

TAR



*THE
AFRICAN
RACE*

AFFILIATION

The Triangular Route

THE AFRICAN RACE

The Mission of The African Race is to Elevate, Commemorate, and Celebrate African World maritime history and heritage primarily through the tangible seagoing experiences of a quadrennial North Atlantic regatta along the historic Triangular Trade routes and educational presentations at ports of call.

-Dinizulu Gene Tinnie

Youth education is the object of The African Race from start to finish, with emphasis upon the stop-overs and involvement by the racers with young folk through experiential methods and lecture.

-H.E. Ross

A new generation of Africans will become boaters first, then go on to be trained in the maritime industry. The African Race can be a great kickoff to this initiative.

-Marcus Asante

Sailing requires tremendous responsibility, commitment, teamwork, and leadership; the program would promote the development of these traits in all aspects of our work. Additionally, the youth and adults would study physics, mathematics, engineering, and literature through the lens of sailing experience.

-Greg Allen





Linking Heritage With Borderless History

The African Race is being formed to address the telling of history.

The adventurous migrations of peoples out from Africa exemplifies our inherent fascination with horizons and explorative consciousness.

Our goal is to promote a broadening of the consciousness that brought humankind to the sea and upon it.

The Triangular Route

The African Race started as The Middle Passage Regatta which was intended to commemorate African migrations to the Western Hemisphere. And like The Middle Passage Regatta The African Race moves past our forced migration westward. The African Race addresses the thousands of years of explorative African migration. Both of these two sailing races are meant to explore our migratory histories and humankind's heritage through a dramatic exposure to our invisible African maritime history.

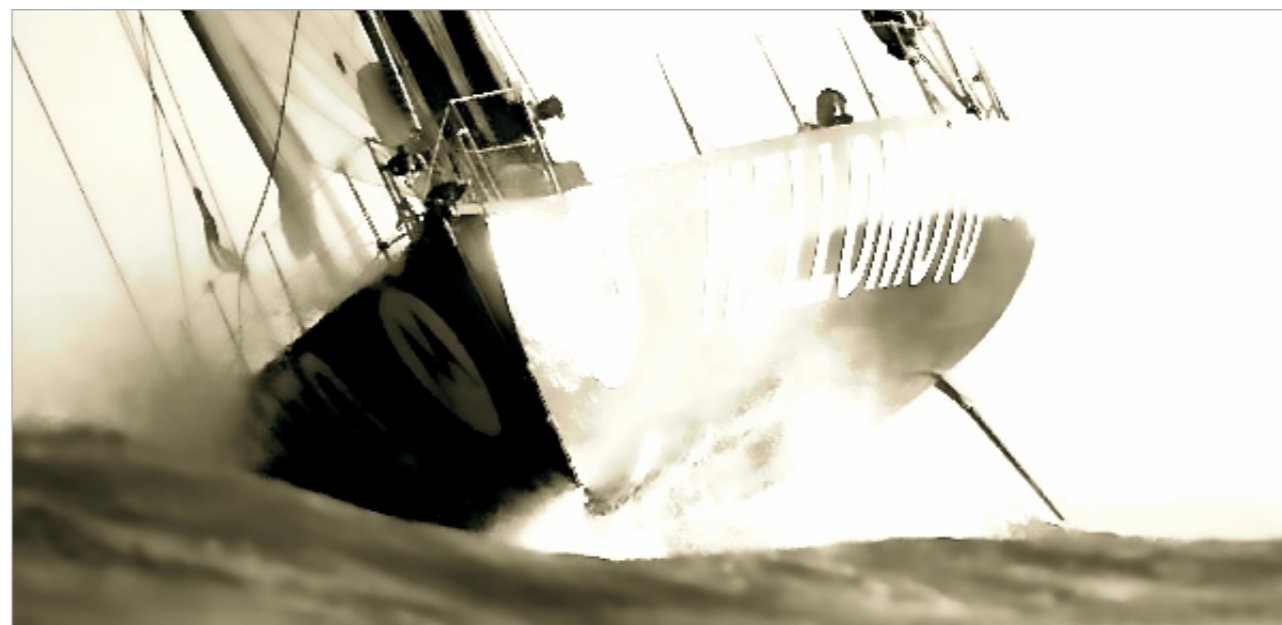
The African Race is not intended to combat racial and national history telling agendas since we do not want to give further attention to those misconceptions of diviciveness as a reason for our being on this planet. We want to simply identify the origins of history and develop a consistent linkage of intranational historical and migrational development of our humanity. We feel that the sea, almost 80% of the planet holds a key to the linkage from our beginnings to our present.

The Triangular Route, in which the Middle Passage is a component, actually more than less is a quadrilateral sea route that circles the North Atlantic Ocean through the uses of trade winds and circular currents that touch the shores of Africa, the Caribbean (which includes the South and Central Americas), North America and Europe.

The African Race is a cultural sailing race that takes contemporary, state of the art sailing vessels (Open 50 Class) over the Triangular Route with 17 stop-over ports along its passage. This route takes a little more than half the miles needed to circle our globe. It is scheduled to take about six months to complete the course. The crewmembers will have the options of continuing with the entire race or to compete in one or several passages.

In each of the 17 stop-over ports there are to be interlinking maritime heritage presentations and events. The concept being that TAR create at each port a linkage of youth maritime skills training, preservation and research programmes. These programmes are to form an ongoing TAR Assistance Alliance that continues the philosophy of The African Race.

We are inviting the participation of _____ in The African Race as a cultural voyager- one who acknowledges and recommends the goals of The African Race.



Concept:

Africa is the cradle of human existence and the original migration out of Africa moved over the seas. We will never know if those movements were caused by the call of a shimmer of a bump on the horizon to the East or the absence of any sense of land to the West. Either way the meeting of those challenges were the origins of the human attitude toward adventure.

The African Race focuses on the voluntary and involuntary heritage in movement across the North Atlantic... in both directions. The Race pays particular attention to the influences of Africa upon the coasts of the circular basin (about 14,136 statute miles) of the North Atlantic Ocean.

A part of The African Race will be dedicated to the European transport of Africans to the Western Hemisphere. This special trans-Atlantic leg, to commemorate the over 20 million victims of the so-called European 'Slave Trade', will be raced every four years as The Middle Passage Regatta, from a port in West Africa to a port in or along the Caribbean Sea.

The combination of the legs and The Middle Passage Regatta are planned to bring attention and stimulate study in the great maritime influences to be found on both sides of the Atlantic before and after the Columbus expeditions and their subsequent European invasions of Africa and the Western Hemisphere.

Summary:

The African Race starts at Gibraltar (Gibraltar is named for Admiral Tariq ibn Ziyad [Gibr Tariq-Mountain of Tariq] the African conqueror of Spain) with the racers visiting another 17 ports while moving South to Dakar, Senegal crossing the Atlantic East to West, going North at Grenada and turning East at Halifax Nova Scotia to head back across the Atlantic to Liverpool, England, over to the European coast down to Gibraltar.

Each port functions as educational stop-overs with an emphasis on the importance of sail training for youth as a part of African Diaspora maritime heritage seminars. This focus is aimed at creating foundations for an ongoing relationship between the youth and sailing, and its inherent variety of career and recreational opportunities. It should be mentioned that sailing is one of the great stress relievers recommended in psychiatric therapy.

After the eighteen legs of The Race are completed the finishing vessels will all receive an award with the first across the line receiving \$1,000,000.00.

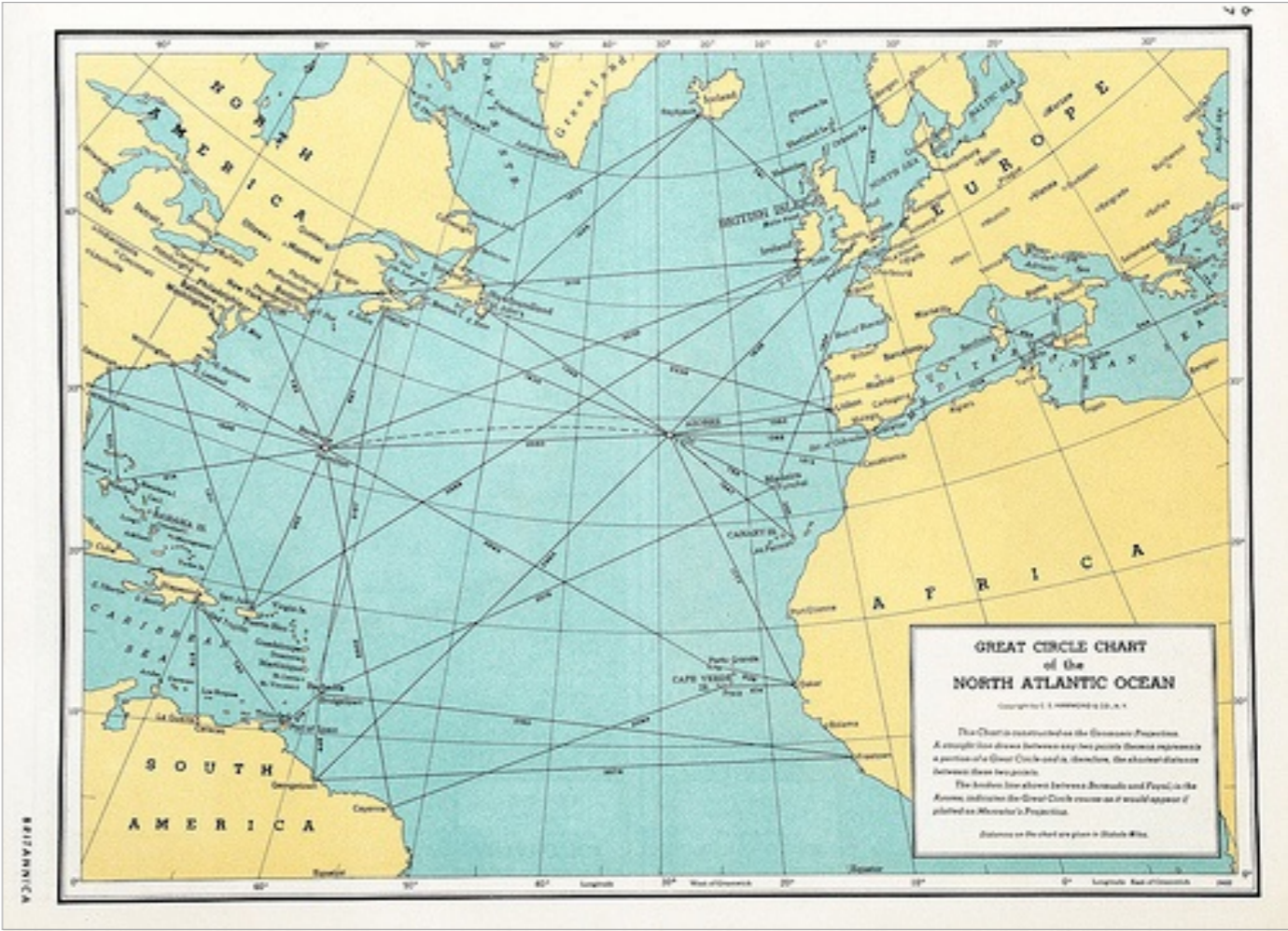


Courses:

| <u>Origin</u> | <u>Destination</u> | <u>Distance in Statute Miles</u> |
|---------------|---------------------------|----------------------------------|
| Gibraltar | Dakar, Senegal | 1756 |
| Dakar | Praia, Cape Verde Islands | 407 |
| Praia | St. George's Grenada | 2577 |
| St George's | John, USVI | 560 |
| St. John | Cap Haitian, Haiti | 460 |
| Cap Haitian | Havana, Cuba | 630 |
| Havana | Key West, USA | 109 |
| Key West | Wash DC/Baltimore | 820 |
| Baltimore | New York | 394 |
| New York | New Bedford | 200 |
| New Bedford | Halifax, Canada | 475 |
| Halifax | Hamilton, Bermuda | 855 |
| Hamilton | Liverpool, England | 3319 |
| Liverpool | La Rochelle, France | 571 |
| La Rochelle | Oporto, Portugal | 540 |
| Oporto | Cadiz, Spain | 395 |
| Cadiz | Gibraltar | 68 |

Total in statute miles 14,136

This is more than half way around the Equator at 24,902 statute miles



Atlantic Maritime Cultural Centre

Proposed Initial Port Locations:

Gibraltar, Gibraltar

Dakar, Senegal

Lagos, Nigeria

Praia, Cape Verde Islands

St. George's Grenada

John, USVI

Cap Haitian, Haiti

Havana, Cuba

Key West, Florida, USA

Wash DC/Baltimore, Maryland, USA

New York, New York, USA

New Bedford, Massachusetts

Halifax, Nova Scotia, Canada

Hamilton, Bermuda

Liverpool, England

La Rochelle, France

Oporto, Portugal

Cadiz, Spain

What is a Maritime Atlantic Cultural Centre?

The Maritime Atlantic Cultural Centre, MACC, responds to the need for central historic areas where documents and materials related to the maritime culture, anthropology, and history of the region can be gathered for collaborative study. The Centre would also serve as a multi-disciplinary venue for international scholars and promote cooperation between countries seeking to study and preserve inter-linking maritime cultural heritage.

Connection

The Atlantic Ocean was the highway for Europe's expansion into the Americas and the place where Africans, Europeans, and Native Americans first forged multi-racial and multi-cultural communities. Maritime connections have always been vital to connecting Atlantic colonies and nations with each other and with the rest of the world.

At the Windward Passage Symposium held June of 2007 aboard the Spirit of Bermuda in the Turks and Caicos Islands, seven academics endorsed the need for and potential of a Caribbean maritime heritage research and information centre. They particularly stressed the importance of centralizing information and funding for projects aimed at investigating the international maritime development and heritage specifically in the Caribbean Region, which would also include the Middle and Southeastern United States, Eastern Mexico, and Bermuda. Communication continued leading to a broadening of research directions to Africa and Europe. The focus moved from the Caribbean to the Atlantic and today with The African Race to the North Atlantic emphasising the Triangular or Circular Trade Route (which for the most part is quadrilateral).

The African Race is addressing the common challenges related to historic research and preservation efforts through assistance in establishing mandated locally administrated Maritime Atlantic Cultural Centres in the seventeen port stop-overs. To this end, The African Race will form a federated system of shared and interlinking information on maritime heritage without borders. Working with learning and research institutions TAR will create a coordinating representative and advisory body to work with for all of the local Centres. To understand both the dynamics of maritime connections and the people responsible for creating and sustaining them, we have to pursue a culturally open, inclusive conceptual mandate.

Connected

The Maritime Atlantic Cultural Centres are to work together as an umbrella organisation with a manifest that maintains a common Atlantic maritime heritage through the local historic characteristics and features that have been recorded and preserved in their regional context. Maintaining a common maritime heritage can only be effective if the general characteristics are preserved in their regional context. The past histories and heritage documentation should never be eliminated for they tell of a heritage, no matter how incorrect they may seem.

Each Maritime Atlantic Cultural Centre will have these key features:

A building located in each location;

- It will provide a site for the storage, collection, and access to historical materials (archival, oral, 3-dimensional, illustrated and evolving with preservation technologies).
- It will provide meeting and living space for invited visitors
- It will provide space for training students in various disciplines
- It will maintain a maritime (and maritime-related terrestrial) archaeological facility
- House an administrative staff with knowledge of archival disciplines and referral relationships
- Provide an interactive website as an all-Centres continuous contact
- Maintain an autonomous or semi-autonomous status in the host nation to insure Atlantic-wide objectivity

Connection

The concept of a Maritime Atlantic Cultural Centre is that of a support platform and conduit for conducting Atlantic maritime heritage, history and archaeological investigations. Each partner will share the basic goal of encouraging the identification, investigation, and recognition of historical maritime links that have originated from the African continent and moved upon the Atlantic Basin and its tributaries.

Creating A Plan of Action

- To create Maritime Atlantic Cultural Centres we need local support and affiliations
- We need initial funding for the establishment or extension of Centres
- We need sustained sources of funding to maintain programmes
- We need local:
 - administration
 - legal advisors
 - charitable status
 - marketing, correspondence
 - sustainability projects
 - social accessibility
 - documentation systems
 - archival recording
 - programme resources



Black Folk Don't Sail

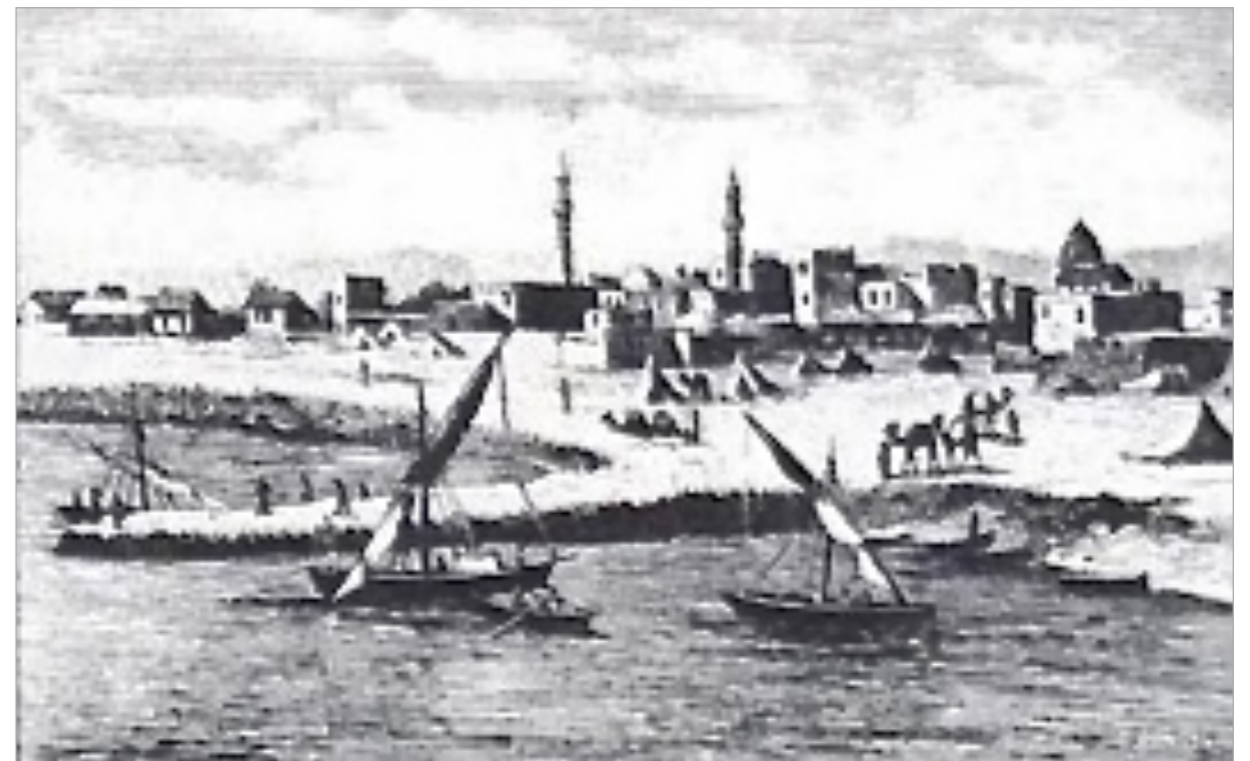
The reason that sailing has not been more accessible to Afro-Atlantic people has its place in not too distant history. Before the American Revolution over 80% of British America's commercial vessel transportation crews were African Descendant. This percentage was minimally reduced until the American Civil War, where it increased. But at the cessation of that struggle African Descendants were replaced in the embittered Southern States by those European-Americans who had fought and lost but had no employment. Maritime employment for African Descendants reduced itself from the roles as Captains to the more serving roles of stewards, waiters and chefs. As steam took over the average African-American mariner was put into those serving positions or put ashore. Still, in the United States of America, the last commercial sailing vessels were mainly crewed by African-Americans and other minorities, with the Chesapeake Watermen becoming the last purely sailing commercial fleet as almost completely African-American. I might add that the first sailing school vessel, Wanderbird, was also crewed by African-Americans on their voyage around Cape Horn.

Today, this remembrance of a lowly status in the maritime trades has prevailed, with no promoted historical references to any important maritime endeavour by those in the African

Diaspora. Our contributions to a maritime legacy start with the first people to push off from African shores to populate the world.

Correcting the mis-telling of our historical foundation aboard sailing vessels, as well as an introduction to a variety of career opportunities in the sailing world are the strongest elements in our reasons for creating The African Race.

The Routes of sailing and our Roots came from Africa.



Why Sponsor a Vessel, a Crew or a Passage in The African Race?

The African Race is a Sports Market Opportunity

Sports sponsorship is estimated at about \$30 Billion per year. The largest source of revenue created by one sporting event is the America's Cup. Other large regattas do not approach the amount generated by the America's Cup but their sponsorship donations and investments are moving up the scale due to the advances in technology that are being created by sailing competitions as witnessed by the 2013 America's Cup broadcasts.

One reason that it has taken so long to establish sailing competitions as a more broad based sports attraction with the media is the historical fact that yachting was an amateur sport of the more privileged classes. Since the Great Depression and the advent of sailing cruising in search of better prospects by individuals and families sailing has broadened its appeal and the number of sailing vessels and marinas being created gives evidence to this point.

The need for ocean racing sailors to communicate with their staffs back at their origins has created better communications and transportation instrumentation as seen in your GPS and

mobile phones. The ships of outer space have experimented with inner space ships to develop much of the communication equipment we are presently using in our automobiles. So, sailing has taken on another aura in the perceptions of the public.

But, what about the African-American sailor? There are many African-Americans who are sailing today, especially on the East Coast and the Chicago area but the per capita percentage is still small. But, that is changing with the exposure to sailing by the exchanges on something as simple as Facebook. And, there is an interest being created by both the proliferation of charitable sailing institutions offering 'inner-city' youth sail programmes, as well as those with wealth accruing wishing to see what it is all about.

The African Race sits at an historically significant place in time to benefit both and those in between who might be looking for something more than traditional sporting events to watch on television or the internet.

The advent of multimedia communications, inactive sporting programming, live-video internet linking can create a sailing population from those who were not thinking of sailing before. This can also bring about investment and employment opportunities not thought of before.

Back in 2009 in Monaco 300 top sport's decision makers met for the World Yacht Racing Forum. The Forum's Director, James Pleasance said:

'Over 1 million sailing fans visited Valencia for the America's Cup, and over 1 million fans visited Alicante for the start of the Volvo Ocean Race (around the world single-handed). These are the sort of numbers that are appealing to venues and sponsors, and we're beginning to see many more of both come in to the sport.'

Why Sponsor Sailing?

David Fuller of Pilote Media gives a great perspective on why invest in a distance sailing race:

'Imagine you have \$1 Million to spend on sponsorship. The McLaren Formula One team will take your cash and in return you will receive partner benefits, but you won't be seen on the car. For a similar budget you could own 2 sailing teams competing in 16 of the largest markets in the world.'

The African Race can provide positive:

- media value
- access to desirable audiences
- brand association
- competitive affiliation
- innovations
- environmental commitment
- sense of teamwork
- historical awareness
- promotion of research
- educational platforms
- return on investment
- goals for corporate social responsibility

Advertising

Sponsorship may range from full sponsorship with your logo on the hull, sails, mast and boom to a small sticker on the hull or boom.

Depending upon those levels of sponsorship commitment it is possible to sponsor the Open 50 from £1,000 to £750,000.

The full sponsorship will carry the name of your choice and logo on not only the boat but also on the crew's clothing, including the technical staff. Interviews will be organised on

the boat with the media and the sponsor's company logo, name and/or brand will be visible.

I might add that the logo can also be placed on the deck and strategically in positions within the cabin for the uploaded satellite video transmissions.

Media Value, Brand Association and Return on Investment

To get to the bones of sponsorship you want to know, though it might be considered a worthy event to become involved in, what is the bottom line? What does my money get for my company?

During The African Race the media attention will be both paid advertising and newsworthy reportage with daily releases issued to all mainstream media in every country on the course as well as international media updating.

Customers and potential customers will be able to track The African Race vessels live via satellite relay, and can download video that will be uploaded by the sponsored Open 50. Logos on the hull and deck, and also down below in the cabin will be selectively positioned for underway video uploads.

The Demographic

Each Port Stop will have its particular focus on the influence of Afro-Atlantic maritime heritage. In some ports it will be the heavy weights of the legacy of enslavement and in others the prosperity that the skills of the mariner sustained and transformed the conventional concepts of their day. There is such a range of Afro-Atlantic history and heritage that has not been applied to a local or international public that the seminars and events that The African Race will stimulate is on its own a reason for being.

We will be focusing upon our youth more than the academic in our Port Stop presentations. We invite celebrities to join our crews and our activities so that there might be a receptive audience who might learn from the programmes, as well as enjoy and even participate in what is the first organised sport on our planet, sailing.

The African Race will not only assist bringing invisible histories into view it will also be its own historic monument to humankind's movement around this world. These crews will circle the North Atlantic Ocean, essentially along the so-called Triangular Route that had the Middle Passage as its connecting route from Africa to the Americas. The African Race will use that Middle Passage to point out to pre-Columbian voyages that also connected Africa with the

Americas. Since we are all of African ancestry we only invite those to join The African Race who will acknowledge that ancestry and show a willingness to address a world history from that perspective.



Media Coverage

We will provide an innovative communications programme focusing not only history and heritage but on the crews in the race, promoting their personalities and stories through imagery and content that engage with the media and audiences beyond just sailing, sports and entertainment.

We will provide a broadband televised platform with documentary and consistently regular video content

We will have images that are downloaded from the online picture and video gallery of The African Race footage

A Marketing-Media Team will be provided by The African Race organisers

We will provide an onboard communication package including Livewire video links, cameras and airtime budget to encourage content and televised news links

We will provide event planning creating imagery and scenes that brings the crews closer to the public and promotes your strong historic brand promise of The African Race

Media Impact

The African Race Marketing-Media Team plans on reaching over 12 million viewers in 29 territories

Televised series:

| | |
|------------------|---------------|
| Total Markets | 29 |
| Total Broadcasts | 1,000 |
| Total Coverage | 450 hours |
| Total Audience | 12 million |
| Total Ad Value | \$ 12 million |

Each of the 18 legs will be broadcast as an episode.

Each of the 17 Port Stops, with educational programmes will be broadcast as an extension of the Arrival Leg

The key to the success of The African Race will be the quality and effectiveness of media relations around the North Atlantic Basin routing.

The Marketing-Media Team will manage an international network of dedicated media relationship agencies and celebrity publicists in every key territory, including skipper home nations and countries hosting Port Stops.

The African Race Marketing-Media Team plans on publishing English language print articles for at least 15 territories in excess of 150 million potential readers.

Summary of Marketing Points

Weightiness of media interest in a noble uniqueness of this type of race with its overall aim and focus.

Open 50 campaigns are already popular with the general public

The African Race can broaden the appeal of sailing racing to more specific potential viewers by presenting crews that tap into the relatedness of our international community

Invitations for the followers of sports and entertainment celebrities to visually accompany them on ocean passages allows the invitation to both appreciate our history and heritage under sail and to entertain the concept of getting aboard and experience sailing first hand

This type of international broadcast uploading has been in place and is a proven source of public media consumption

Sailing vessels, especially the sexy Open 50s, are mobile billboards with an attractiveness that maintains eye-contact

All footage will be rights free for editorial use

Our website objective is to maintain simplicity and attractiveness for a newer audience and the active racing follower

The website will present multi-channel content in key languages to an international audience

The key to the success of The African Race will be the quality and effectiveness of media relations around the North Atlantic Basin!

More maritime history at

<http://herossea.blogspot.co.uk>

Open Class Racing:

<http://www.youtube.com/watch?v=OL2jT-wz4bg>

SeaMaster (UK) training,

<http://www.youtube.com/watch?v=7U3055jGAZA>

For Sale:

“Truth(formerly Pegasus)”

\$195,000.00

<http://www.owenclarkedesign.com/Open50Pegasus>

Nanuq- \$185,000

[http://www.owenclarkedesign.com/
open_50_nanuq_ex_newcastle_australia_for_sale](http://www.owenclarkedesign.com/open_50_nanuq_ex_newcastle_australia_for_sale)

no name- 95,000 Euros

<http://ayc-yachtbroker.com/open-50--imoca-for-sale-326>

Gryphon Solo- \$193,000

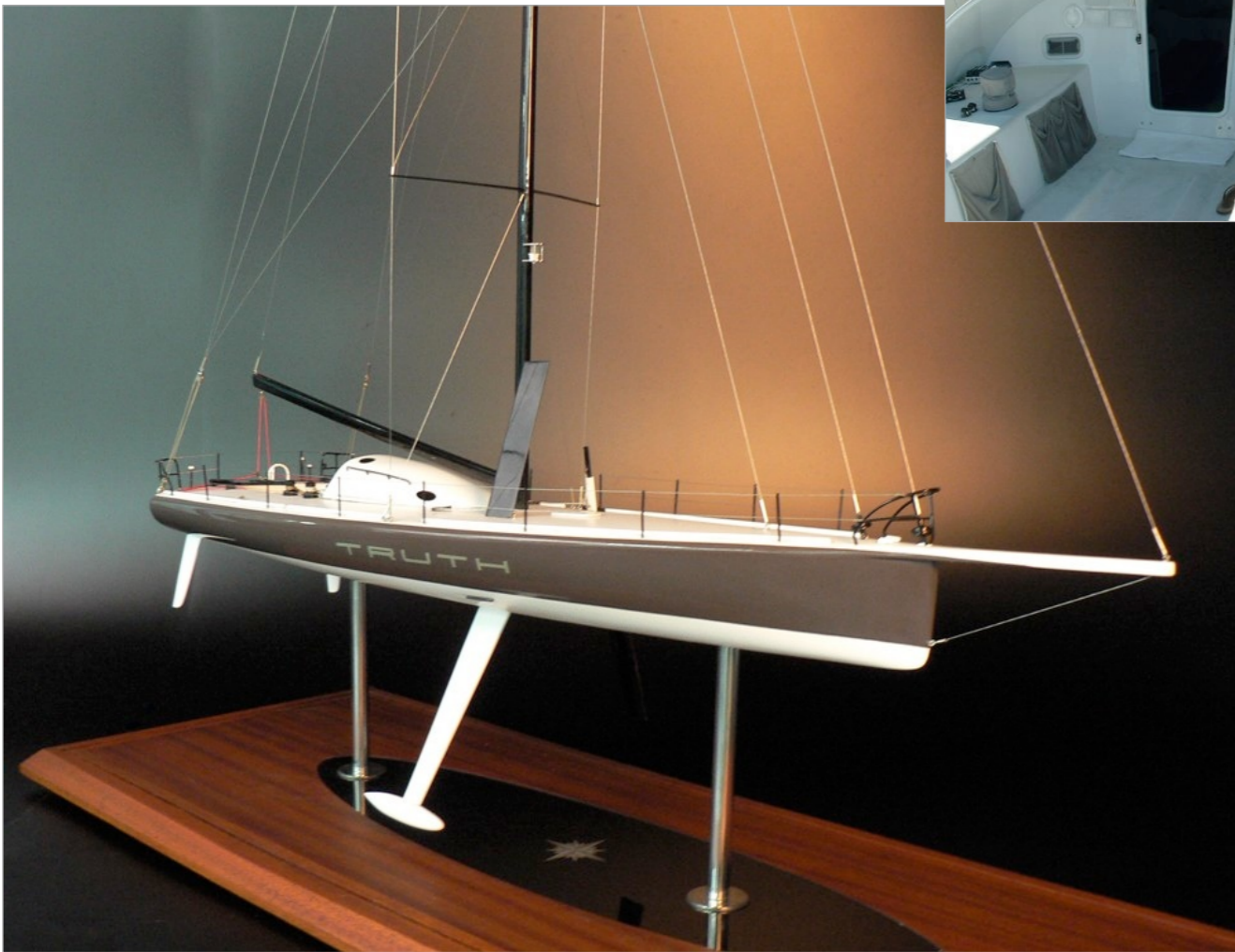
<http://www.luxuryatch.com/1997-groupe-finot-imoca-open-50/>

Azawakh- no price listed (charter)

<http://www.open50.com/english/racing-yacht-azawakh-v/>

<http://www.open50.com/english/skipper-david-guignard/>





The African Race sails through the ocean of history following the continuous wake of our related cultures.



Crewing

The African Race is a premier sporting event. An ultimate challenge is to compete in this million dollar prize sailing race circumnavigating the North Atlantic aboard a class competitive sailing machine. But, more than the competition is the fact that the crew will also be representatives of the human quest for freedom through a linking together of world histories and heritages

The first step in a qualification to crew one of the TAR vessels is for the potential participant to state that they have at least one drop of African blood in their lineage.

Simple Qualifications:

To qualify for a crew position aboard one of the TAR vessels you must:

- be 18 years of age and over before the beginning of The African Race
- pay the Crew Membership Application and Training Fee
- have some basic sailing experience
- be prepared to go through theoretical and hands-on ocean race training
- be approved by both the Operations Team and the majority of others in your training crew

Crew Membership Application

There will be the maximum of a 5-person crew aboard each boat at all times. Crewing a sailing vessel in an ocean race of this length means, above all else, forging a trust in the vessel's team.

To make these positions more accessible for TAR vessels we are not requiring a long history in sailing, relying upon the training to fulfill the basic knowledge of the skills involved.

This is generally a level playing field for most of the applicants who will be sailing these particular types of vessels on the distances over blue water that are the course passages. Ocean sailing requires an open and practical mindset with the skills always being learned.

An intensive training period has to be accounted for by the applicant and the usual time in their private lives set aside during the period of the training. The training will be aboard the vessel on a 24-hour basis.

It is always helpful to know how to swim but that is not a part of the requirements. The first man to sail alone around the world, who was an experienced tall ship mariner, did not know how to swim.

We encourage those who are termed physically disabled to apply and take the training. There will be no special treatment for the physically disabled aboard the vessels so methods to make the vessel more comfortable should be considered by the applicant.

One of the main focusses of The African Race is to encourage our youth to become involved with the research, documentation, preservation and presentation of the maritime history and heritage that begins with the African migration that eventually populates the world. Unfortunately, we cannot allow youth under the age of 18 to participate due to varying legal and insurance requirements. But while in our stop-over ports youth, under the age of 18, will be allowed access sail training aboard the TAR vessels.

If accepted as a Crew Member the Crew Membership Application and Training Fee will be included in the Crew Member Fee.

Crew Membership Fees

Once the prospective Applicant is accepted as a Member of a specific TAR vessel Crew there will be a fee for joining the crew for the whole circumnavigation or passages within the routing of the 18 passage courses.

The individual Crew Members will be responsible for the roundtrip air travel to and from the vessel port. This can be arranged by TAR if needed.

All Crew Members must agree to assist TAR functions which might include sailing demonstrations, exhibition of vessels, media conferences, speaking assignments, etc. Local transportation to and from the TAR vessel and designated functions, exhibits, tours and airports will be provided by TAR.

Accommodation and meals aboard the assigned TAR vessel will be provided during the entire duration of the assigned passage(s).

Product advertising, outside TAR sponsorships, on TAR vessels and Crews must be approved by the TAR Operations Team, but is generally encouraged.

Assistance in gaining sponsorships, grants or any form of funding, promotion, materials and equipment will be awarded a % finders fee.

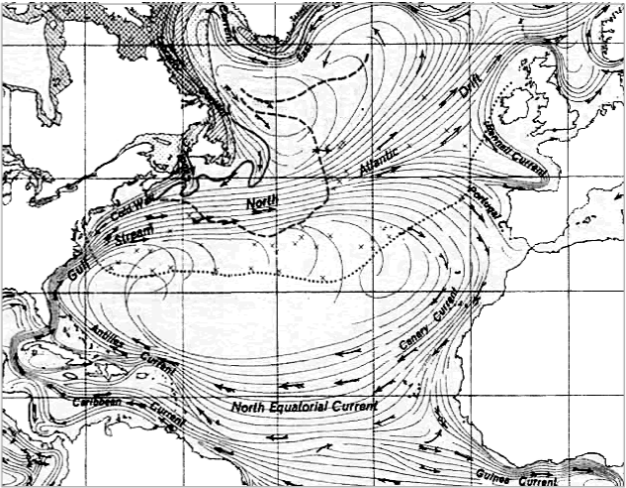
The African Race passage related medical aid will be provided by TAR.

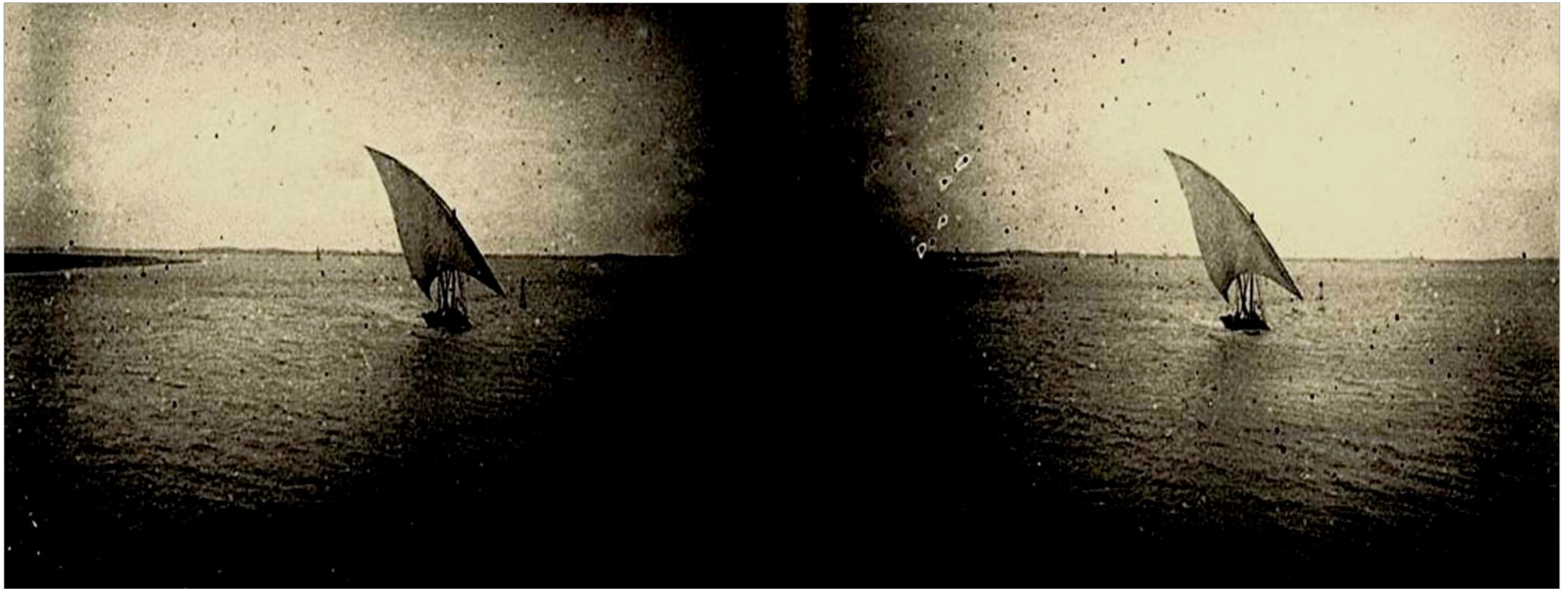


Itemised Leg Fees:

| | | |
|-------|------|----------|
| 1 | Leg | \$ 5,000 |
| 2 | Legs | 7,500 |
| 3 | “ | 10,000 |
| 4 | “ | 12,500 |
| 5 | “ | 15,000 |
| 6 | “ | 16,000 |
| 7 | “ | 17,000 |
| 8 | “ | 18,000 |
| 9 | “ | 19,000 |
| 10 | “ | 20,000 |
| 11-17 | Legs | 25,000 |
| 1-17 | Legs | \$30,000 |

A Crew Sponsor can substitute Application Successful Crew Members in an overall 1-17 Legs Fee. The Crew Members can trade places at any time during The African Race if the 1-17 Legs Fee is paid.





Summary

The African Race is a premier sailing race. The goals of this event move along the curved horizon of our planet in the manner in which our ancestors explored and migrated to form the cultures that we know through histories that have usually been put in the plane horizon of a nationalistic description of a small portion of time. This, unfortunately, gives us a plane view of our own horizons of this world and to a large degree subdues the dynamic motivations of the adventurer.

The African Race stimulates our spirit of adventure. The goals bring together people from different cultures into an area never before explored as is the natural state of the sea. They navigate and are in control of their lives in a literal sense as is the way of the sea. Veteran and newly formed skills are combined to safely transport adventurers through whatever comes their way as happens with the sea. They learn to blend with the forces that they cannot control in the midst of the sea. And this is communicated worldwide through our use of the ultimate method of migration in the form of internet air waves.

The African Race trains and teaches using those who come into contact with, support, manage, ally, condone, navigate, rig, construct and communicate what it represents- Linking Heritage With Borderless History

JOIN US