

VENDÉE GLOBE

START
10-11-12

Vendée Globe 2012/13

Official Partner



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- Principles of a Vendée Globe 2012/13 partnership
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WHY JOIN THE VENDÉE GLOBE 2012/13



Vendée Globe: the ultimate human adventure

The Vendée Globe, a legendary race

AROUND THE WORLD

SOLO

NON-STOP

NO ASSISTANCE

The fundamental principles of the Vendée Globe

An extraordinary story: The Vendée Globe is a formidable human adventure whose reputation is increasingly growing. The race is one of the most prestigious sporting events in the world.

Share the experience with the widest audience

Adapt to technological advances and audience expectations: Given the technological advances and the plethora of new communication avenues, the Vendée Globe has the capacity and intent to promote the race as widely as possible.

Exhilarate the largest audience with the most popular sporting event

1.7 Million spectators in Les Sables d'Olonne

Between **15** and **20 000** visitors per day for three weeks

300 000 people present on race start day

120 000 people present during the prize-giving

735 000 visitors to the official race village over three weeks

26 000 visiting school children

Vendée Globe: an ever increasing attraction

The sailing race with the largest media coverage in France; **exceptional exposure**

- 466 hours of television
- 49 million internet users
- 332 000 virtual skippers
- 2386 international journalists covered the event
- 300 hours of radio
- 18 604 articles in the press

 **the equivalent of 145 million euros in advertising space**

Média	Articles/Features	Advertising value in €
TV	16 272	44M
Radios	18 042	25M
Written press	22 424	75M
TOTAL	56 738	144M

Vendée Globe: an ever increasing attraction

Hospitality areas designed to maximise the hosting of companies and to encourage marketing activation

The Vendée Globe race village in Les Sables d'Olonne

A 15 000m² site in an exceptional location facing the Vendée Globe pontoons to aid your communication.

A 10 000m² village opened to the public

A 5 200m² VIP village for the sponsor's hospitality operations



Race HQ in Paris Montparnasse

A privileged location in the heart of Paris, 1000m² including:

- A TV set for the live radio vacs opened to the public
- A VIP space for hospitality operations
- A play area presenting the race





Vendée Globe: an ever increasing attraction

A unique communication platform:

- Reinforcing and increasing image and brand awareness
- Internal motivation of employees and partners
- Sales promotion
- Business generation
- Knowledge demonstration



2012/13: a new development for the Vendée Globe

5 areas of development :

- Larger race start village to improve the visitors' experience and to promote the partners to numerous audiences (including B2C and B2B)
- Reinforced presence in Paris to increase the Vendée Globe 2012/13 exposure and offer a hospitality platform to our partners
- Media coverage in France structured and orchestrated around highlights from July 2011 (start of the Tour du France) until May 2013 (prize-giving) guaranteeing a stronger consistent presence and promotion of the Vendée Globe partners
- Image distribution abroad with a focus on Europe to improve or build the Vendée Globe reputation (depending on the countries) and to encourage participation of non-French skippers for future editions.
- Reinforcement of the fans' attention by creating a prize to support their interest in the race and promote first class partners, and by a stronger presence in new media (web, mobile phones, social networking sites)



PRINCIPLES OF A VENDÉE GLOBE 2012/13 PARTNERSHIP

The partnership model for the Vendée Globe has evolved to better meet the objectives of its partners

- 4 levels of commercial partnership

	Maximum number per level	Confirmed partners	
Official patrons	3		<div style="border: 1px solid red; padding: 5px;"> Visibility on all communication tools </div> <div style="border: 1px solid blue; padding: 5px; margin-top: 5px;"> Visibility on the competition sites and at public reception areas </div>
Official partners	3	<div style="display: flex; justify-content: space-around; width: 100%;"> <div style="border: 1px solid blue; padding: 5px; width: 30%;">1</div> <div style="border: 1px solid blue; padding: 5px; width: 30%;">2</div> <div style="border: 1px solid blue; padding: 5px; width: 30%;">3</div> </div>	
Official suppliers	6	<div style="display: flex; justify-content: space-around; width: 100%;"> <div style="border: 1px solid blue; padding: 5px; width: 15%;">1</div> <div style="border: 1px solid blue; padding: 5px; width: 15%;">2</div> <div style="border: 1px solid blue; padding: 5px; width: 15%;">3</div> <div style="border: 1px solid blue; padding: 5px; width: 15%;">4</div> <div style="border: 1px solid blue; padding: 5px; width: 15%;">5</div> <div style="border: 1px solid blue; padding: 5px; width: 15%;">6</div> </div>	
Official service providers	10	<div style="display: flex; justify-content: space-around; width: 100%;"> <div style="border: 1px solid blue; padding: 5px; width: 15%;">1</div> <div style="border: 1px solid blue; padding: 5px; width: 15%;">2</div> <div style="border: 1px solid blue; padding: 5px; width: 15%;">3</div> <div style="border: 1px solid blue; padding: 5px; width: 15%;">4</div> <div style="border: 1px solid blue; padding: 5px; width: 15%;">5</div> </div> <div style="display: flex; justify-content: space-around; width: 100%; margin-top: 5px;"> <div style="border: 1px solid blue; padding: 5px; width: 15%;">6</div> <div style="border: 1px solid blue; padding: 5px; width: 15%;">7</div> <div style="border: 1px solid blue; padding: 5px; width: 15%;">8</div> <div style="border: 1px solid blue; padding: 5px; width: 15%;">9</div> <div style="border: 1px solid blue; padding: 5px; width: 15%;">10</div> </div>	

- 1 level of media partnership



The Vendée Globe gives you the opportunity to create processes to achieve all your objectives

Gain strong exposure and reinforce your brand awareness

Drive your commercial networks



Increase turnover

Create a synergy and drive your internal teams

Le modèle de partenariat du Vendée Globe évolue pour mieux répondre aux objectifs de ses partenaires

Official patron	Official partner	Official supplier	Official service provider
Visibility on all communication tools (except for the participating boats and the giant branding in Paris)*	Visibility on site and official communication tools (group presence)	Visibility on site and official communication tools (group presence))	Visibility on all communication tools
Internal organised activity	Internal organised activity	Internal organised activity	Internal organised activity
Hospitality	Hospitality	Hospitality	
Prize partnership	Prize partnership		

(* visibility depending on the level of partnership with restriction in some areas



BENEFITS FOR THE OFFICIAL PARTNER



Visibility and brand awareness (1/2)

- Naming rights offered: “Official partner of the Vendée Globe 2012/2013”
- Exclusive rights on the category “TO PERSONALIZE”
- Rights to use the Vendée Globe brand
- Rights to use the image bank of photographs and videos reserved to the official partners (in accordance with the rules laid down in the multimedia appendix of the event)
- Your logo on the background board during interviews
- Your logo present on the descriptor on site including the departure and arrival race village, the race headquarters and the VIP areas (technical costs not included)
- Audio announcements throughout the race village (2 messages of 20 sec. per open day)



Visibility and brand awareness (1/2)

- Presence on all the official communication tools (press pack, press releases, official programme, business paper...)
- Presence on the official website (dedicated webpage, website link)

Visibility	Official Patrons	Official Partners
Global allocation of the visibility	85% for the 3 brands	15% for the 3 brands
Official communications tools	✓	✓
Official poster	✓	✓
Stage background	✓	✓
Boats	✓	
Village and port (Les Sables d'Olonne)	✓	✓
Race HQ (Paris)	✓	✓

Engaging commercial networks (1/2)

- Exhibition area to promote your services, special offers and illustrate the company's achievements
 - Area in the official Vendée Globe race village (first 9m² offered)
 - Area at the race HQ in Paris (depending on the location set-up)
- VIP invitations for the official events before/during/after the race
 - 15 invitations to the official events before the race (press conferences, village opening, presentation event)
 - 15 official accreditations giving you access to the whole race village before the start
 - 20 seats to watch the race start at sea
 - 20 seats to watch the arrivals of the first two competitors
 - 4 invitations to attend the arrivals' press conferences, etc...
 - 10 invitations for the prize-giving
 - 15 official accreditations giving you access to the whole race village at the finish

Engaging commercial networks (2/2)

- Right to organise hospitality events (technical costs excluded)
 - 4 in the official race village
 - 6 in the VIP area of the race HQ in Paris
- Private VIP area in the corporate area of the village in Les Sables d'Olonne (25m²) and access to the VIP area at the Paris HQ
- Preferential rate for hospitality programmes
- Access to the advertising space in the newsletter sent each month initially, and then later each week, to 40 000 subscribers
- Right to broadcast a 2min promotional film (no off screen voice) in the VIP areas of the Vendée Globe race village
- 25% discount on the whole range of licensed products branded with the “Vendée Globe 2012/13” (excluding competitors)



Exploitation of the virtual game

Supply of an identical site of the virtual game with limited access to your employees

OR

Using of the Vendée Globe virtual game under official license (including the integration of the game to your site, hosting, community management and specific ranking)

COST PER WEBSITE: 10k€ excluding tax

AND/OR

Advertised presence of one of your brands on all the pages of the French Vendée Globe virtual game

COST PER WEBSITE: 20k€ excluding tax

AND

Allocation offered by the official partner to the best web users



Exploitation of the virtual game

VENDEE GLOBE virtual game, the 2008/09 numbers:

- 348 000 subscribers in total
- 5.8 million unique visitors
- 332 million pages viewed
- 76 million visits



Supplementary services to reinforce your return on investment

- Invitation of 2 company representatives to the partners' meeting organised by the Vendée Globe
- Possibility to offer to the Vendée Globe partners and teams commercial deals during the partners' meetings
- Access to the 2012/13 edition media report



Official partner's participation

OFFICIAL PARTNER'S BUDGET :

from 500 k€ exclusive of tax



APPENDIX



- Fact book
- VG 2012/13 Presentation film
- Media report 2008/09

Download the marketing files :

<http://www.vendeeglobe.org/en/partners/marketing-assets.html>



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