



ROYAL LANGKAWI INTERNATIONAL REGATTA

20-25 JANUARY 2025

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21ST

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#RLIR2025



The Royal Langkawi International Regatta History

The Royal Langkawi Yacht Club (RLYC) was established through the exuberant efforts of our Founder Chairman and 1st Commodore, the late Y.A.M. Tunku Tan Sri Abdullah Ibni Almarhum Tuanku Abdul Rahman whose passion for sailing led him to establish sailing sports in Malaysia and in the Asian region. The RLYC has something for everyone; a modern 234 wet berths including 6 berths for mega-yachts, trendy restaurants serving international and local fare, luxury boat charters and poolside barbeques. Affiliations with some of the regional regattas, namely the Raja Muda Selangor International Regatta and Blue Water Rally are some of the sailing events that derived RLYC to have its own regatta organised at Langkawi. This brought about the advent of the Royal Langkawi International Regatta (RLIR) which took sail in 2003.

RLIR was inaugurated in 2003 by the Former Prime Minister of Malaysia, Y.A.B. Tun Abdullah Hj. Ahmad Badawi. The inaugural regatta in 2003 has grown as one of Asia's premier regattas and is part of the Asian Yachting Circuit Grand Prix. Sanctioned by the International Sailing Federation (ISAF) and Malaysian Sailing Association (MSA).

The idea for the RLIR was mooted from the desire of the RLYC to develop a new world-class international event in Langkawi. Over the past 20 years, the RLIR has attracted world-class sailors from the United Kingdom, Australia, New Zealand, Hong Kong, Philippines, Thailand and Indonesia and in time, developed into a world-class event that would attract the cream of the world's sailors.

The uniqueness of RLIR is that the races are all held in the idyllic waters of Langkawi including a day of races at the Kuah Harbour and offshore racing. In addition, we are one of the few regattas in Southeast Asia that provides full berthing facilities throughout the week of RLIR. The duty-free status enjoyed by Langkawi Island is also another reason for yachts to participate as it has provided as a stop-over for provisioning and shopping before the departure to the next port of call/race circuit.

The Prime Minister's Challenge Trophy – the most sought - after prize – will be presented to the winning team from the Racing Class yachts, followed by the LADA-IRC Challenge Trophy, the Langkawi Sports Boat Trophy and the Malaysian Multihull Challenge Cup, all temptingly screened for champions to compete for.

The "Tunku Abdullah Sportsmanship Award" as was introduced in 2009, will be presented for the best team, both on water and land, in memory of the late Founding Chairman and the first Commodore of the Royal Langkawi Yacht Club (RLYC), Almarhum Tunku Tan Sri Abdullah Ibni Almarhum Tuanku Abdul Rahman.

ASIAN YACHTING CIRCUIT (AYC) 2024/2025

Regatta	Country	Schedule of Event	No. Crew	No. Yachts
Raja Muda Selangor International Regatta	Malaysia	15 – 23 Nov 2024	250	30
Phuket King's Cup Regatta	Thailand	30 Nov– 7 Dec 2024	500	60
Royal Langkawi International Regatta	Malaysia	20 – 25 Jan 2025	250	30
Singapore Regatta	Singapore	14 - 16 Feb 2025	250	30
The Bay Regatta	Thailand	19 - 23 Feb 2025	250	30
Koh Samui Regatta	Thailand	24 - 31 May 2025	250	30

SCHEDULE OF EVENTS

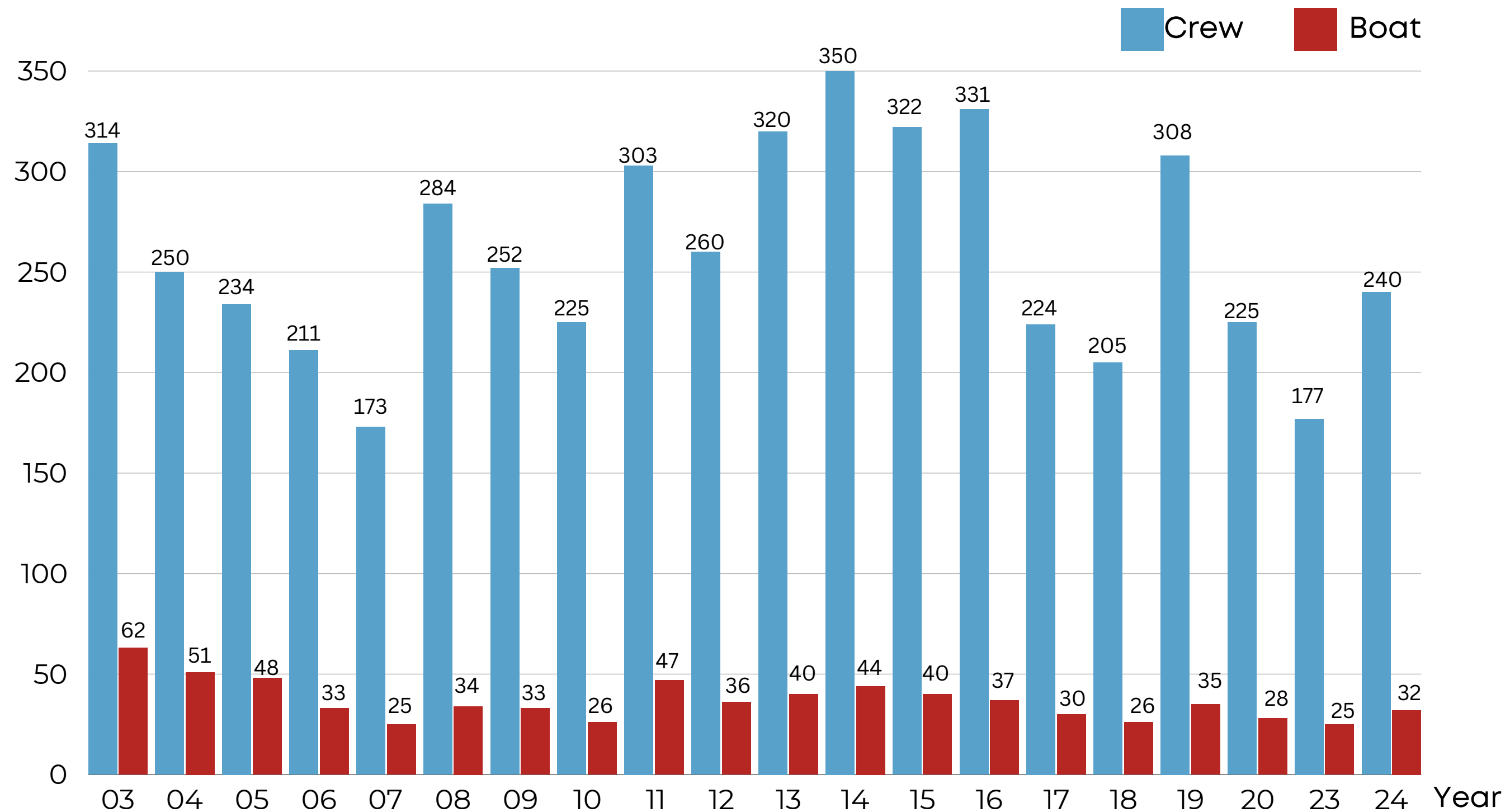
Date	Time	Programme
20th January (Monday)	9.00am - 5.00pm 2.00pm 5.30pm 6.00pm Evening	Registration and sail measurement Practice race at Kuah Harbour (first warning signal 1400) Skipper's briefing Media briefing Free and easy
21st January (Tuesday)	9.30am 7.30pm	Race Day 1 - all classes (first warning signal 0930) Opening Ceremony and Race Day 1 Prize Presentation
22nd January (Wednesday)	9.30am Evening	Race Day 2 - all classes (first warning signal 0930) Free and easy
23rd January (Thursday)	9.30am 4.00pm Evening	Race Day 3 - all classes (first warning signal 0930) Race Day 2 and 3 Prize Presentation Free and easy

SCHEDULE OF EVENTS

Date	Time	Programme
24th January (Friday)	9.30am Evening	Race Day 4 - all classes (first warning signal 0930) Free and easy
25th January (Saturday)	9.30am	Race Day 5 - all classes (first warning signal 0930)
	5.30pm	Race Day 4 and 5 Prize Presentation
	7.30pm	Closing Ceremony, Overall and Grand Prize Presentation



DATA OF PARTICIPANTS (2003-2024)



PARTICIPATION



Objective:

- The 21st edition of RLIR will have approximately 30-35 teams participating.
- Focus countries: South East Asia, Asia Pacific, China, Hong Kong, Europe and America.
- More participation for youth in sailing and the international teams.
- Participation in regional yacht events.
- Putting sailing sports in Langkawi onto the world sailing map.

Campaign:

- Participate in the Asian Yachting Circuit (AYC) and distribute marketing materials, entry forms and incentives for the RLIR.
- Promote early bird registrations.
- Advertise on TV, yachting magazines, newspapers, YouTube and social media; TikTok, X, Facebook and Instagram.
- Distribute RLIR posters to Malaysian and Regional Yacht Clubs.



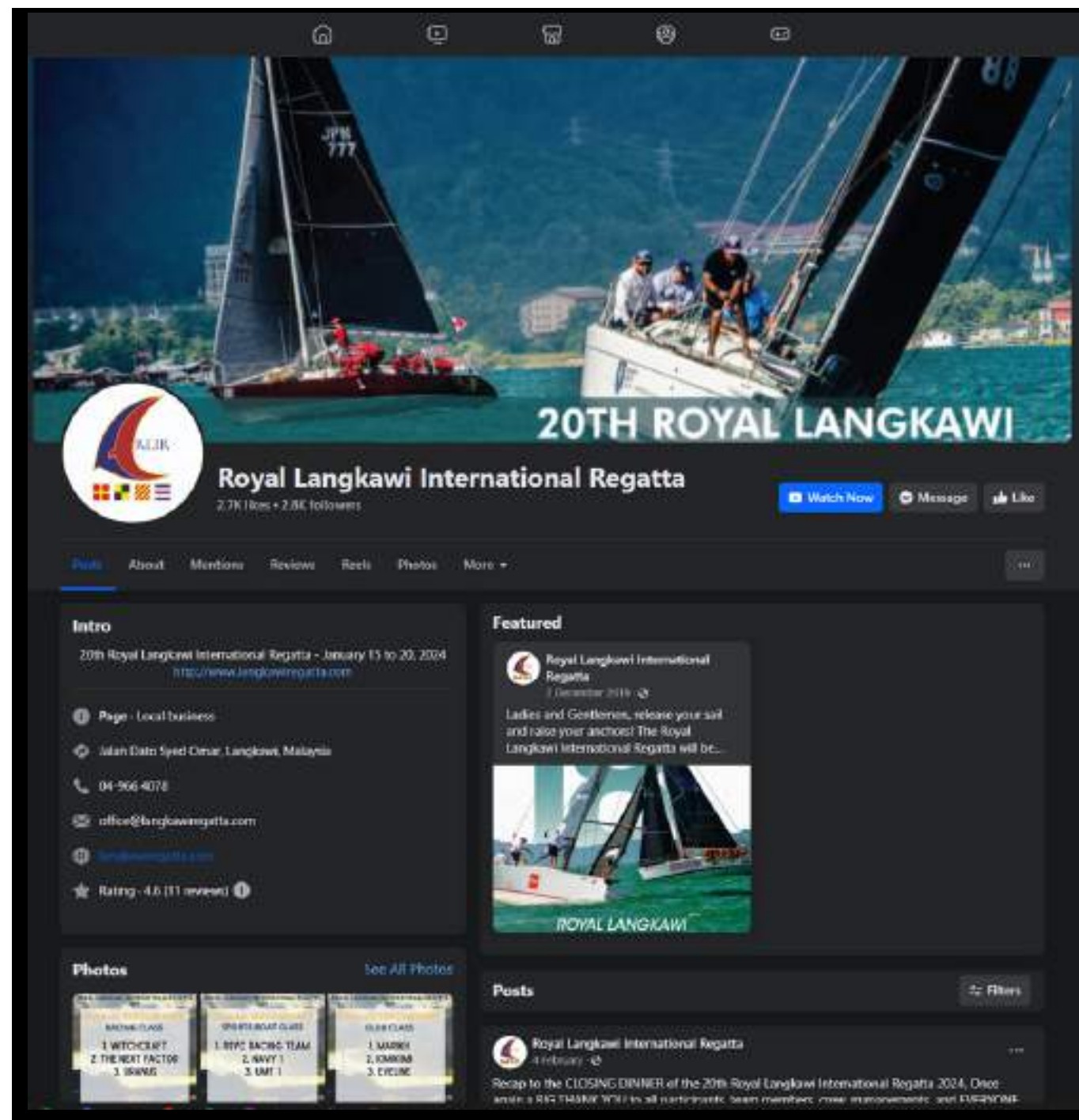
Globally, sports tourism is recognised as one of the upcoming tourism markets with significant economic potentials. In Langkawi, it is an important income generator in the tourism industry and is supported by a broad global audience as sporting events usually attract domestic and international participants.

Revenue generated ranges from accommodations, food and beverages, ticket sales, sponsorships, media rights to merchandising and garment production.

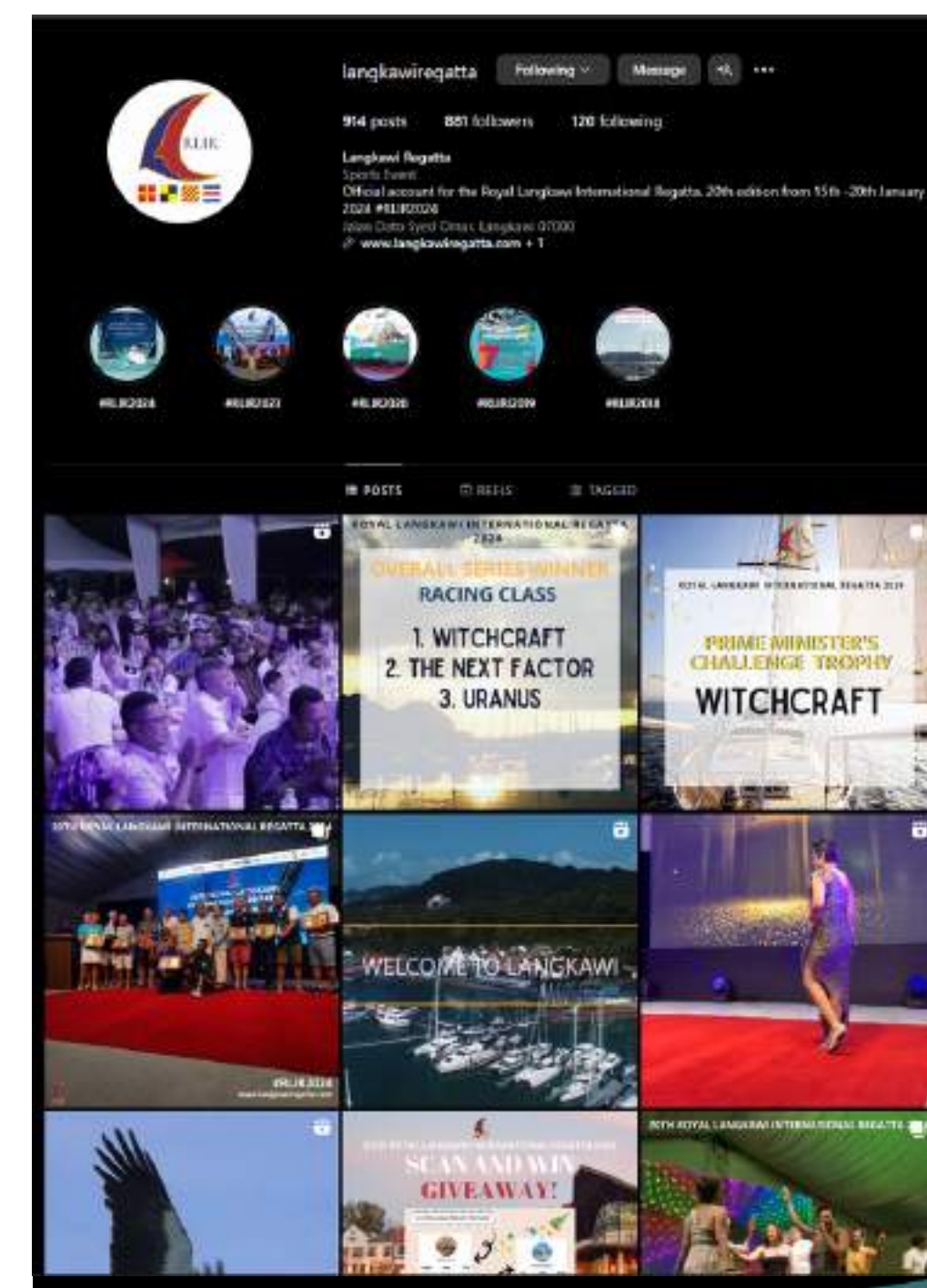
ADVERTISING & MARKETING

Social Media/Website/YouTube

The main focus of our marketing and advertising platforms is to encourage consistent engagement, interaction and exchange of information



Facebook



Instagram

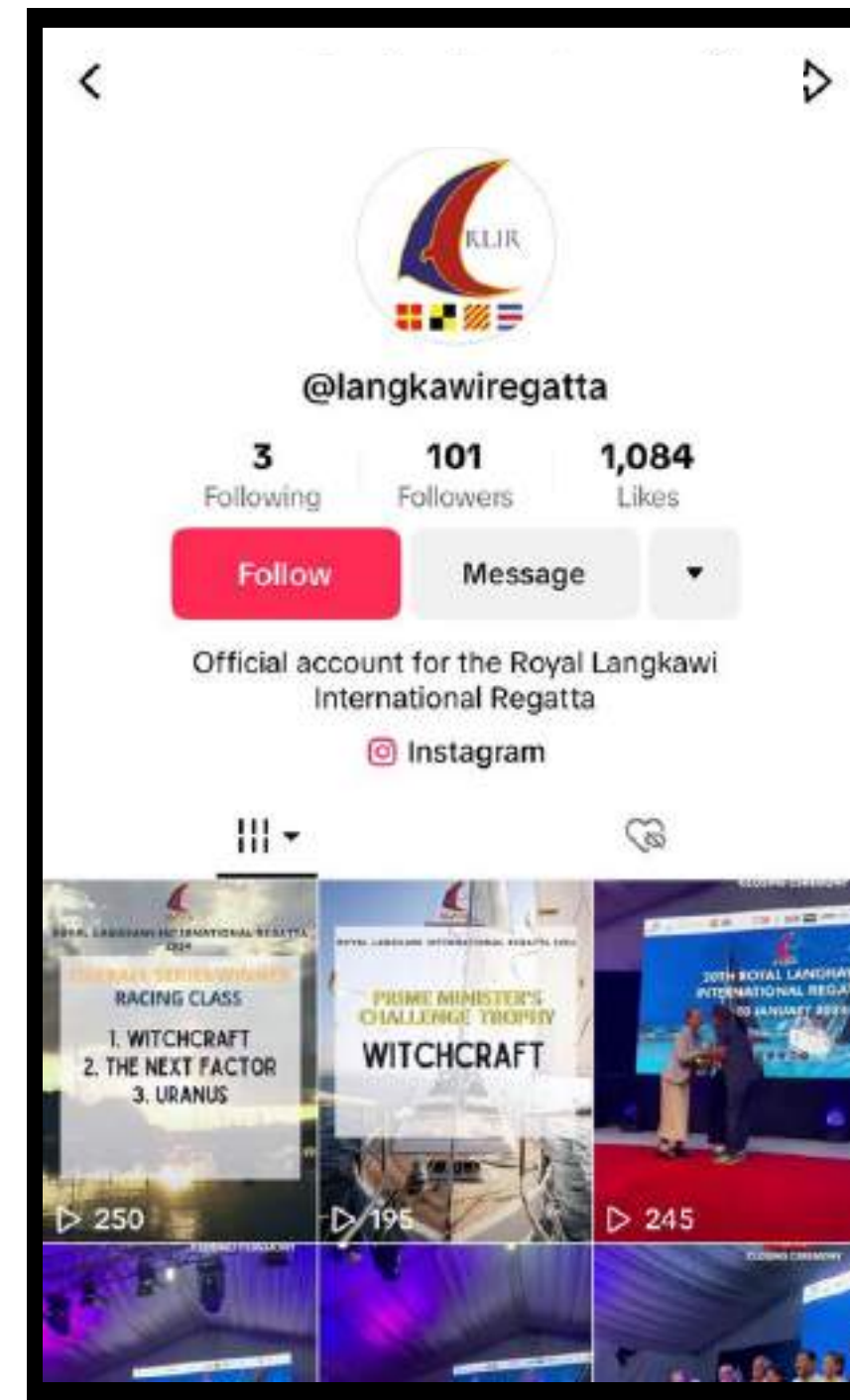
ADVERTISING & MARKETING

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X

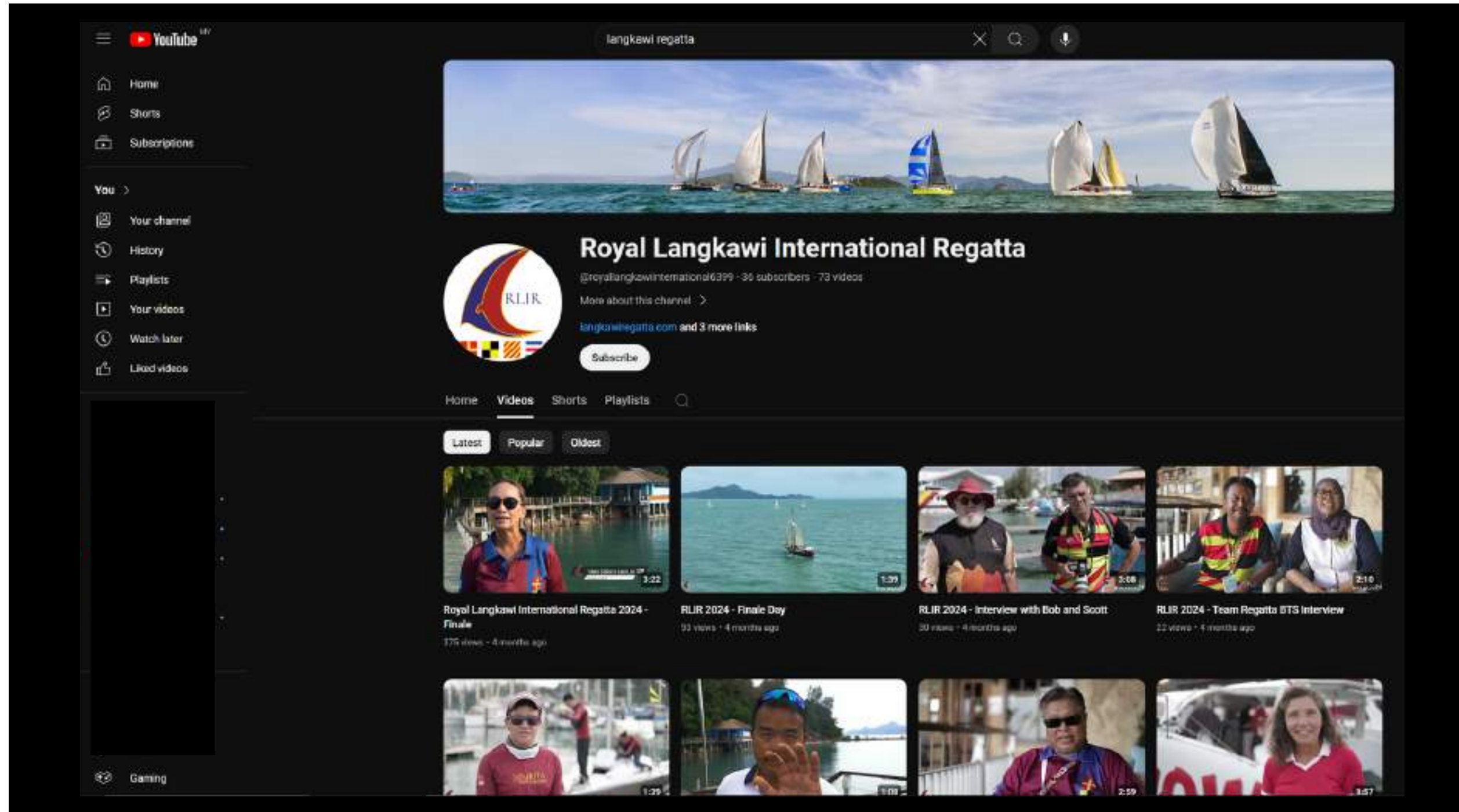


TikTok

ADVERTISING & MARKETING

Social Media/Website/YouTube

The main focus of our marketing and advertising platforms is to encourage consistent engagement, interaction and exchange of information



YouTube



BROADCAST MEDIA

TV



- The RLIR garners significant media attention from both electronic and print sources.
- The regatta has been featured in both Malaysian and international media.
- 6 days campaigns; featured in the sports sections of both broadcast and print media.

RADIO



- Broadcast in the English language.
- Interview slots are aired on TRAXX FM Radio
- Live cross-over to TRAXX FM Radio - highlight of the event.
- Online promotion on TRAXX FM social media platform and YouTube.



LOCAL MEDIA

BULETIN

Google Ads Start advertising smarter, not harder.

SUKAN

Witchcraft unggul RLIR 2024

20 Januari 2024, 6:12am

26 views

Share Tweet Share Email



30TH ROYAL LANGKAT INTERNATIONAL REGATTA 2024

RLIR2024

Photo: Hamzah Osman

LANGKAWI: Pasukan Witchcraft dari Hong Kong yang diketuai Nick Burns, muncul juara baharu bagi kelas utama - Racing, Perlumbaan Regatta Diraja Antarabangsa Langkawi (RLIR) 2024 yang berakhir hari ini.

Sepanjang lima hari perlumbaan, Witchcraft mendominasi 30 perlumbaan berturut-turut untuk membawa pulang trofi Cabaran Perdana Menteri.

Aksi kompetitif pasukan itu diteruskan pada kedua-dua perlawanan yang berlangsung hari ini di perairan timur Langkawi bagi memastikan mereka berada di puncak kedudukan keseluruhan dengan sembilan mata perolehi. Pasukan dari Kelab Kapal Layar Diraja Selangor (RSYC), The Next Factor di kemudi Ruff Heeders muncul naib juara dengan 18 mata manakala pasukan Tentera Laut Diraja Malaysia, Hazeus Hazeus, 27 mata ketiga.

Metro

SUKAN LAIN

Tiupan angin kuat hangatkan RLIR 2024

Oleh Hamzah Osman
sukan@metro.com.my



PELAYAR melewati pasukan Mela Hari membuat persediaan akhir untuk menyertai perlawanan Regatta Diraja Antarabangsa Langkawi (RLIR) 2024 di Kelab Kapal Layar Diraja Langkawi (RLYC). FOTO HAMZAH OSMAN.

Langkawi: Ramalan berlaku tiupan angin kuat bakal menghangatkan Regatta Diraja Antarabangsa Langkawi (RLIR) 2024 yang dijadual membuka tirainya di perairan Langkawi, esok.

Pengarah Eksekutif Kelab Kapal Layar Diraja Langkawi (RLYC), Azlan Abdullah berkata, fenomena positif cuaca itu dapat dilihat bermula sejak awal minggu lalu.

astro

astro fibre

Witchcraft terus penguasaan di RLIR 2024

6 Januari 2024, 11:01 AM MYT



Witchcraft mendominasi perlawanan kategori utama selepas dua hari berancang, sekali lagi menegakkan tiga pasukan dari negeri 'The Next Factor', Unus dan Dahai' - Yachtclub Royal Langkawi International Regatta.

LANGKAWI: Pasukan Witchcraft dari Hong Kong terus mengungguli kategori Racing selepas memenangi tiga perlawanan berturut-turut pada hari kedua Kejohanan Regatta Antarabangsa Diraja Langkawi (RLIR) 2024 di sini semalam.

Witchcraft, diketuai Nick Burns, mengumpul dua mata perolehi selepas memenangi perlawanan pertama dan kedua pada Selasa, memperolehi enam mata selepas menang untuk berada di kedudukan pertama dengan lapan mata perolehi.

Perlawanan ini diadakan di perairan timur Langkawi, dan akan berakhir esok dengan pertandingan di perairan timur.



Pasukan diketuai Nick Burns yang mengemul kapal dari Hong Kong itu mengatasi tiga lagi pasukan dalam kategori berkenaan termasuk dua pasukan tempatan, The Next Fearless dari Kelantan dan Perahu Layar Diraja Selangor (RSYC) dan Uranus mewakili Terengganu (out Diraja Malaysia (MBOB)).



LOCAL MEDIA

B English Malay 中文 Arabic Español தமிழ்

General Business Crime & Courts Politics Sports Region World More Micro

SPORTS

WITCHCRAFT CLINCH VICTORY IN RLIR 2024 RACING CLASS

17/01/2024 07:56 PM

SARAWAK TRIBUNE

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Witchcraft of Hong Kong tops day one of 2024 Langkawi regatta

TODAY NEWS

Sport

Witchcraft of Hong Kong tops day one of 2024 RLIR

17-01-2024 07:08 AM

Pix for representational purposes only- Credits: Royal Langkawi International Regatta

LANGKAWI: Team Witchcraft from Hong Kong displayed superior agility and poise to win the first and second Racing class races on the opening day of the 2024 Royal Langkawi International Regatta (RLIR) today to secure top position.

Today's excellent wind speed allowed the team led by Nick Burns to take the lead after picking up just two penalty points from two races in the Kuah Harbour Race which started at the Royal Langkawi Yacht Club (RLYC) here.

"Great races so far because it's just day one, and we have lovely winds and hope for the next races to get good wind speed as well. Today, winds were around 10 to 15 knots, which was perfect for sailing and that helped us to lead the race in our sailing category.

"(We see) One boat, The Next Factor from Malaysia, as our competitor. Me and the other boat skipper (we) are very competitive, so was a fun race today. While two other boats from Malaysia, Uranus and Zuhai, we had fun with them but they are not our competitors, plus we get better handicap compared to them," Burns told Bernama here today.

He said no team can predict tomorrow's race and beyond but he is hoping for good weather and wind conditions to allow his team to continue recording good results and continue to be in first position for the Racing class.

Meanwhile, the Mata Hari team from Malaysia, who were the champions of the IRC1 class last year, were only able to achieve second place with four penalty points for the class after failing to overcome the greater Cha Chan team from Japan who collected two penalty points.



INTERNATIONAL MEDIA



Sea
Yachting
(Thailand)



Fragrant
Harbour
(Hong Kong)



MEDIA PARTNER



REACHING 974 MILLION HOUSEHOLDS ACROSS 166 COUNTRIES

Documentary + Daily Highlights (6 days)

- Filming the on-shore activities, the races with sea-level cam/onboard cameras/balloons (aerial filming) and interviews.
- Raw footage for TV use immediately after races.
- Documentary of 10'00" with English voice overs.

Online Media

- Distribution of the daily highlights to more than 50 online sailing media.
- Distribution of the documentary films to online media & online web-channels.

TV Distribution

- Distribution of the raw footage, daily highlights and documentary film to national broadcasters/international TV channels.
- Inclusion of a session in the INSIDE SAILING TV shows.

INTERNATIONAL TV CHANNELS



PACKAGE A – TITLE SPONSOR

MINIMUM CASH SPONSORSHIP OF RM500,000.00

SPONSOR BENEFITS

- The event will carry the Title Sponsor's name and logo before the event's name.
- The final race day (race day 5) will be named after the Title Sponsor.
- Title Sponsor to present a special token to the winner of the Prime Minister's Challenge Trophy or The RLYC Commodore's Challenge Cup at the closing dinner ceremony.
- Sponsorship materials will carry the logo of the Title Sponsor on buntings, banner, race marker (buoy sticker), Regatta merchandise (t-shirts), main stage backdrop and press conference backdrop.
- Closing dinner will be hosted by the Title Sponsor.
- Entitlement of 4 hotel rooms (2 nights of each room) at Ramada by Wyndham Langkawi Marina Hotel.
- A viewing yacht will be made available for the Title Sponsor and their invited guests with F&B facilities.
- The Title Sponsor will be invited to press conference.
- Allocation of dinner table for opening dinner and closing dinner. 4 tables at each dinner.



PACKAGE B – GOLD SPONSOR CASH SPONSORSHIP OF RM300,000.00

SPONSOR BENEFITS

- The first race will be named after the Gold Sponsor including the prize presentation and opening dinner. Race prizes to be presented by Gold Sponsor.
- Sponsorship materials will carry the logo of the Gold Sponsor on buntings, banner, race marker (buoy sticker), Regatta merchandise (t-shirts), main stage backdrop and press conference backdrop.
- Entitlement of 3 hotel rooms (2 nights of each room) at Ramada by Wyndham Langkawi Marina Hotel.
- A viewing yacht will be made available for Gold Sponsor with F&B facilities.
- Allocation of dinner table for opening dinner and closing dinner. 3 tables at each dinner.



PACKAGE C – SILVER SPONSOR

CASH SPONSORSHIP OF RM200,000.00

SPONSOR BENEFITS

- One race day will be named after the Silver Sponsor including the prize presentation. Race prizes to be presented by Silver Sponsor.
- Sponsorship materials will carry the logo of the Silver Sponsor on buntings, banner, race marker (buoy sticker), Regatta merchandise (t-shirts), main stage backdrop and press conference backdrop.
- Entitlement of 2 hotel rooms (2 nights of each room) at Ramada by Wyndham Langkawi Marina Hotel.
- Allocation of dinner table for opening dinner and closing dinner. 2 tables at each dinner.

A background image of a sailboat with a crew on deck, sailing on the water. The boat is white with a dark sail. The crew members are wearing white shirts and caps. The boat is moving through the water, creating a wake.

PACKAGE D – BRONZE SPONSOR

CASH SPONSORSHIP OF RM100,000.00

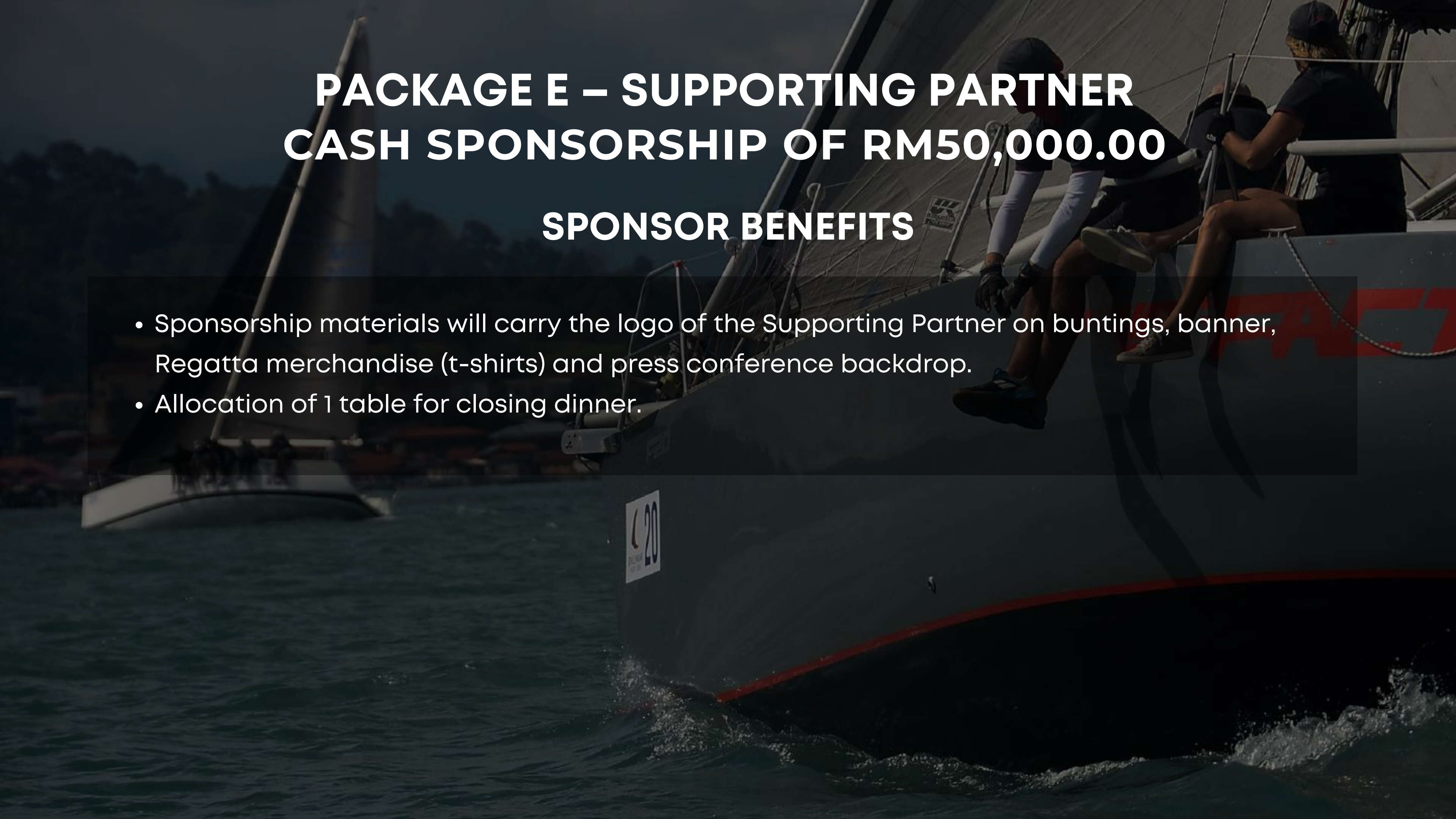
SPONSOR BENEFITS

- One race day will be named after the Bronze Sponsor including the prize presentation. Race prizes to be presented by Bronze Sponsor.
- Sponsorship materials will carry the logo of the Bronze Sponsor on buntings, banner, race marker (buoy sticker), Regatta merchandise (t-shirts), main stage backdrop and press conference backdrop.
- Entitlement of 1 hotel room (2 nights of each room) at Ramada by Wyndham Langkawi Marina Hotel.
- Allocation of dinner table for opening dinner and closing dinner. 1 table at each dinner.

PACKAGE E – SUPPORTING PARTNER CASH SPONSORSHIP OF RM50,000.00

SPONSOR BENEFITS

- Sponsorship materials will carry the logo of the Supporting Partner on buntings, banner, Regatta merchandise (t-shirts) and press conference backdrop.
- Allocation of 1 table for closing dinner.



BRANDING & MERCHANDISE



Main Stage Backdrop



Press Conference Backdrop



Notice Board Banner



Race Marker



Participants T-shirt



Bunting

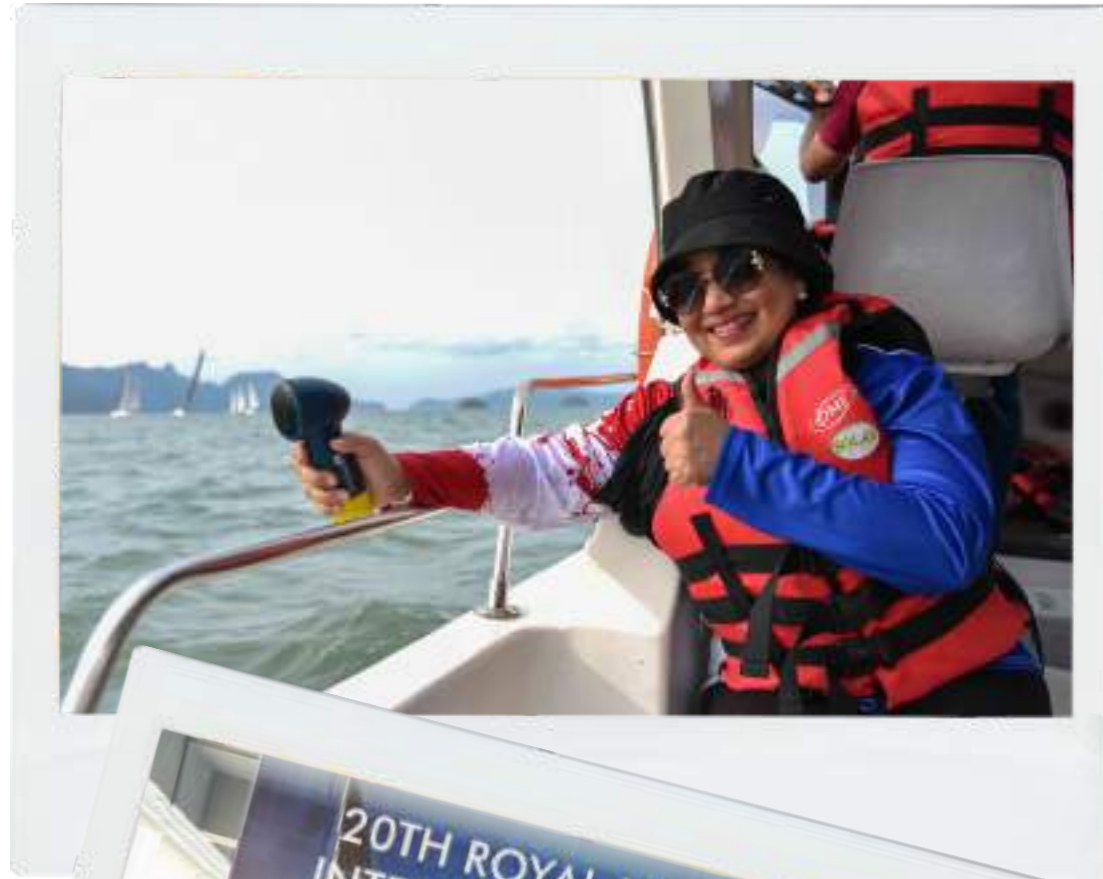


RLIR 2024 DOWN MEMORY LANE





RLIR 2024 DOWN MEMORY LANE





RLIR 2024 DOWN MEMORY LANE







THE ROYALS & VIPS ATTENDEES





THE ROYALS & VIPS ATTENDEES





THE COMMITTEE

Advisory Committee Chairperson

YM Tunku Soraya Dakhlah

Regatta Director

Azlan Abdullah

Regatta Secretariat

Nor Ashikin Fauzi

Anis Zafirah Zainal

Kartini Nordin

Regatta Comittee

Noraini Jumaat

S. Sivanesan

T Prem Kumar

Tan Chooi Ling

Zanirah Hanapiah

Ahmad Rosidi Ismail

Abdul Latif Mohammed

Mardhiah Chan Abdullah

Ezerdaine Raizal Abdul Malik



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