverage for match racing, keelboat, and singlehanded nationals