

## GLOBE SERIES

2021 - 2025

BECOME THE TITLE
CHAMPIONSHIP 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.

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

TITOUAN LAMAZOU, WINNER OF THE FIRST VENDÉE GLOBE.

## 

### 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.

IMOCA 2020. 4

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



### SO 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



## 

## 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

initiatives 100 INE

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



### 260° 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







# 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,

#### 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

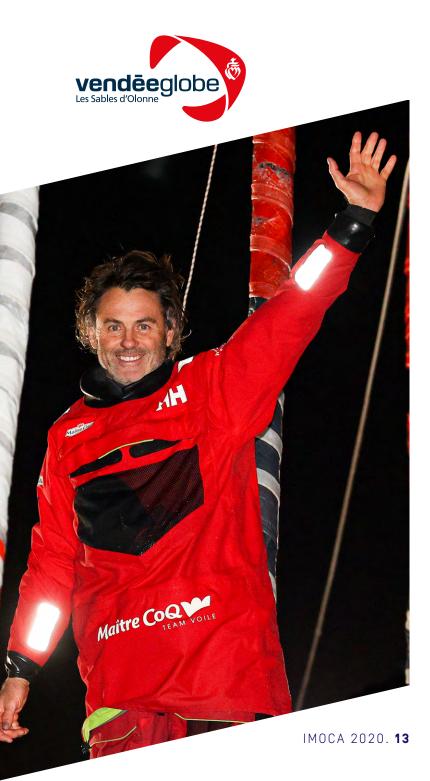
Fans on social media

#### 94,000

VIP guests welcomed during the last edition

9 months of racing





## 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 unprecedent 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

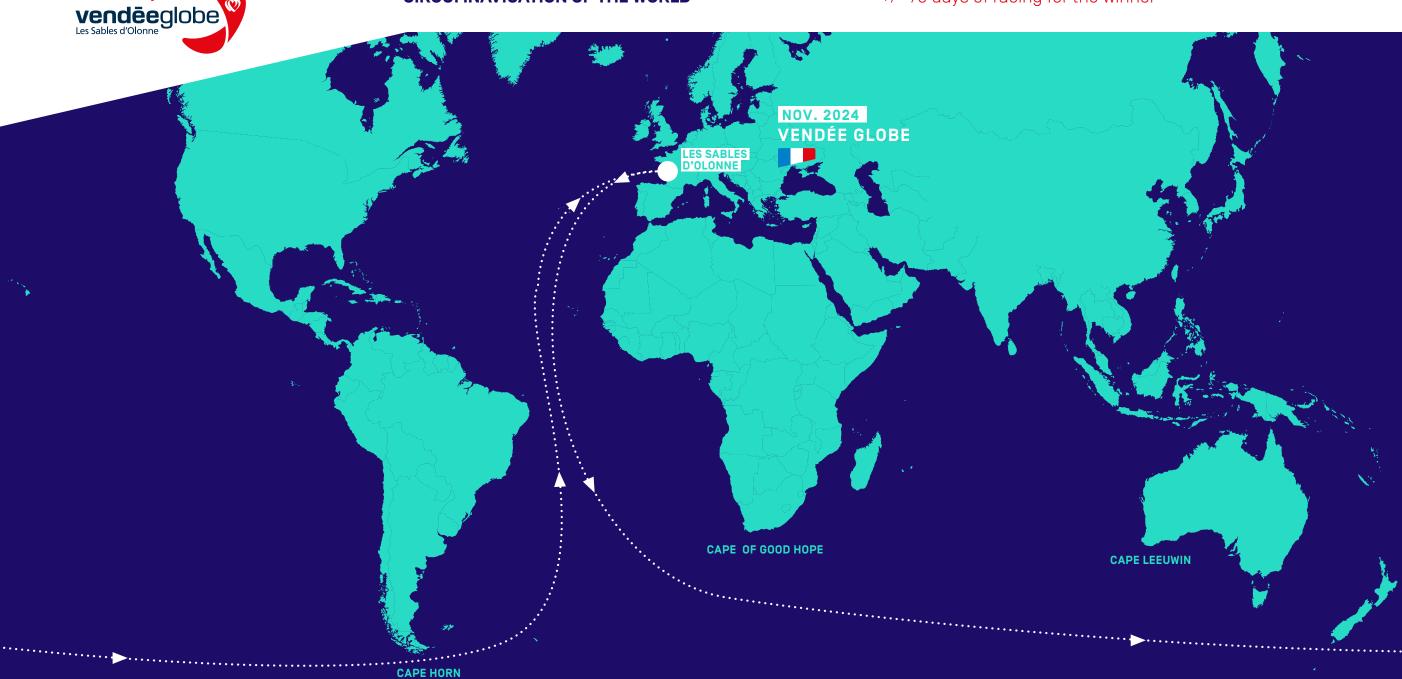
Publications seen on @VoileBanquePopulaire

#### 11 MILLION

reached, target audience between 25-49 years old SINGLE-HANDED, NON-STOP, NON-ASSISTED CIRCUMNAVIGATION OF THE WORLD

#### **NOVEMBER 2024 - FEBRUARY 2025**

+/- 70 days of racing for the winner





## SYMBOLIC TRANSATLANTIC CROSSINGS



## 2021 & 2023 TRANSAT JACQUES VABRE

Double-handed race





#### 2022 ROUTE DU RHUM

Single-handed race





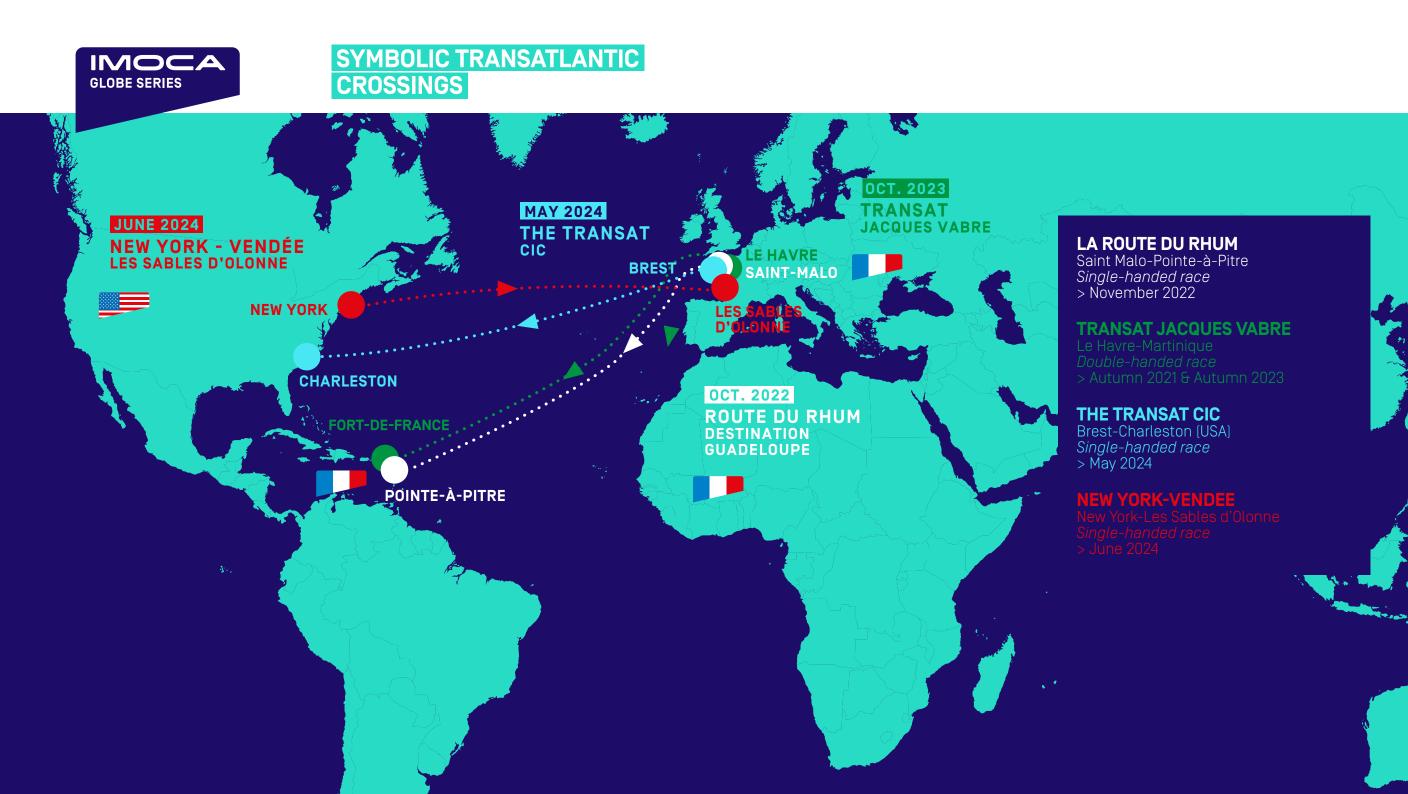


#### 2024 THE TRANSAT CIC Single-handed race





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





## 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 VENDÉE-ARCTIQUE-LES SABLES D'OLONNE

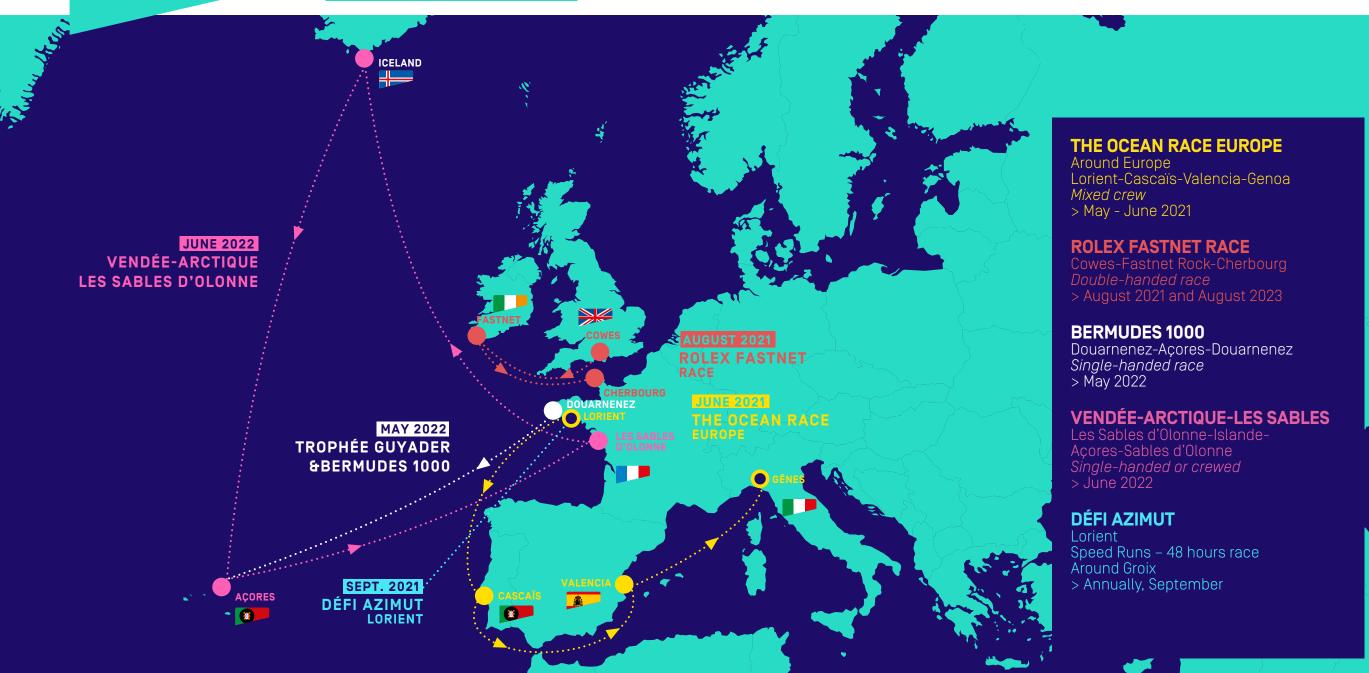
Single-handed race or crewed



SEPTEMBER ANNUALLY DÉFI AZIMUT

IMOCA 2020. 17

## AN EVER-EXPANDING EUROPEAN PROGRAM







## 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 & VO65

May - June, 4 weeks of racing

LEG 1

Lorient - Cascaïs

LEG 2

Cascaïs - Valencia

LEG 3

Valencia - Gênes



### 2 ROUND-THE-WORLD TOURS - 5 TRANSATLANTIC RACES 14 COUNTRIES VISITED











JAN. - JUNE



3 \

1000

RACE

Mixed crew

Single-handed race

Mixed crew



TRANSAT

Single-handed race



JULY - SEPT.\*



Double-handed race

혅

Double-handed race

Single-handed race

VENDEE ARCTIQUE LES SABLES D'OLONNE











OCT. - DEC.





THE **OCEAN RACE ROUND THE WORLD SINCE 1973** 



Jacques



Double-handed race

Double-handed race

## IMOCA GLOBE SERIES

### THE MOST UNIQUE FLEET IN THE WORLD

## 1/2



11TH HOUR - USA



CHARAL - FRA



**HUGO BOSS - GBR** 



**APIVA -** FRA



**COMPAGNIE DU LIT/LITIJI -** FRA



**INITIATIVES-CŒUR -** FRA



**ARKEA PAPREC - FRA** 



**CORUM L'ÉPARGNE -** FRA



L'OCCITANE EN PROVENCE - FRA



**BANQUE POPULAIRE X - FRA** 



**DMG MORI GLOBAL ONE - JPN** 



LA FABRIQUE - SUI



**BUREAU VALLÉE 2 -** FRA



**GROUPE APICIL - FRA** 





**GROUPE SÉTIN -** FRA



LA MIE CÂLINE - ARTISANS ARTIPÔLE - FRA

## IMOCA GLOBE SERIES

### THE MOST UNIQUE FLEET IN THE WORLD

## 2/2



**LINKEDOUT - FRA** 



**OMIA, WATER FAMILY - FRA** 



MACSF - FRA

















VAND B-MAYENNE - FRA











#### IMOCA **GLOBE SERIES**



Fabrice AMEDEO NEWREST - ART & FENETRES



Romain ATTANASIO PURE - BEST WESTERN®



Alexia BARRIER



Yannick BESTAVEN



Clarisse CRÉMER BANQUE POPULAIRE X



Charlie DALIN



Samantha DAVIES



Jérémie BEYOU



Arnaud BOISSIÈRES



Louis BURTON BUREAU VALLÉE 2



Didac COSTA ONE PLANET ONE OCEAN



Sébastien DESTREMAU

Manuel COUSIN



Benjamin DUTREUX



Charlie ENRIGHT



Kevin ESCOFFIER



COMPAGNIE DU LIT / JILITI







**Boris HERRMANN** 





Miranda MERRON CAMPAGNE DE FRANCE



**Erik NIGON** 



Giancarlo PEDOTE



Alan ROURA

## THE ELITE RACING

PROFESSIONAL ATHLETES

SKIPPERS - MEN AND WOMEN

**INTERNATIONAL FIGURES** 

**BUSINESS LEADERS** 

**SOLIDARITY BETWEEN SPORTSMEN AND WOMEN** 



Isabelle JOSCHKE



YES WE CAM!



Stéphane LE DIRAISON TIME FOR OCEANS



Paul MEILHAT



Thomas RUYANT



Damien SEGUIN GROUPE APICIL



Kojiro SHIRAISHI DMG MORI GLOBAL ONE



Sébastien SIMON



Maxime SOREL V AND B - MAYENNE



Alex THOMSON HUGO BOSS



Armel TRIPON L'OCCITANE EN PROVENCE



Nicolas TROUSSEL CORUM L'EPARGNE



### 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.



<b>1</b> er	BORIS HERRMANN SEAEXPLORER - YACHT CLUB I	DE MONACO WINNER IMOCA 2018-21	526 pts
<b>2</b> e	YANNICK BESTAVEN MAITRE COQ IV		517 pts
<b>3</b> e	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 1st 2021





## POSITIVE IMAGE AND UNIVERSAL VALUES



PROXIMITY
ACCESSIBILITY
HUMILITY



RESPECT
SOLIDARITY
COMMITMENT

PERFORMANCE
TECHNOLOGY
INNOVATION



FREEDOM
AUTHENTICITY
DIVERSITY



### IMOCA

### **DEDICATED TEAMS**



## 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.



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.

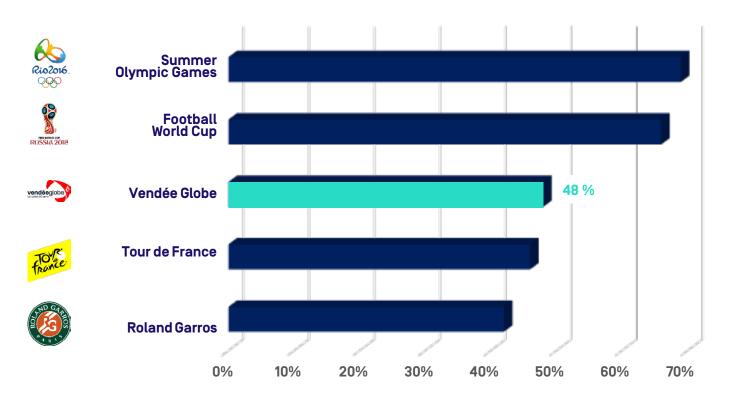






### PLANNING TO FOLLOW THE VENDÉE GLOBE 2020-21 ?

**ODOXA-RTL STUDY NOVEMBER 2020** 



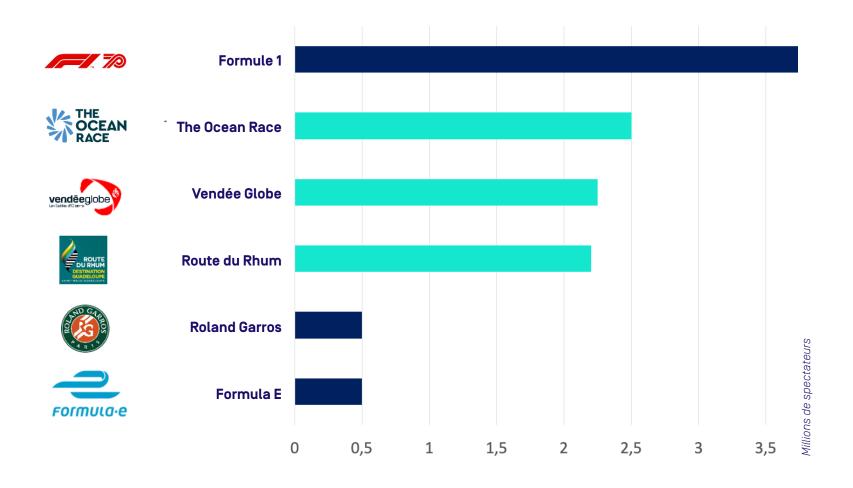
66.7% OF FRENCH FOLLOWED
THE VENDÉE GLOBE 2020-21
(+ 14.7% VS 2016!)

SOURCE KANTAR, MARCH 2021

### IMOCA



## SPECTATORS ON SITE









## 1,2 SUARANTEED

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

MORE THAN 1 BILLION EUROS OF MEDIA ACCUMULATED





## 8 AHUGE 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 FANS MORE THAN TWO MILLION FANS ACCUMULATED

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





## 343 THE POWER

**343 MILLION VIEWS ACCUMULATED** 

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

### IMOCA





## 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 SNOWBOADER 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.







#### **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.

# SUSTAINABILITY

THE ROLE OF OUR

# SUSTAINABILITY PROGRAM WITHIN THE IMOCA CLASS

The IMOCA Class aims for **sustainable and innovative performance**, whilst integrating its sports, economic and social actions of its sailors.

#### OUR ENGAGEMENT

Develop our sports projects towards more sustainable performance and contribute towards building a responsible heritage for the maritime world.





## **OUR AMBITIONS**



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.



### **OUR ACTIONS**



#### 1. LEGISLATE

Develop technical rules to direct reflection towards virtuous innovations.





#### 2. INVOLVE

industry experts through collective intelligence.



#### 3. ENGAGE

our teams on a daily basis.



## **OUR LEVERS FOR ACTION**

**4. PROMOTE** scientific collaboration.



**5. RAISE AWARENESS** through the notoriety of our skippers.



6. MOBILIZE sources of funding to support our transition.



Race We Must Win



### ENDOWMENT FUND

BECOME A SPONSOR AND PARTICIPATE IN THE CHANGE



Created in 2021 by the IMOCA Class, the endowment fund GLOBE CLUB is managed by a Board of Directors independent and financed by companies, institutions and individuals.

**ITS OBJECTIVE:** Support actions of general interest of the IMOCA Class and its members, within the framework of an incentive tax model that will allow with each donation to be 60% tax deductible\*.

#### **BENEFITS FOR DONORS**

- Title of SPONSOR OF THE GLOBE CLUB
- Your company is associated with the actions dedicated communication
- Internal projects: unite your employees around the CSR themes of the GLOBE CLUB
- Networking events: participate in GLOBE events CLUB with all our partners (racing events, conferences, GLOBE CLUB work reports and much more.)
- Business opportunities: Collaborate and create new projects with other GLOBE CLUB members

<sup>\*66%</sup> deduction for individuals

<sup>\*</sup>Donation limited to 5 per 1.000 of the Company's annual turnover

<sup>\*</sup>Applicable to companies around the world that have a tax deduction scheme in their own country



# 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.





# 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



# 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

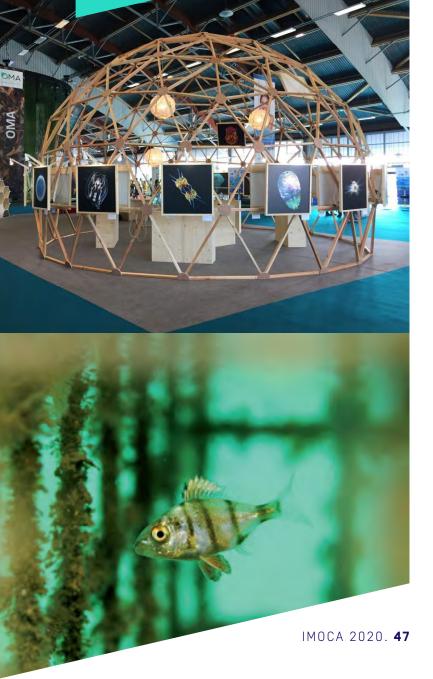
#### **OBJECTIVE**

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 insitutions UNESCO, United Nations, Ministries, Ocean Summits, etc.
- **Content production and influence development** on the skippers, IMOCAs and other engaged businesses social media





# CREATING PROJECTS FOR THE PUBLIC

# 4

#### **OUR AMBITIONS OF THE «BEYOND SPORT» PROJECT:**

- Each race is an opportunity to raise public awareness
- Share high quality environmental messages

#### **OBJECTIVE**

Raise awareness among as many people as possible through attractive operations

#### **PROJECTS UNDERWAY FOR THE TRANSAT JACQUES VABRE 2021**

- Educational Science space in partnership with IOC-UNESCO
- Photo exhibitions: Plankton with Plankton planet, Athletes involved with the Des Mains pour Demain project
- **Fun workshops** based on local biodiversity in ports (Le Havre / Martinique) with **Ecocéan**
- Workshops about the life onboard offshore racing yachts with the Cité de la Voile









In addition to the daily work, the IMOCA Class intends to bring together its community (skippers, experts and brands) with the occasion of **a one-day event sharing knowledge and milestones** around current and future work.

Sponsoring this day is an opportunity to introduce yourselves as a key player in the transition of the sector alongside IMOCA and its ecosystem.

As a partner of the Class, you will have the event visibility as well as the opportunity for speeches and the presentation of products/actions to a select and engaged audience.





## BECOME A PARTNER

**IMOCA GLOBE SERIES** 

TITLE PARTNER IMOCA GLOBE SERIES

CO-TITLE PARTNER

LA NEW YORK – VENDÉE

CO-TITLE PARTNER VENDÉE ARCTIQUE LSD

TITLE PARTNER
DÉFI AZIMUT

















# JOIN THE CHAMPIONSHIP

**LABEL & LOGO GLOBE SERIES** 

**GLOBE SERIES TITLE PARTNER** 

**"YOUR BRAND** GLOBE SERIES"

**RIGHT TO USE** THE GLOBE SERIES LOGO





GLOBE SERIES





# BECOME A TITLE PARTNER OF 6 RACES

LABELS OF OTHER RACES INCLUDED IN THE OFFER

2022 - CO-TITLE PARTNER

Vendée-Arctique-Les Sables d'Olonne

2024 - CO-TITLE PARTNER

New York-Vendée-Les Sables d'Olonne

EACH YEAR - TITLE PARTNER

Défi Azimut











# A GLOBAL COMMUNICATION TOOL

YOUR BRAND BENEFITS FROM A COMPLETE PLATFORM OVER A 4-YEAR PERIOD.

#### **COMMUNICATION MEDIA**

Photos, video, print and digital

#### **COMMUNICATION TERRITORY**

World

#### MEDIA IMPACT STUDIES

**Globe Series** media coverage study Media valuation study dedicated to **your brand** 

#### SECTOR EXCLUSIVITY

Exclusivity guaranteed in the offer









# VISIBILITY OF YOUR BRAND

#### **ENJOY VISIBILITY ACROSS THE ENTIRE FLEET**

#### **MAINSAIL**

Visibility on the mainsail of all IMOCA boats (Excluding The Ocean Race)

#### **DODGERS**

Visibility on 50% of the dodgers on each boat All IMOCA races (Excluding The Ocean Race)

#### **PORT FLAG**

A flag in the port on all boats [Except The Ocean Race]













#### SKIPPERS VISIBILITY

**Sleeve visibility** on all IMOCA Class skippers [monochrome] -[Except The Ocean Race]





#### STAFF VISIBILITY

Sleeve visibility

on all IMOCA staff members

Textile visibility of the race organisers

New York-Vendée-Les Sables d'Olonne, Vendée-Arctique-Les Sables d'Olonne and Défi Azimut







# IMOCA

# BENEFIT FROM ON SITE VISIBILITY DURING EACH RACE



#### **ON SITE VISIBILITY**

#### 40% share of the

New York-Vendée-Les Sables d'Olonne, Vendée-Arctique-Les Sables d'Olonne





#### **DEDICATED VISIBILITY SPACES**

Key areas of the race villages (VIP area, press area, public areas...)

Signage at both the departure and arrival villages (directional signs, large screens...)



Visibility event support [Flags, banners, kakemonos...]

Visibility institutional support [backdrops, photocall...]



# DEDICATED SPACE FOR YOUR BRAND AT EACH EVENT



#### **DEPARTURE / ARRIVAL VISIBILITY**

**Entertainment and reception area** in the colours of the Globe Series at each race





#### Public animation space (25m²)

at all races
[9m² for the Vendée Globe]:
- Sampling
- Highlighting your products
- Animation
- Etc...







IMOCA 2020. **64** 





## RECURRING VISIBILITY

#### ON OFFICIAL COMMUNICATION MEDIA

#### CHAMPIONSHIP LOGO PRESENCE

- **Communication materials** produced by Globe Series and the races [visuals, kakemonos...]
- Globe Series press releases and press kits
- Poster of the official Globe Series photo

#### PRINT SUPPORTS

- Advertising page in the official program:
   ½ page for the Vendée Globe
   1 Full page for other races
- **Editorials** via the Globe Series press partners



### BENEFIT



#### **WEBSITE**

- Championship logo on the home page from the Globe Series website
- Logo and link to your website in the partners' section from the Globe Series website
- Advertising banners on the Globe Series website
- Content partnership on the Globe Series website

#### **SOCIAL NETWORKS**

- Dissemination of dedicated promotional offers on the Globe Series social networks
- Dedicated publications on social networks of the Globe Series
- Shares and retweets of your publications on Globe Series social networks
- Creation of a **hashtag dedicated** to the championship







# EXPERIENCES MONEY CAN'T BUY

An intervention day by an IMOCA Globe Series world champion



**Guided tour of an IMOCA boat** 

10 days of sailing in an IMOCA per year for 5 people





Onboard departure or / and arrival for all races

Follow the prologues and/or postlogues



Partner evening invitations for all the races





#### **HOSPITALITY AREA**

10 invitations at the start of each race

Possibility of privatizing the IMOCA Globe Series partner area

**10** VIP passes to the pontoons at the start of the Vendée Globe

#### **ACCREDITATIONS**

**10** VIP accreditations for every race

**10** pontoon passes for departure weekends





#### **INVITATIONS**

**10 Invitations** for:

Globe Series **press conferences** and other races

The Globe Series **awards ceremony** and other races

The **closing evening** of the other championship races

#### **PUBLIC RELATIONS**

**Speaking** at Globe Series and New York-Vendée-Les Sables d'Olonne press conferences

Globe Series **trophy presentation** by a manager of your company



# MERCHANDISING



#### PRODUCT BRANDING

in the colours of the championship

**10% DISCOUNT** on the purchase of derivatives of the other championship races



### PARTNERS

**TITLE PARTNER** 

# **YOUR LOGO**

**OFFICIAL COMMUNICATION PARTNERS** 





OFFICIAL PARTNERS





#### **OFFICIAL SUPPLIERS**

















#### **ORGANIZATIONS**













