

IMOCA

# GLOBE SERIES

2021 - 2025

BECOME A IMOCA TEAM

PARTNER









## IMOCA, THE PIONEER CLASS

The 'Open 60' monohulls (18.28m) first appeared in the 1980s during the BOC Challenge (a single-handed round-the-world race with stopovers); they were then chosen for the first Vendée Globe in **1989**.

It was soon after that that **Christophe Auguin, Isabelle Autissier, Alain Gautier** and **Jean-Luc Van Den Heede** decided to create the IMOCA Class, uniting the skippers and standardising the safety rules regarding the boats.

TITOUAN LAMAZOU, WINNER  
OF THE FIRST VENDÉE GLOBE.

**CREATED IN 1991,  
THE INTERNATIONAL MONOHULL  
OPEN CLASS ASSOCIATION  
HAS BEEN RECOGNIZED SINCE 1998  
BY WORLD SAILING (INTERNATIONAL  
SAILING FEDERATION).**

# IMOCA

## THE HUMAN ADVENTURE

**A SAILOR, EVEN WHEN ALONE, IS NEVER ALONE.**

Offshore racers carry our dreams, share their experiences, set an example and experience universal emotions.

**Thirty years and 8 editions later, 88 skippers** have completed the Vendée Globe.

**889 climbers** reached the summit of Everest in 2019.

KEVIN ESCOFFIER, SAVED DURING THE VENDÉE GLOBE 2020; CONGRATULATES THE WINNER YANNICK BESTAVEN, WHO CHANGED COURSE TO SAVE HIM.





# IMOCA

## 30 YEARS OF TECHNOLOGICAL INNOVATION

**IMOCAS ARE THE FASTEST AND MOST SPECTACULAR  
OCEAN-GOING MONOHULLS IN THE WORLD.**

They are characterised by wide and powerful hulls, canting keels and foils.

**THE AMBITION: FLYING AROUND THE WORLD**

**Records to beat:**

**Solo record : 74 days - Armel Le Cléac'h** [Banque Populaire VIII] Vendée Globe 2016

**Team record : 596 miles** (1103km) over 24 hours - **Torben Graël and his team**

[Ericsson 4] Volvo Ocean Race 2008

# 3



LINKEDOUT,  
THOMAS RUYANT DURING  
THE DÉFI AZIMUT 2020.



# IMOCA

## SAILING WITH A CAUSE

The skippers and their associated partners are motivated to represent the great challenges which face our society.

SCIENCE AND OCEAN PROTECTION

EQUALITY AND DIVERSITY

EDUCATION AND COMMUNICATION

SAMANTHA DAVIES, SKIPPER  
INITIATIVES-CŒUR, SUPPORTS  
THE ASSOCIATION MECENAT  
CHIRURGIE CARIAQUE



# 4



# IMOCA

## 360° CUSTOM-MADE ACTIVATION

THE IMOCA GLOBE SERIES CHAMPIONSHIP  
OFFERS A 4-YEAR VENTURE  
AND A UNIFYING PROJECT

NAMING  
MEDIA  
BRAND CONTENT

EXPERIENCE  
INFLUENCE  
INCENTIVE


VILLAGES  
INTERNAL  
B2B

VICTORY FOR THE CHINESE  
DONGFENG RACING TEAM,  
THE VOLVO OCEAN RACE 2017-18



IMOCA 2020 7



A full-page background image showing a sailor in a red jacket and black pants leaning over the side of a sailboat. The boat is on a dark, choppy sea with white-capped waves under a cloudy sky. A thick, black and white striped mast or boom extends diagonally from the bottom right towards the top right. The sailor is positioned in the lower center of the frame, looking out at the ocean.

# THE IMOCA GLOBE SERIES OCEAN RACING CHAMPIONSHIP



# IMOCA

## 4 YEARS OF EVENTS

GATHERING THE WORLD'S BEST SKIPPERS  
AND THE MOST PRESTIGIOUS RACES

18 RACES WITH TWO WORLD TOURS

VENDÉE GLOBE

THE OCEAN RACE

100,000 miles travelled equivalent to 4.5 circumferences of the Earth.

Each year a new leader and an IMOCA Champion is announced in March 2025.

JÉRÉMIE BEYOU, SKIPPER CHARAL,  
WINNER OF THE VENDÉE-ARCTIQUE  
LES SABLES D'OLONNE 2020





**THE OCEAN RACE**  
**2022-23**

**VENDÉE GLOBE**  
**2024-25**





# THE OCEAN RACE,

A CREWED ROUND-THE-WORLD COMPETITION WITH STOPOVERS

Born out of the Withbread in 1973, the circumnavigation of the world with stopovers, is the reference in offshore crewed racing.

ALICANTE  
CABO VERDE  
CAPE TOWN  
SHENZHEN  
AUCKLAND  
ITAJAÍ  
NEWPORT  
AARHUS  
THE HAGUE  
GENOA

**A 9-month extreme challenge  
around the world**

**9 stages with stopovers on 5 continents**

**For the first time, the IMOCAs  
will be at the start of the race**

**Mixed crew + one onboard reporter**

**Ambitious and established  
Sustainable Development Program**

**Incomparable marketing,  
digital and media power**

## AN INTERNATIONAL AUDIENCE

**2.5 MILLION**

Visitors at every port of call

**€650 MILLION**

Media promotion

**1.5 MILLION**

Fans on social media

**94,000**

VIP guests welcomed  
during the last edition









# VENDEE GLOBE,

**SINGLE-HANDED, NON-STOP, NON-ASSISTED CIRCUMNAVIGATION OF THE WORLD**

Since its first edition in 1989, the famous single-handed round-the-world race has exceeded the status of any sporting event.

**This unique human adventure** holds a special place in the hearts of the public, allowing them to marvel at **the remarkable feats of the greatest sailors.**

**In 2020**, the participation record was beaten with **33 skippers** at the start, including **6 women** and **8 different nationalities.**

The Vendée Globe took place despite the pandemic with an **incredible success.**  
**The competition was more intense than ever** [8 skippers arrived within 24 hours] with **an unprecedented media coverage.**

## THE SUCCESS OF BANQUE POPULAIRE, WINNER IN 2016-17

**€55 MILLION**

Financial value of the media impact  
(advertising purchase equivalent)

**26,500**

Number of media stories

**82,800**

Brand and skipper quotes

**88 MILLION**

Publications seen on  
@VoileBanquePopulaire

**11 MILLION**

reached, target audience  
between 25-49 years old







**SYMBOLIC TRANSATLANTIC  
CROSSINGS**



**2021 & 2023**  
**TRANSAT JACQUES VABRE**  
*Double-handed race*



**2022**  
**ROUTE DU RHUM**  
*Single-handed race*



**2024**  
**THE TRANSAT CIC**  
*Single-handed race*



**2024**  
**NEW YORK-VENDÉE**  
*Single-handed race*



## SYMBOLIC TRANSATLANTIC CROSSINGS



### LA ROUTE DU RHUM

Saint Malo-Pointe-à-Pitre  
*Single-handed race*  
> November 2022

### TRANSAT JACQUES VABRE

Le Havre-Martinique  
*Double-handed race*  
> Autumn 2021 & Autumn 2023

### THE TRANSAT CIC

Brest-Charleston [USA]  
*Single-handed race*  
> May 2024

### NEW YORK-VENDEE

New York-Les Sables d'Olonne  
*Single-handed race*  
> June 2024





**AN EVER-EXPANDING  
EUROPEAN PROGRAM**



**JUNE 2021  
THE OCEAN RACE EUROPE**  
*Mixed crew*



**AUGUST 2021 & 2023  
ROLEX FASTNET RACE**  
*Double-handed race*



**MAY 2022  
BERMUDES 1000**  
*Single-handed race*

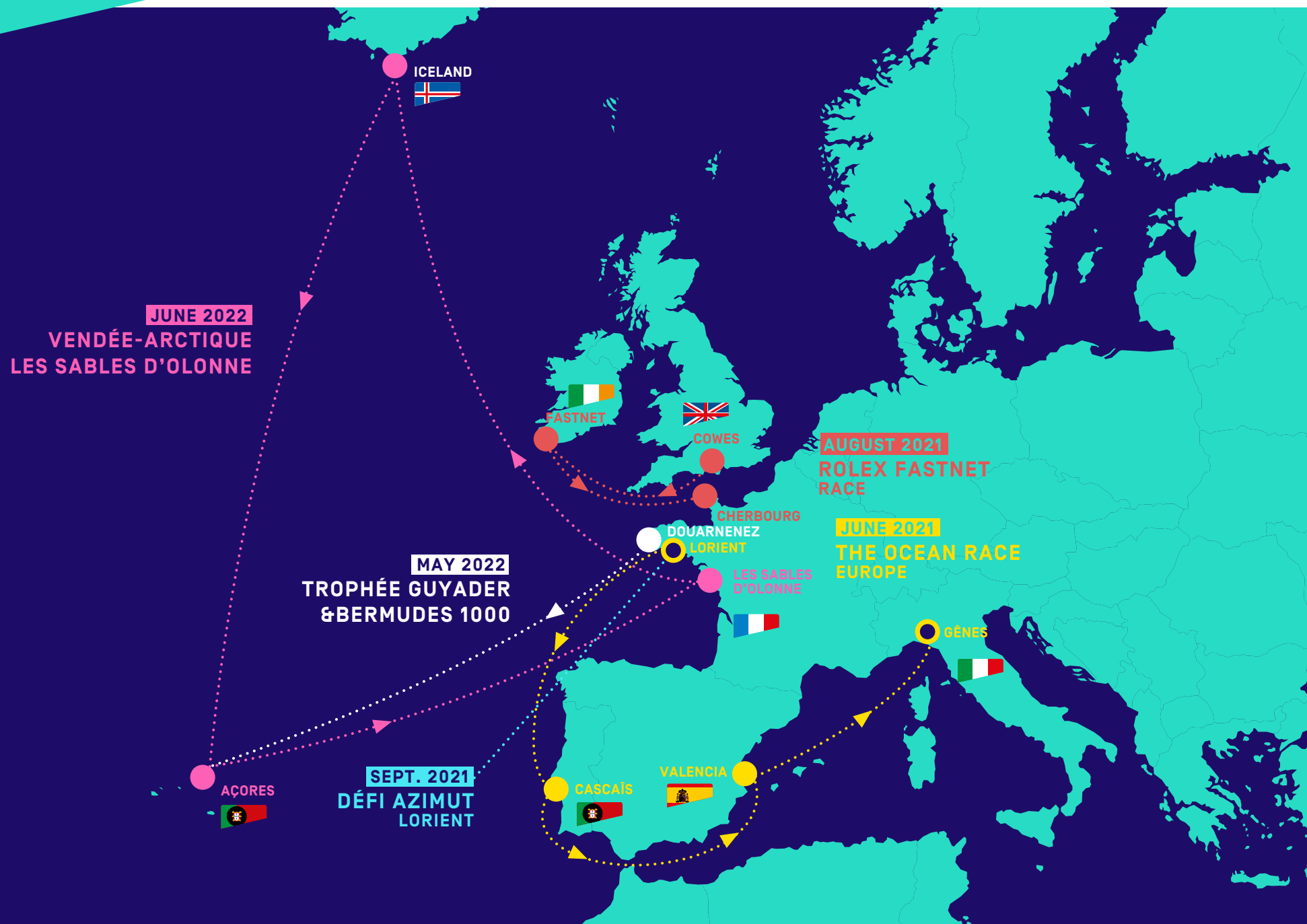


**JUNE 2022  
VENDEE-ARCTIQUE-  
LES SABLES D'OLONNE**  
*Single-handed race  
or crewed*



**SEPTEMBER  
ANNUALLY  
DÉFI AZIMUT**





### THE OCEAN RACE EUROPE

Around Europe  
Lorient-Cascais-Valencia-Genoa  
*Mixed crew*  
> May-June 2021

### ROLEX FASTNET RACE

Cowes-Fastnet Rock-Cherbourg  
*Double-handed race*  
> August 2021 and August 2023

### BERMUDES 1000

Douarnenez-Açores-Douarnenez  
*Single-handed race*  
> May 2022

### VENDÉE-ARCTIQUE-LES SABLES

Les Sables d'Olonne-Islande-  
Açores-Sables d'Olonne  
*Single-handed or crewed*  
> June 2022

### DÉFI AZIMUT

Lorient  
Speed Runs – 48 hours race  
Around Groix  
> Annually, September





# THE OCEAN RACE EUROPE,

**A NEW RACE FOR JUNE 2021!**



New race created by the organizers of The Ocean Race to bring together the IMOCA fleet in a crewed event (+ onboard reporter) in the spring following the Vendée Globe.

**The protection of the ocean will be at the heart of the messages carried by the event.**

## THE OCEAN RACE EUROPE IMOCA & V065

May - June, 4 weeks of racing

### LEG 1

Lorient - Cascaïs

### LEG 2

From Cascaïs - Valencia

















### LEG 3

Valencia - Gênes



2 ROUND-THE-WORLD TOURS - 5 TRANSATLANTIC RACES

14 COUNTRIES VISITED

	JAN. - JUNE		JULY - SEPT.*		OCT. - DEC.	
2021		Mixed crew		Double-handed race		Double-handed race
2022		Single-handed race		tbc		 Mixed crew
2023		Mixed crew		Double-handed race		Double-handed race
2024		Single-handed race		Single-handed race		Single-handed race
2025		Single-handed race	<div><div></div><div></div></div>			

IMOCA 2020. 20



11TH HOUR - USA



APIVA - FRA



ARKEA PAPREC - FRA



BANQUE POPULAIRE X - FRA



BUREAU VALLÉE 2 - FRA



CAMPAGNE DE FRANCE - FRA



CHARAL - FRA



COMPAGNIE DU LIT/LITJI - FRA



CORUM L'ÉPARGNE - FRA



DMG MORI GLOBAL ONE - JPN



GROUPE APICIL - FRA



GROUPE SÉTIN - FRA



HUGO BOSS - GBR



INITIATIVES-CŒUR - FRA



L'OCCITANE EN PROVENCE - FRA



LA FABRIQUE - SUI



LA MIE CÂLINE - ARTISANS ARTIPÔLE - FRA





LINKEDOUT - FRA



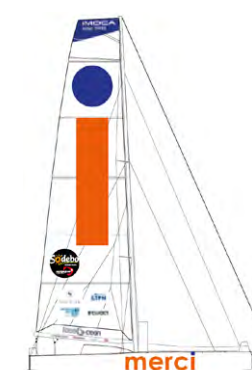
MACSF - FRA



MAÎTRE COQ IV - FRA



MEDALLIA - GBR



MERCI - FRA



NEWREST - ART & FENÊTRES - FRA



OMIA, WATER FAMILY - FRA



ONE PLANET, ONE OCEAN - FRA



PRB - FRA



PRYSMIAN GROUP - ITA



PURE-BEST WESTERN® - FRA



SEAEXPLORER - YC MONACO - MON



STARK - FIN



TIME FOR OCEANS - FRA



TSE - 4 MYPLANET - FRA

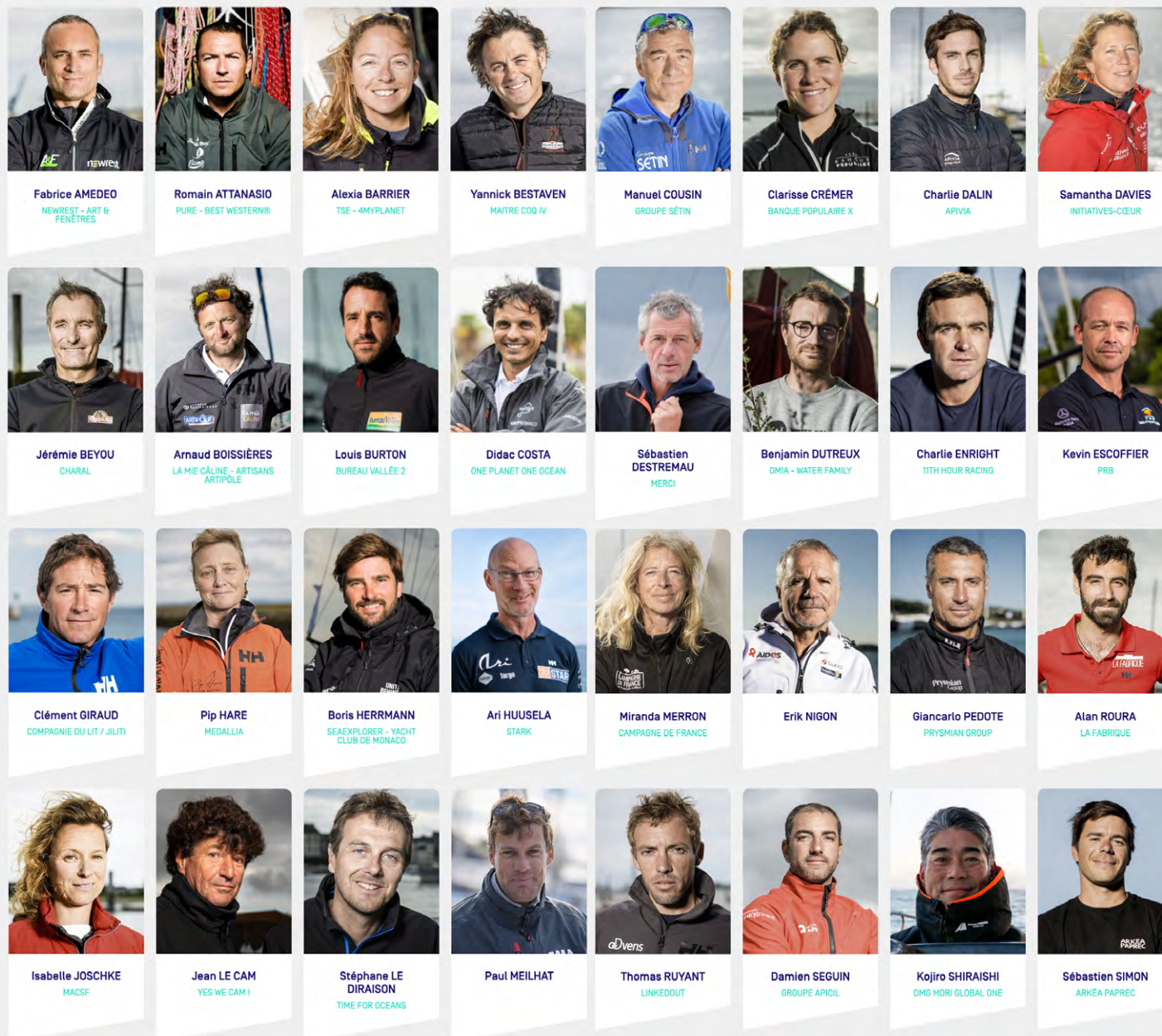


V AND B-MAYENNE - FRA



YES WE CAM - FRA





# THE ELITE OF OCEAN RACING

PROFESSIONAL ATHLETES

SKIPPERS – MEN AND WOMEN

INTERNATIONAL FIGURES

BUSINESS LEADERS

SOLIDARITY BETWEEN SPORTSMEN AND WOMEN



## THE ATP OF OFFSHORE RACING: IMOCA GLOBE SERIES RANKING 2018 - 2021

Each race has its own coefficient and each skipper accumulates points for the official championship ranking, resulting in an IMOCA Champion every 4 years.


**1<sup>er</sup>**


**BORIS HERRMANN**  
 SEAEXPLORER - YACHT CLUB DE MONACO


**526 pts**
**2<sup>e</sup>**


**YANNICK BESTAVEN**  
 MAITRE COQ IV

**517 pts**
**3<sup>e</sup>**


**CHARLIE DALIN**  
 APIVIA

**512 pts**
**4**
**Thomas RUYANT**
**LINKEDOUT**
**460 pts**
**5**
**Jérémie BEYOU**
**CHARAL**
**422 pts**
**6**
**Damien SEGUIN**
**GROUPE APICIL**
**417 pts**
**7**
**Louis BURTON**
**BUREAU VALLÉE 2**
**415 pts**
**8**
**Giancarlo PEDOTE**
**PRYSMIAN GROUP**
**404 pts**
**9**
**Clarisse CRÉMER**
**BANQUE POPULAIRE X**
**370 pts**
**10**
**Jean LE CAM**
**YES WE CAM !**
**368 pts**

...

 RANKING AS OF MARCH 1<sup>ST</sup> 2021



IMOCA



LA FABRIQUE sailing team

swisspro PRODIS GLOBAL-SECURITE

VALUES AND REPUTATION





**POSITIVE IMAGE  
AND UNIVERSAL VALUES**

STUDY FROM THE SPONSORING OBSERVATORY 2015 AND NIELSEN SPORT 2018



**PROXIMITY  
ACCESSIBILITY  
HUMILITY**



**RESPECT  
SOLIDARITY  
COMMITMENT**

**PERFORMANCE  
TECHNOLOGY  
INNOVATION**



**FREEDOM  
AUTHENTICITY  
DIVERSITY**







## SEAEXPLORER YC DE MONACO

Along with the Albert II Foundation and KUEHNE+NAGEL, skipper Boris Herrmann is devoted to protecting the environment through science and education.



## APICIL GROUP

Damien Seguin won 5 world titles and 2 gold medals during the Paralympic Games. He is competing in the Vendée Globe alongside able-bodied people.

## IOC-UNESCO

The IMOCA Class has partnered with the Intergovernmental Oceanographic Commission of UNESCO to assist in the deployment of scientific instruments during races.



## LINKEDOUT

Committed to reintegration, Advens the sponsor of Thomas Ruyant, has offered the boat name and visibility to LinkedOut, the social network of those who no longer have one.

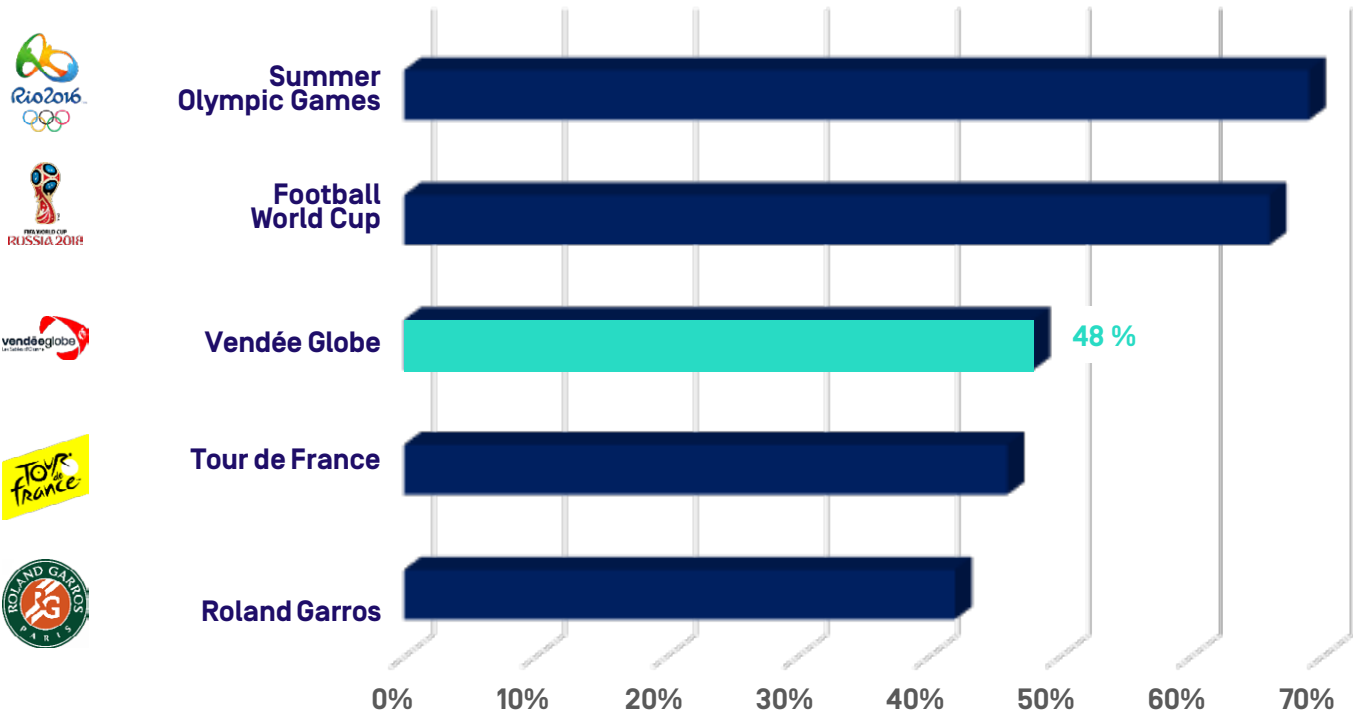






# PLANNING TO FOLLOW THE VENDÉE GLOBE 2020-21 ?

ODOXA-RTL STUDY NOVEMBER 2020



66.7% OF FRENCH FOLLOWED THE VENDÉE GLOBE 2020-21 (+ 14.7% VS 2016!)

SOURCE KANTAR, MARCH 2021



# SPECTATORS ON SITE



Formule 1



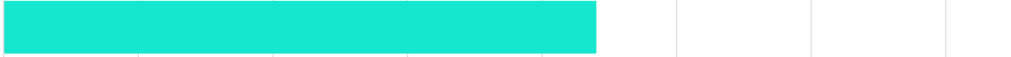
The Ocean race



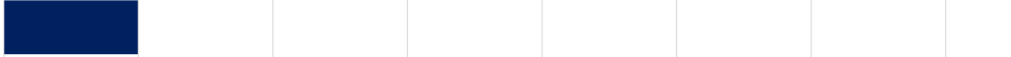
Vendée Globe



Route du Rhum



Roland Garros



Formula E



0 0,5 1 1,5 2 2,5 3 3,5

Spectators in millions





12:09



# THE CHAMPIONSHIP COVERAGE





1,2 **GUARANTEED  
MEDIA IMPACT**  
MORE THAN 1 BILLION EUROS OF MEDIA ACCUMULATED

EVENT	MEDIA IMPACT
THE OCEAN RACE 2017-18	650 M€
VENDÉE GLOBE 2020	332 M€
ROUTE DU RHUM 2018	90 M€
TRANSAT JACQUES VABRE 2017 ET 2019	2 X 40 M€
THE TRANSAT CIC 2016	25 M€
NEW YORK-VENDÉE-LES SABLES 2016	15 M€





8

A HUGE  
POPULAR SUCCESS  
EIGHT MILLION VISITORS ACCUMULATED

EVENT	VISITORS
THE OCEAN RACE 2017-18	2,5 M
VENDÉE GLOBE 2016	2,25 M
ROUTE DU RHUM 2018	2,2 M
TRANSAT JACQUES VABRE 2017 ET 2019	2 X 480 K
THE TRANSAT CIC 2016	70 K
NEW YORK-VENDÉE-LES SABLES 2016	10 K





2,9 **CONNECTED FANS**  
MORE THAN THREE MILLION FANS ACCUMULATED

EVENT	NETWORKS
THE OCEAN RACE	1,5 M
VENDÉE GLOBE	985 K
ROUTE DU RHUM	190 K
IMOCA GLOBE SERIES	145 K
TRANSAT JACQUES VABRE	100 K
THE TRANSAT CIC	15 K





# 343 THE POWER OF IMAGE

343 MILLION VIEWS ACCUMULATED

EVENT	VIDEOS VIEWS
THE OCEAN RACE 2017-18	200 M
VENDÉE GLOBE 2020	115 M
IMOCA GLOBE SERIES 2020	14 M
ROUTE DU RHUM 2018	6 M
TRANSAT JACQUES VABRE 2017 ET 2019	2 X 4 M
THE TRANSAT CIC 2016	600 K





# GUESTS AND INFLUENCE

EVENT	GUESTS
THE OCEAN RACE	94 k
ROUTE DU RHUM	10 k
TRANSAT JACQUES VABRE	700

GUESTS ABOARD V AND B-MAYENNE DURING THE DEFI AZIMUT 2020 CHALLENGE.

THE FAMOUS SNOWBOARDER TRAVIS RICE UP DONGFENG'S MAST AT THE CARDIFF STOPOVER IN 2018.





# ADVANCED TECHNOLOGY SECTOR

## AN EXAMPLE: THE ECONOMIC BENEFITS IN THE BRETON OFFSHORE RACING SECTOR

*Synthesis of the 2020 Study - Bretagne Development Innovation*



- **201 teams and sports projects** representing an operational budget of €58M.
- **210 industries, businesses and services** generating revenues of €83 million in 2019 [+16%]
- **1,300 direct jobs**
- **Development levers:**
  - 10% of R&D turnover
  - 50% export their products and know-how
  - 27% are committed to an eco-design approach

Companies are also positioned in other industries which include large yacht design, naval industry, professional fishing, maritime transport, defence, aeronautics and space, automotive and marine energies.



**FURTHERING SUSTAINABLE  
PERFORMANCE**





IMOCA USES

## A FUEL 100% RENEWABLE: THE WIND

The power of the planet's weather systems combined with 30 years of offshore racing innovation, **means that an IMOCA skipper can cross the Atlantic in 10 days and circumnavigate the world in less than 80** in total self-sufficiency.

- Energy
- Aero and hydro dynamism
- Materials
- Resilience
- Weather
- Communication

> Our developments are tangible

**The transfer of technology between competition and industry is intensifying.**

**IMOCA unites skippers, partners and event organisers to develop solutions for the future.**





**1.**

**Innovate to accelerate  
concretely our transition  
and transfer our knowledge  
to the maritime world.**



**2.**

**Contribute to the preservation  
of the oceans and biodiversity.**



**3.**

**Share our commitments  
with our audiences.**





## YOUR PARTNERSHIP WILL CONTRIBUTE TOWARDS DEVELOPING OUR SCIENCE PROGRAMME

1

### OUR AMBITION FOR THE 'SAILORS FOR SCIENCE' PROGRAMME:

- To respond to the growing need for knowledge and understanding of our playground, **the Ocean.**

#### Study themes:

- **global warming** [water temperature, ocean acidification, carbon sink saturation, etc.], **aquatic pollution** [micro-plastics, chemical pollution, etc.], **the weather and its evolution**
- Testify to our communities and share concrete solutions for the future

### OBJECTIVE

**100% of boats engaged in a scientific project by 2024**

### CONCRETE FINANCIAL CONTRIBUTION

- **Offer each skipper a device adapted to their project:** on-board laboratories, deployment of instruments, water samples, observations, atmospheric readings
- **Communicate about the programme in the media,** with scientists, schools, employees, etc.





YOUR PARTNERSHIP WILL CONTRIBUTE TOWARDS

## ANALYSING AND REDUCING OUR IMPACT

2

### OUR AMBITIONS SURROUNDING THE 'TRANSITION' PROJECT:

- Know and analyze the impact of our activity to better reduce it.
- Contribute and put into practice sustainable, transferable innovations to other sectors of activity.

### OBJECTIVES

- **Achieve net zero in the daily activity of teams** with the help of the IMOCA Teams Charter and the Toolbox designed in partnership with the 11th Hour Racing Team.
- **100% of IMOCAs without greenhouse gas emissions** by 2024
- For each new construction (boats and parts), the teams must perform **a Life Cycle Analysis** (MarineShift360) with an objective of setting a carbon limit by 2024
- Develop our knowledge around **alternative materials** through onboard tests
- Provide a global solution to detect and **limit the risk of collisions at sea**

### CONCRETE FINANCIAL CONTRIBUTION

- Provide the Class and the teams with the means to carry out their R&D projects.
- Communicate about each project carried out for the year and to different targets





## YOUR PARTNERSHIP WILL CONTRIBUTE TOWARDS THE ACTIONS OF OUR INFLUENTIAL ACTORS

3

### OUR AMBITIONS OF THE «AMBASSADORS» PROJECT:

- Provide our athletes with the means to become **players in the transition** and raise their voice as influential actors
- **Train** the entire ecosystem involved
- **Raise** awareness among the younger generations

### OBJECTIVE

Use the notoriety of skippers and events to accelerate change

### CONCRETE FINANCIAL CONTRIBUTION

- **Organisation of awareness-raising events:**  
skippers, their teams, manufacturers, media, schools, etc.
- **Participation in leading events** with the associated institutions  
UNESCO, United Nations, Ministries, Ocean Summits, etc.
- **Content production and influence development**  
on the skippers, IMOCAs and other engaged businesses social media





UNLEASH  
THE POTENTIAL



# NAMING A MAJOR ASSET

THE BOAT AND THE TEAM ARE NAMED  
AFTER YOU OR THE CAUSE YOU SUPPORT

- > DIRECT MESSAGE
- > MAXIMUM VISIBILITY
- > RECURRING QUOTES







**Ocean racing has always  
used the most modern  
communication technologies  
to share the adventure  
with the public.**

THE OCEAN RACE, ONBOARD REPORTERS LIVE  
IN EXTREME CONDITIONS, DELIVER DAILY PHOTOS,  
VIDEOS AND BLOGS.



**During the Vendée Globe,  
the skippers connect via satellite  
with channels from all over  
the world.**

CHARLIE DALIN (APIVIA) LIVE  
ON TÉLÉMATIN, FRANCE 2



**Let your brand leave the stadium  
or circuit to travel the world's  
oceans.**



IMOCA

## EMBRACE THE “MONEY CAN’T BUY”

YOUR VIP GUESTS AT THE HELM



Give your guests the opportunity to meet  
your team, your skipper, to get to know your brand  
and your values.

At the start and finish of races as well as  
on your dedicated days, create those unique  
BtoB programs and relations.

“HIGHERFLYER” AT A STOPOVER OR START;  
A GUEST / CELEBRITY JUMPS BEFORE  
THE KICK-OFF



YOUR CHAMPION AVAILABLE  
TO EXCHANGE WITH YOUR GUESTS



INFLUENCERS SHARE  
THEIR EXPERIENCE  
WITH THEIR COMMUNITY



EXPERIENCE THE STRONG  
EMOTIONS WITH YOUR  
GUESTS



IMOCA 2020 46





**Inspire the younger generation.**



**Race villages are privileged places for consumer operations.**

**Everyone comes to escape, have fun, learn.**

**At school, adventures and ocean protection are the main topics.**





Sports personalities  
and celebrities cheer  
on the sailors.



THE KING OF HOLLAND  
AND CAROLINE BROWER,  
WINNER OF THE VOLVO  
OCEAN RACE.



LAIRD HAMILTON,  
GUEST OF TEAM PUMA  
IN AUCKLAND.



EDWARD PHILIPPE,  
THEN PRIME MINISTER,  
AT THE START OF THE  
JACQUES VABRE TRANSAT-  
LANTIC RACE IN LE HAVRE.



BERTRAND PICCARD,  
THE ADVENTURER OF  
SOLAR IMPULSE,  
SPONSOR OF A BOAT.



COURTNEY CONLOGUE,  
2<sup>ND</sup> BEST WORLD SURFER,  
IN LISBON WITH  
DONGFENG RACE TEAM.



PIERRE CASIRAGHI,  
FOUNDER AND  
CO-SKIPPER OF  
TEAM MALIZIA WITH  
BORIS HERRMANN.



CARL PHILIP OF SWEDEN  
WITH CHARLES CAUDRELIER,  
WINNER OF THE VOLVO  
OCEAN RACE.





VESTAS EMPLOYEES  
SAILING IN CAPE  
TOWN (SOUTH AFRICA).

Humble and easy  
to access, let the sailors  
take your employees  
on board and to the end  
of the world.



THE VANDB TEAM  
WITH MAXIME SOREL.

Team building operations, virtual games,  
conferences, internal events, the sailing project  
federates animates your team.

MAITRE COQ  
EMPLOYEES WELCOME  
THEIR SKIPPER,  
3<sup>RD</sup> IN THE VENDÉE  
GLOBE 2016.

FIERS  
DE  
JEREM





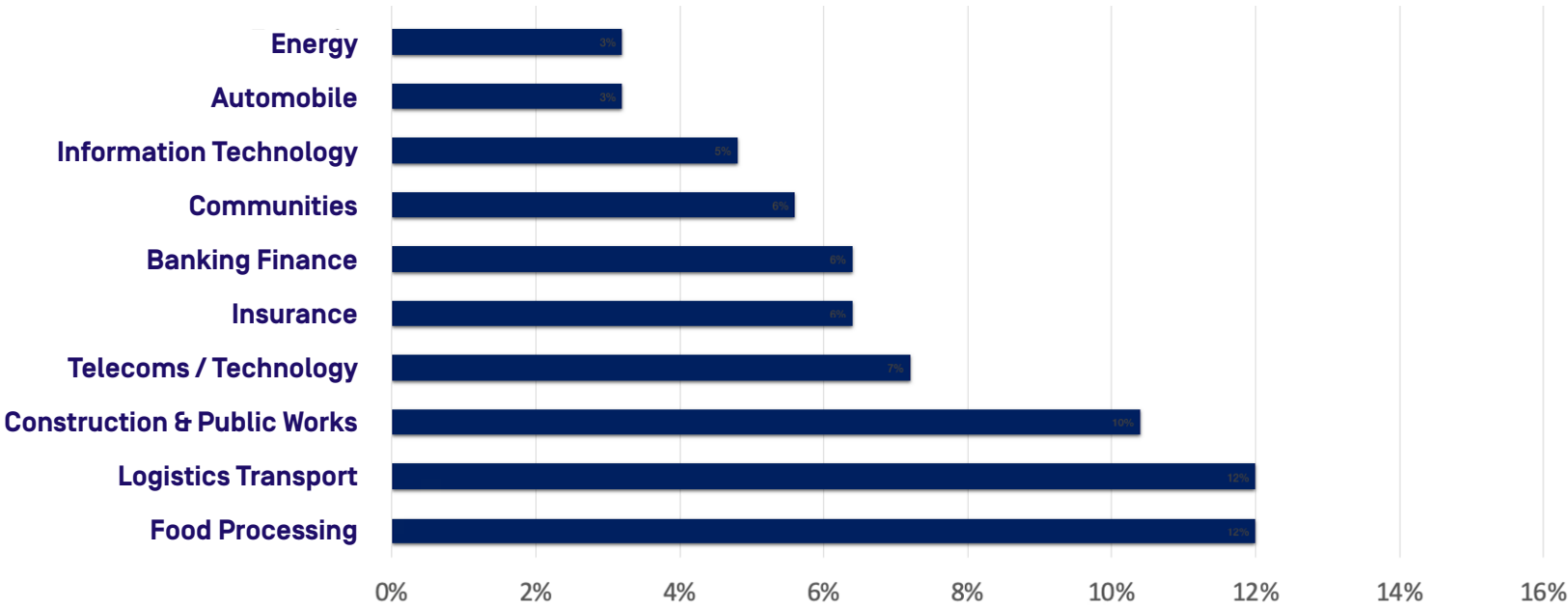
**CONSTRUCT YOUR  
IMOCA PROJECT**





# AN ARRAY OF PROFILES

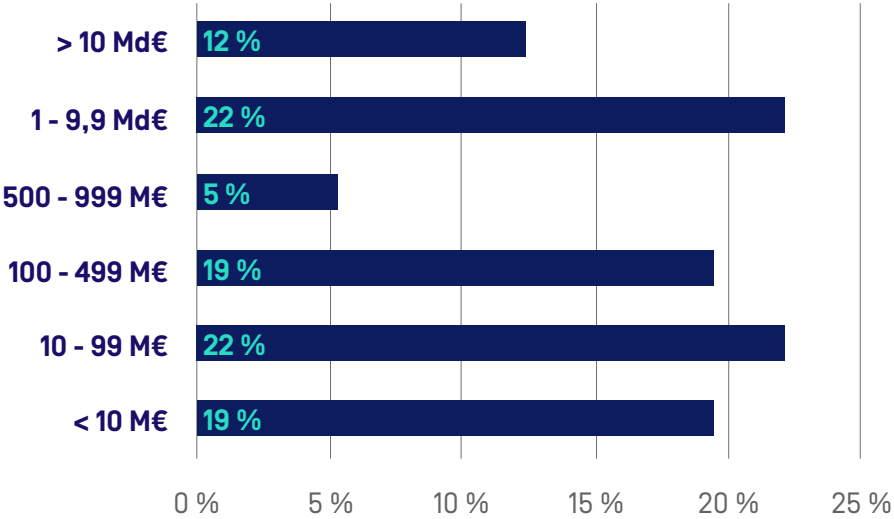
130 COMPANIES AND LOCAL AUTHORITIES PRESENT IN 2020







# SALES OF BRANDS INVOLVED





## THE BREAKDOWN OF A TYPICAL BUDGET



### AMORTISATION OF THE BOAT (BUILT OR PURCHASED)

**From 300k to €1.55M/year**

**Construction:** design, studies, construction, equipment.

**Repurchase:** depending on the age of the boat and the degree of targeted optimisation.

### TEAM AND OPERATION

**From €500k to €3M/year**

Technical, human resources, branding, logistics, race participation, investments in equipment and infrastructure.

Activation and promotion budget paid separately by the partner[s].





## THE HUGO BOSS EFFECT

4 SEASONS CYCLE 2014-17

**€226 MILLION**

Media return and sponsorship 2014-17

**61%**

Share of media coverage obtained during the 3 years preceding the Vendée Globe

**10**

priority markets impacted: France, UK, USA, Germany, Spain, Italy, Netherlands, Belgium, Brazil, Russia.

**X 12**

Impact/Investment ratio





# A MARKETING PLATFORM

FIGURES EDITION 17-18

## HIGH-PERFORMANCE

**€74 M**

Media return for **TEAM AKZO NOBEL**

**22,300**

Job applications received by **BRUNEL**

**6 M**

Views on Facebook videos for **DONGFENG RACE TEAM**

**2,000**

B2B guests by the **AKZO NOBEL TEAM** at each stopover

**6,500**

Guests boarded one of the boats involved





# PARTNERS

OFFICIAL COMMUNICATION PARTNERS

THALES

iridium®

OFFICIAL PARTNERS

**AZIMUT**  
CRÉATEUR DE SOLUTIONS NUMÉRIQUES

**GROUPE MDS**  
Mutuelle des Sportifs

OFFICIAL SUPPLIERS

**gsea**  
design

**Lorima**  
DE MARC LORIMON

**HYDROEM**  
HYDRAULIQUE MARINE ET INDUSTRIELLE

**AUBERT & DUVAL**  
A&D

**AMPM**

**bermudes**

**GUYADER**  
GASTRONOMIE

**Trescal**

ORGANIZATIONS

**FFVoile**

**World Sailing**

Organisation  
des Nations Unies  
pour l'éducation,  
la science et la culture  
Commission  
océanographique  
intergouvernementale

**OceanOPS**

**Global Climate Action**  
United Nations Climate Change

**OCEAN**  
COMMON GOOD  
OF HUMANITY



The IMOCA logo is a white rectangular box with the word "IMOCA" in blue, sans-serif capital letters. The box is tilted slightly to the right.

IMOCA

© PHOTOGRAPHIES

ALEXIA BARRIER - JAMES BLAKE  
PIERRE BOURAS - ALEXIS COURCOUX  
VINCENT CURUTCHET - THOMAS DEREGNIEAUX  
FRANÇOIS DOURLIN - MARTIN KERUZORÉ  
TITOUAN LAMAZOU - GAUTHIER LE BEC  
JÉRÉMIE LECAUDEY - ARMEL LE CLÉAC'H  
JEAN-MARIE LIOT - MARK LLOYD  
TEAM MALIZIA - THIERRY MARTINEZ  
YANN RIOU - AMORY ROSS - AINHOA SANCHEZ  
ELOI STICHELBAUT - FRANÇOIS VAN MALLEGHEM

**CLASSE IMOCA**

17 RUE HENRI BOCQUILLON  
75015 PARIS - FRANCE

**ANTOINE MERMOD**

ANTOINE.MERMOD@IMOCA.ORG  
+33 (0)6 62 49 78 08

**ANTOINE ROBIN**

AROBIN@C-TOGETHER.COM  
+ 33 (0) 6 60 48 49 55