**Harken Blockheads**

What Is Blockheads?: Blockheads is an online youth sailing community populated by kids who are being introduced to the Harken brand of equipment while they are interacting with unique Harken Blockhead educational sailing content.

Objective: Create the next generation of loyal Harken equipment purchasers by helping them make the link between better rigging and better performance.

Market Imperative: Junior, Youth, High school and College sailors begin sailing Optis and OPen Bics and make the transition to 420s. They rarely have to equip/rig their own boats. Everything comes from the builder already done. Much is repaired by the Club or the Team. Young sailors are no longer raised with the insight that by improving their rigging…taking broader responsibility for their boat’s performance, they can improve outcomes. This is a threatening development for Harken.

What Do Kids Get From Blockheads?:

Content that introduces them to a broader sailing community.

 -Role models

 -Cool peers

 -People with unique youth teaching experience

 -Regatta results with reports from attending Blockheads

 -Event promotions with inside tips for junior sailors and parents

Tip content to teach:

Fundamentals of tool usage

Rigging fundamentals

Tuning concepts

Sailing techniques

Blockhead Gear:

 Members receive:

An official welcome letter signed by Harken CEO Bill Goggins Blockhead and Harken stickers

A Harken flat safety whistle

Special Blockheads Gear will become available within months of launch.

How Much Will Blockheads Cost?

Blockheads is free. We ask for personal information from kids who join or their parents with the objective of building a mailing list to which Harken and its partners/dealers may market.