

VENDÉE GLOBE

START
10-11-12

Vendée Globe 2012/13

OFFICIAL SUPPLIER



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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;"> <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 OF THE OFFICIAL SUPPLIER



Visibility and brand awareness

- Naming rights: “Official supplier of the Vendée Globe 2012/2013”
- Exclusive rights on the category “TO BE DEFINED”
- Right to use the brand Vendée Globe
- Right to use the image bank of photographs and videos reserved for the partners (in accordance with the rules laid down in the audio-visual appendix of the event)
- Your logo present on the description site including the departure and arrival race village and the race headquarters (technical costs not included)
- Audio announcements throughout the race village (1min 20 sec. message per open day)
- Exhibition area on the official race village in Les Sables d’Olonne
- Presence on all the official communication tools (press pack, official programme, media guide...)
- Presence on the official website (dedicated webpage, website link)



Engaging commercial networks (1/2)

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

Engaging commercial networks (2/2)

- Right to organise hospitality events
 - 1 in the official race village
 - 2 in the VIP area of the race HQ in Paris
- Preferential rate for hospitality programmes
- Access to advertising space in the newsletter sent each month initially, and later each week, to 40 000 subscribers
- Right to broadcast a 1min promotional film (no off screen voice) in the VIP spaces 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 throughout your commercial network
- Invitation of 2 company representatives at the partners' meeting organised by the Vendée Globe
- Possibility to offer to the Vendée Globe partners and the teams commercial deals during the partners' meetings
- Access to the 2012/13 edition media report



Official supplier's participation

- OFFICIAL SUPPLIER'S BUDGET: from 200k€ exclusive of tax



APPENDIX



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

Download the marketing files :

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



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