

TRAVEL AND HOSPITALITY

Emirates inks three-year partnership with Great Britain SailGP team

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The Great Britain Sail GP team will officially sail under Emirates's sponsorship beginning on Feb. 18. Image credit: Emirates

By LUXURY DAILY NEWS SERVICE

Dubai, U.A.E.-based airline Emirates is now the first-ever title sponsor of the champion sailing team, Great Britain SailGP.

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While competing in the international sailing competition in Sydney on Feb. 18 and 19, the Great Britain team will prominently display the airline's "Fly Better" logo on its F50 race boat, equipment, clothing and apparel. With this three-year partnership, both parties expand their efforts toward fighting climate change and promoting preservation and sustainability.

"We're delighted to announce our new partnership with one of the world's most successful sailing teams," said Tim Clark, president of [Emirates Airline](#), in a statement.

"Emirates and the Great Britain SailGP Team share common values, ambitions, and drive making this partnership a natural fit," Mr. Clark said. "Together, we'll take the sport to new levels, bring fans closer to the action, and deliver world-class experiences to customers worldwide."

"We also look forward to working closely with our partners on joint sustainability initiatives that will truly make an impact - on and off the water."

Smooth sailing

Providing sponsorship for the Great Britain SailGP team affords Emirates a number of benefits and opportunities.

This includes VIP tickets, team meet-ups, a chance for fans to act as a "sixth member" of the team, and the opportunity to meet Sir Ben Ainslie and Hannah Mills the world's most decorated male and female Olympic sailing champions. The partnership also provides the airline with an ally in its ongoing mission to reduce carbon emissions, preserve natural habitats and practice responsible consumption.

[View this post on Instagram](#)

A post shared by Emirates Great Britain SailGP Team (@sailg...)

Emirates has engaged in ongoing efforts to reduce its carbon emissions for years.

Last month, the airline completed its first demonstration flight wherein one engine was powered by 100 percent Sustainable Aviation Fuel. This was a first demonstration flight in the Middle East and North Africa to do so.

The flight coincided with U.A.E.'s "Year of Sustainability," which is a series of events throughout 2023 to demonstrate the country's commitment to providing sustainability and energy solutions ([see story](#)).

Following the Feb. 6 earthquake near the border of Turkey and Syria, the airline has also address humanitarian crises, dedicating several of its aircraft to shipping emergency supplies to those affected throughout the region ([see story](#)).

The sponsorship will continue through the rest of the current season which ends at the SailGP Season 3 Grand Finale in San Francisco from May 6 to 7, and for the next three seasons thereafter.

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