



# Vendée Globe

A supplier of legends since 1989

AROUND THE WORLD  
SINGLE-HANDED  
WITHOUT STOPOVERS  
WITHOUT ASSISTANCE

# A legendary race

## The last great human adventure



The Vendée Globe is synonymous with absolute simplicity: a round the world under sail, single-handed, without stopovers and without assistance. Equally though, it's a very special kind of alchemy, born from the union between nature in its raw state and high technology, between the solitude of the sailor and the enthusiasm of the crowd. After all, the Vendée Globe is an event borne by a whole department, whose gaze has always been resolutely turned towards the high seas.

The result is everything you might expect and more with, notably, 1.7 million visitors on the official website during the last edition, and no fewer than 466 hours of television. Today very few sporting events enjoy such popularity and ensure their sponsors and their partners such media coverage.

Beyond the figures though, the values associated with racing on the open sea give more meaning to involvement in sport: respect for the environment and the rules of the game, the transcending of one's own capabilities and the ultimate challenge. Such values are borne by the last pioneers of modern times: Titouan Lamazou, Christophe Auguin, Loïck Peyron, Michel Desjoyeaux and Ellen MacArthur... sailing legends, solid and true, respected and admired.

You too can join in the adventure, by sharing, with all the locals of the Vendée region and millions of enthusiasts, one of the greatest exploits in the world: the Vendée Globe!

### Bruno Retailleau

President of the SAEM Vendée Globe  
President of the Vendée departmental council



## Patricia BROCHARD, CEO of Sodebo

*"Thanks to sailing and the Vendée Globe, the notoriety of our company has made a real leap forward. I invite companies who are still wondering whether it's the right move to just go for it and get involved in sailing, which is an exceptional communication medium."*

**Sodebo**



# Write and share the legend of the Vendée Globe...

Sailors in search of adventure or athletes of the highest level, they've built the Vendée Globe legend over the past two decades, sharing with their partners and the public the greatest human adventure there is on the oceans.



**Titouan Lamazou**, painter, adventurer, he won the first Vendée Globe in 1990



**Philippe Poupon**, rescued by Loïck Peyron during the Vendée Globe 1989-1990



**Alain Gautier**, the youngest winner of the Vendée Globe, in 1993. He was aged 30



**Mike Golding**, a major player in the last 3 Vendée Globes, he'll be there in 2012



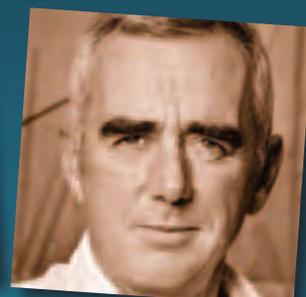
**Yves Parlier**, nicknamed Robinson Crusoe from the Vendée Globe 2000



**Ellen MacArthur**, at 24, finished just behind Michel Desjoyeaux in 2001



**Christophe Auguin**, outright winner of the 1997 edition



**Loïck Peyron**, three participations in the Vendée Globe (1989, 1992 and 2008)



**Vincent Riou**, won the 2005 edition after an epic battle against Jean Le Cam



**Sam Davies**, the revelation of the last Vendée Globe through her coolness and her talent



**Jean Le Cam**, second in the Vendée Globe 2005, capsized at Cape Horn in 2009



**Michel Desjoyeaux**, the only sailor to have won the Vendée Globe twice

**Maritxu DARRIGAND**,  
Marketing Director Roxy Europe

*"The media assessment of the Vendée Globe was more than positive for the Roxy brand! We were expecting some strong media coverage but the results were way beyond our expectations!"*

 ROXY



# Thrilling the greatest number of people

## The most popular sporting event

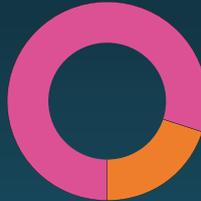
With **1.7 million visitors** present in Les Sables d'Olonne, the Vendée Globe positions itself as one of the most popular major events in France, irrespective of which sport. From one edition to the next, the Vendée Globe has become a unique showcase for sponsors.

**1,7**  
million  
spectators

- 300,000 people the day of the start
- 735,000 visitors in the official race village over three weeks
- 26,000 schoolchildren

### Geographical roots

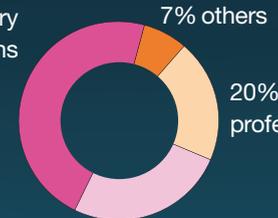
80% extra-regional public



20% regional public

### Socio-professional categories

47% intermediary professions



26% pensioners



**1,7 million people**  
in Les Sables over 3 weeks



**104 PR operations**  
hosted in 2008-2009



**20,000 people per day**  
on the pontoons of Port Olona



**10,000m² Race Village**  
"General Public"

**Xavier CARETTE,**  
Director of Veolia  
Environnement's Multimedia  
Hub

*"The internal and external spin-offs of the Vendée Globe go a lot further than pure statistics. I hope that all sponsors experience such a fantastic adventure one day."*



**Live radio sessions**  
at the Paris boatshow



**120,000 people on the beach,**  
for the prize-giving

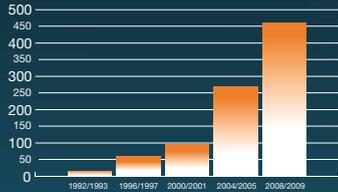


# Providing exceptional visibility!

The Vendée Globe gives rise to unrivalled appeal from the media. No less than 1,200 international journalists have provided global coverage of the event, producing the equivalent of **145 million Euros** in media purchases.

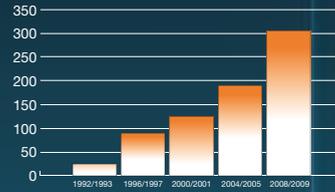
**TV +69%**

**466 hours of Television**



**Radio +53,5%**

**300 hours of Radio**  
and 800 live broadcasts from Les Sables d'Olonne



**145**  
million Euros  
of media coverage

**Television :** The major national channels covered 100% of the event. The media value of the televisual coverage of the race is an estimated **42 million Euros**.

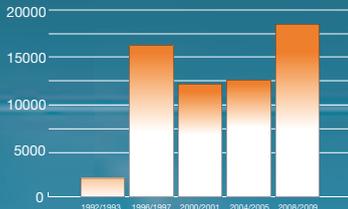
**Radio :** Nearly 800 live emissions were broadcast from Les Sables d'Olonne. The value is on the increase by +72.5%, which equates to **25 million Euros**.

**Bruno LALANDE,**  
Director of Kantar Sport

*"The Vendée Globe enables the event partners and the boats' sponsors to achieve levels of performance well beyond the initial objectives. The ratio of investment/ media effectiveness for Michel Desjoyeaux' sponsor enables it to attain levels of effectiveness which are on a par with the top French football sponsors".*

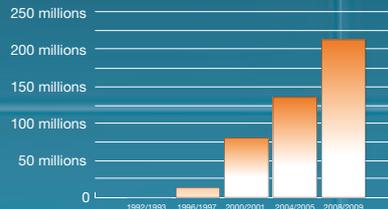
**Press +53,5%**

**18,000 Press articles**



**Internet +58%**

**59 million internet users**  
and 234,000 single visitors a day



**Press :** The number of press articles in the daily regional press has increased by +46.5%. The total media value of the printed press has been estimated to be 62 million Euros.

**Internet :** With over 10,000 articles published on the website, 47% of which are in English, the site played host to over 225,000 visitors a day during the three months of racing.

**International press:**

The coverage in the overseas press, regardless of the media, has been valued at over 15 million Euros.

**Virtual Vendée Globe:**

A real social phenomenon which attracted 332,529 players onto an incredible community platform gathering people together from all walks of life.



# Exchange and meet others at the heart of the race!

The Vendée Globe is evolving in 2012, with the constant aim of innovating without betraying its basic values: openness to the greatest possible number, both in Les Sables d'Olonne and Paris, the reception areas for the Vendée Globe will be designed to optimise the reception of businesses and favour the activation of their marketing.

## The Vendée Globe Village, in Les Sables d'Olonne

An exceptional site spanning 15,000m<sup>2</sup> for your communications opposite the Vendée Globe pontoons

- a General Public Village spanning 10,000m<sup>2</sup>
- a Hospitality Village spanning 5,200m<sup>2</sup> for your public relations

## Race HQ in Paris-Montparnasse

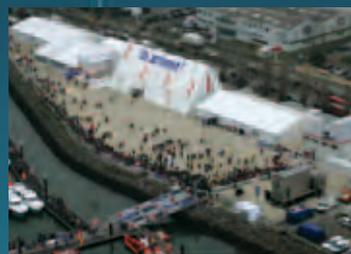
A privileged site for your activities at the heart of Paris

1,000m<sup>2</sup> space grouping together:

- a TV stage for the live, public radio sessions
- a space reserved for your public relations
- a recreational presentation area about the race for the general public
- a giant billposting display on the Tour Montparnasse



2,500m<sup>2</sup> space for enhancing the value of your brand



10,000m<sup>2</sup> Village at Les Sables d'Olonne



1,000m<sup>2</sup> at Montparnasse for your operations



Over 5,000m<sup>2</sup> for your hospitality and public relations operations



1 500 m<sup>2</sup> recreational area for the general public

## Jean-Jacques LAURENT, President of PRB

*"The coverage from the Vendée Globe has been exceptional and we reckon it has increased our turnover by 5% a year. In 2001, when we won with Michel Desjoyeaux, the media coverage matched our turnover, namely 140 million Francs!"*



# Taking you where few have gone before...

## ...by using a powerful, multi-channel communications platform

The Vendée Globe gathers together the major assets enabling your business to capitalise on some strong, distinctive values:

### THE PEAK OF SPORTING CHALLENGE

commitment and transcending one's own capabilities, endurance and tenacity, competition and daring to take part in one of the last great human adventures

### TECHNOLOGICAL ADVANCES

innovation, performance, research and development at the service of an ambitious sports project

### SUSTAINABLE DEVELOPMENT

renewable energy, eco-citizenship, solidarity and responsibility

#### Boosting your image and your notoriety

Develop the visibility and notoriety of your brands through the media impact of the event orchestrated by the Vendée Globe, as well as some support programmes developed by the skippers and the organiser.

#### Motivation from within

Through the values of endurance, transcending one's own capabilities, solidarity and responsibility, rallying together your employees around a unifying project at all levels of the company, whilst reinforcing the pride in belonging.

#### Demonstration of your expertise

In an environment coloured by performance and innovation, enhance the value of your products and services by visibly contributing to the Vendée Globe adventure and demonstrate your supremacy in some extreme conditions.

Take advantage of 5 major levers to accelerate the development of your business:

#### Promotion of your sales

With an increasingly numerous public taking an interest in this fantastic human adventure, develop operations to boost your unique, worthwhile sales.

#### Development of your business

By emphasising the exceptional hosting opportunities on land and at sea, invite your clients and prospective clients to enjoy a unique and unforgettable experience and pursue some strong and lasting commercial relations.



### Chantal PETRACHI, Director of communications at Banque Populaire

*"The Vendée Globe carries the human values which Banque Populaire has always set great store by: courage, transcending one's own capabilities, a conquering spirit and a sense of adventure."*



# The key figures, The meetings

## THE KEY FIGURES

**1,7 million**  
Visitors

**49 million**  
Internet users

**2,386**  
Journalists

**466 hours**  
of Television

**18,604 Press articles**

**333,000**  
virtual skippers

## THE MEETINGS

**End 2011/start of 2012**  
Press Conference on D-1 year

**September 2012**  
Press Conference D-30 days

**October 2012**  
Opening of the host village for the start in Les Sables d'Olonne

**10 November 2012**  
Start of the Vendée Globe 2012-2013

**11 November 2012 to January 2013**

- Opening of the Race HQ in Paris-Montparnasse
- Advertising display on the Tour Montparnasse

**End January 2013**  
Opening of the "Finishers" Village in Les Sables d'Olonne

**February 2012**  
First arrivals of the skippers in Les Sables d'Olonne

**May 2013**  
Prize-giving on the large beach in Les Sables d'Olonne

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