

A full-page background image showing a male sailor, Alican Kaynar, on a Nacra 17 catamaran. He is wearing a white helmet, a dark long-sleeved shirt, and black pants, and is actively pulling on a rope. The boat is on a choppy blue sea with a rocky coastline in the background under a clear sky. The text 'MEDIA KIT · 2027-2028' is overlaid in the lower-left area.

MEDIA KIT · 2027-2028

ALICAN KAYNAR

4x Olympian · Nacra 17 · Road to LA28

THE ATHLETE

FOUR OLYMPIC GAMES. TWO OLYMPIC CLASSES. ONE MINDSET.

Türkiye's Olympic sailor since London 2012. Built his career in the Finn, then reinvented himself in the foiling Nacra 17. Captain of SSL Team Türkiye and Team Manager of All In One Racing.

4

Olympic Games

4

World Cup medals

30+

Years of racing

2003

National team since



CAREER

THREE DECADES AT THE TOP

2024	4th Olympic Games · Paris · Nacra 17
2021	3rd Olympic Games · Tokyo 2020 · Finn
2020	Switch to the foiling Nacra 17
2019	Captain, SSL Team Türkiye
2017	Gold, Sailing World Cup Hyères · Finn
2016	2nd Olympic Games · Rio · Finn
2012	1st Olympic Games · London · Finn
2003	Turkish National Sailing Team
1994	First race, Fenerbahçe Sports Club





THE CAMPAIGN · TUR 7

LA28

Sinem Kurtbay helms, Alican crews and trims the Nacra 17, the foiling mixed catamaran. One goal: an Olympic medal for Türkiye.

24-27 July 2028

Nacra 17 Olympic regatta · Port of Los Angeles

THE ROAD TO THE GAMES

TWO SEASONS OF INTERNATIONAL EXPOSURE

2027

Mar	Trofeo Princesa Sofía · Palma
Apr	Semaine Olympique Française · Hyères
Jun	Kiel Week · Germany
Jul	World Championship · Gdynia
Aug	Olympic Test Event · Los Angeles
Nov	European Championship · La Palma

2028

Feb	World Championship · Tangier
Apr	Trofeo Princesa Sofía · Palma
Apr	Semaine Olympique Française · Hyères
Jun	Kieler Woche · Germany
Jul	Olympic Games · Los Angeles

Plus five ClubSwan 50 events with All In One Racing across Europe in 2027.

BEYOND THE OLYMPIC BOAT

THREE MORE STAGES FOR A PARTNER



ALL IN ONE RACING

Team Manager & Strategist on the international ClubSwan 50 circuit, TUR 5024.



SSL TEAM TÜRKİYE

Captain since 2019, leading a crew of nine in big-boat racing.



ACADEMY & TALKS

Olympic coaching, consultancy and talks on mindset and performance.

REACH · INSTAGRAM @ALICANKAYNAR

AN AUDIENCE THAT GROWS BEYOND FOLLOWERS

131K

Views in 90 days

13.6K

Accounts reached in 90 days

5K

Profile visits in 90 days

42.7K

Views on a single reel

Most views come from non-followers: racing, training and athlete-mindset content travels well beyond the existing audience. Top themes: strength training, Nacra 17 racing, the Sinem & Alican duo.

Instagram Insights, July–October 2026. Verified account.

PARTNERSHIP

YOUR BRAND ON THE ROAD TO LA28

SAIL

The most visible surface on the water and in race photography.

CAP

On every interview, podium and portrait.

RACE KIT

On-water apparel, seen in close-up action shots.

SHORE KIT

Team apparel at venues, events and media days.

Beyond branding: co-created content, talks and corporate events on mindset and performance, and partnership of the Academy and youth programme.

Packages are tailored to each partner. Get in touch to discuss.



SUPPORTERS

BUILT WITH LONG-TERM PARTNERS

Fenerbahçe Sports Club, home for 30 years. Mr. Ali Koç, on the road to London 2012. Mr. Ferit Şahenk and Doğuş Group, 2017-2024, through Tokyo and Paris. The Turkish Sailing Federation and the Ministry of Youth and Sports, throughout the years. Haliç Yelken Kulübü, at the heart of the LA28 campaign.

TODAY

M A G I C \ M A R I N E



**Haliç Yelken
Kulübü**

LET'S TALK

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