

NEW YORK, March 11, 2025 – Today, the United States SailGP Team and FanCapital launched a new fan experience platform that will provide opportunities for new and existing audiences to engage with the team.

FanCapital, known globally for its high-profile work with Atlassian Williams Racing, inked a partnership with the U.S. SailGP Team in December with the goal of creating opportunities to bring fans closer to the action of the sport than traditionally provided in sailing. This new fan experience platform is a one-stop-shop for U.S. SailGP Team updates which will provide more access for the team to connect with its passionate fan base around the globe.

“We want to continue growing a strong fan base here in the United States and feel that FanCapital’s expertise will help us grow and connect with new fans,” says Mike Buckley, 2x World Champion Sailor and CEO & Co-Owner of the U.S. SailGP Team. “Sailing has been a niche sport for a long time, but one of our goals since taking ownership in 2023 has been to bring sailing and SailGP to a broader audience. I want everyone else in America and around the world to see why we love sailing so much and why they should love it too.”

With the guidance of industry experts at FanCapital, the U.S. SailGP Team has created this elevated fan experience platform that will share opportunities to engage with the team through email newsletters, as well as a dedicated team website and app. Fans will find creative methods to engage with the team and sport including innovative gamification opportunities, competitions, giveaways, fan zones, and dedicated communities. Additionally, the fan engagement platform will hold exclusive behind-the-scenes content from the team throughout each race week, a new content series, “meet the team” videos, and race reports.

Through the U.S. SailGP Team’s Fan Identity strategy, the team empowers fans with a bespoke digital collectible linked to their registered account. With the partnership, registration grants fans entry into “The Crew” via a customizable Crew Card. This digital card not only delivers real-time updates and exclusive content directly to any device but also unlocks VIP experiences, and innovative gamification. Within the U.S. SailGP Team Fan Zones, the Crew Card serves as the key to a comprehensive suite of premium benefits. Utilizing FanCapital’s digital treasure hunt initiative on the U.S. SailGP Team app, fans can scan interactive badges to gain exclusive insights into the team, partners, and advanced racing technology.

Designed with distinctive elements, these collectibles deepen fandom, foster community, and serve as the key to unlocking exclusive, one-of-a-kind digital and in-person experiences. This elevated engagement also creates opportunities to win unique rewards—ranging from autographed memorabilia and exclusive meet-and-greets to coveted Grand Prix tickets.

“We have worked with many different athletes, teams and leagues, but working with the U.S. SailGP Team is an exciting opportunity for us,” said Aidan Lyons, CEO FanCapital. “One of the reasons so many other sports leagues have been able to grow is through the work they’ve done to reach and connect with their fans to meet them where they’re at, and we’re happy to be working with Mike and the U.S. SailGP Team.”

FanCapital launched in November 2023 as a strategic collaboration between Dorilton Capital and Atlassian Williams Racing. The journey began in January 2022 with the launch of Atlassian Williams Racing's digital suite—a website, mobile app, and fan messaging platform. To date, the team has executed over two dozen Fan Zone activations, driving significant engagement metrics: 200% increase in Atlassian Williams Racing's social audience, over 2,000% digital platform growth, and a 1,360X uplift in direct-to-consumer revenue. Through these successful strategies, FanCapital has been instrumental in driving a 1,400% increase in partners for Atlassian Williams Racing.

The United States SailGP Team continues their 2025 season when they return to home soil for the Rolex Los Angeles Sail Grand Prix on March 15-16, 2025. Following the event, the team will stay in California as the U.S. squad heads to San Francisco, the following weekend, on March 22-23 for the Oracle San Francisco Sail Grand Prix.

*Source: Lauren Mathile, DKC*