

# VENDÉE GLOBE

START  
10-11-12

Vendée Globe 2012/13

Official Services Provider





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- Why join the Vendée Globe 2012/13
- 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
<b>TOTAL</b>	<b>56 738</b>	<b>144M</b>

# 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 000m<sup>2</sup> site in an exceptional location facing the Vendée Globe pontoons to aid your communication.

A 10 000m<sup>2</sup> village opened to the public

A 5 200m<sup>2</sup> VIP village for the sponsor's hospitality operations



## Race HQ in Paris Montparnasse

A privileged location in the heart of Paris, 1000m<sup>2</sup> 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> <hr/> <div style="border: 1px solid blue; padding: 5px;">                     Visibility on the competition sites and at public reception areas                 </div>
Official partners	3	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid blue; padding: 5px; width: 30px; text-align: center;">1</div> <div style="border: 1px solid blue; padding: 5px; width: 30px; text-align: center;">2</div> <div style="border: 1px solid blue; padding: 5px; width: 30px; text-align: center;">3</div> </div>	
Official suppliers	6	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid blue; padding: 5px; width: 30px; text-align: center;">1</div> <div style="border: 1px solid blue; padding: 5px; width: 30px; text-align: center;">2</div> <div style="border: 1px solid blue; padding: 5px; width: 30px; text-align: center;">3</div> <div style="border: 1px solid blue; padding: 5px; width: 30px; text-align: center;">4</div> <div style="border: 1px solid blue; padding: 5px; width: 30px; text-align: center;">5</div> <div style="border: 1px solid blue; padding: 5px; width: 30px; text-align: center;">6</div> </div>	
Official service providers	10	<div style="display: flex; flex-wrap: wrap; justify-content: space-around;"> <div style="border: 1px solid blue; padding: 5px; width: 30px; text-align: center;">1</div> <div style="border: 1px solid blue; padding: 5px; width: 30px; text-align: center;">2</div> <div style="border: 1px solid blue; padding: 5px; width: 30px; text-align: center;">3</div> <div style="border: 1px solid blue; padding: 5px; width: 30px; text-align: center;">4</div> <div style="border: 1px solid blue; padding: 5px; width: 30px; text-align: center;">5</div> <div style="border: 1px solid blue; padding: 5px; width: 30px; text-align: center;">6</div> <div style="border: 1px solid blue; padding: 5px; width: 30px; text-align: center;">7</div> <div style="border: 1px solid blue; padding: 5px; width: 30px; text-align: center;">8</div> <div style="border: 1px solid blue; padding: 5px; width: 30px; text-align: center;">9</div> <div style="border: 1px solid blue; padding: 5px; width: 30px; text-align: center;">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 SERVICE PROVIDER



# Visibility and brand awareness

- Naming rights offered: “Official Service Provider of the Vendée Globe 2012/2013”
- Exclusive rights in the category “TO BE DETERMINED”
- Rights to use the brand Vendée Globe
- 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 recap totems of the race partners (technical costs not included) on the start and arrival villages and the race HQ in Paris
- Presence on the official communication tools (press packs, official programmes, media guide...)
- Presence on the official website (presentation and logo, website link)

# Drive of commercial networks (1/2)

- Exhibition space to promote your services and offers and show the company's achievements
  - Area in the official Vendée Globe race village (9m<sup>2</sup> offered)
- VIP invitations for the official events before/during/after the race
  - 2 invitations to the official events before the race (press conferences, Village opening, presentation event)
  - 2 official accreditations giving you access to the whole race village before the start
  - 5 seats to watch the race start at sea
  - 5 seats to watch the arrivals of the first two competitors
  - 2 invitations to attend the arrivals' press conferences, etc...
  - 2 invitations for the prize-giving
  - 2 official accreditations giving you access to the whole race village at the finish



# Engaging commercial networks (2/2)

- Right to organise hospitality events in the VIP area of the race HQ in Paris
- Preferential rate for hospitality programmes
- Right to broadcast a 1min promotional film (no off screen voice) in the VIP areas of the Vendée Globe race village



# Motivation and engagement of your teams

- 25% discount on the whole range of licensed products branded with the “Vendée Globe 2012/13” (excluding competitors)
- Supply of an identical site of the virtual online game with limited access to your employees at a preferential rate exclusive to the Vendée Globe partners



# Increase turnover for your company

- Opportunity to organise a commercial event with your commercial network around the Vendée Globe 2012/13 start



# Supplementary services to reinforce your return on investment

- Vendée Globe information medium made available to broadcast in your commercial network
- Invitation of 1 company representative 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 service provider's participation

OFFICIAL SERVICE PROVIDER'S BUDGET:

Exchange of goods below 200 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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# YOUR CONTACTS