OFFSHORE SAILING AT THE 2024 OLYMPIC GAMES
THE ROAD TO SUCCESS
SUMMARY

THE EVENT
TO SHOWCASE THE EVENT
THE ROAD TO PARIS 2024
TO BECOME AN EVENT PARTNER
APPENDIX
PARTNERSHIP OFFERS
CONCEPT

SIMPLICITY, PERFORMANCE AND EMOTIONS

• A 3 days (2 nights) “Endurance” offshore race
• A human outstanding performance
  (lack of sleep, high intensity, sailors pushed to their limits)
• A simple race concept - start and finish in Marseille*
• Easy for everyone to follow,
  the first to cross the line wins the race (direct judging)
• In parallel of the World Cup Series Final in Marseille
  (3rd to 10th of June 2018),
• Mixed double handed (gender equity)
• National teams (4 to 5)

*see appendix
AN INNOVATIVE PROJECT

BEING PART OF THE OLYMPIC PROGRAM: A DREAM TO COME TRUE FOR OFFSHORE SAILING

- Global interest for Offshore racing always increase overall: the credential to become a new olympic sailing event (Vendée Globe = 1236h of coverage in 190 countries; Volvo Ocean Race = 12,8 millions Youtube views)

- Creating the longest olympic event (all sports included)

- A Sailing Endurance Race to be followed worldwide 24/24

- A unique olympic event connected to every e-sailing fan

- Linking the two worlds of “inshore” and “offshore” sailing
A fascinating project to be innovative by taking the first step to a new Olympic sailing event for 2024

- A unique opportunity to showcase the ability of offshore sailing to be part of the Olympics.
- Marseille, 2024 Olympic Sailing Venue, a symbolic and perfect place to organize this event
- An event integrated in the international sailing perspective (2019 World Championship, a showcase event in 2020)
A NEW DISCIPLINE TO BECOME
A NEW INTERNATIONAL REFERENCE

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<tr>
<th>Year</th>
<th>Event</th>
<th>Venue</th>
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<tr>
<td>2018</td>
<td>Offshore Showcase</td>
<td>Marseille</td>
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<td>2019</td>
<td>World Sailing One Design World Championship</td>
<td>Venue TBC</td>
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EVENT ORGANIZING COMMITTEE PARTNERS

- Initiate the event
- Event General Management
- On the water Management
- Communication 360°
  (through a partnership)
- TV Production/Distribution
  (through a partnership)

- Boat Yard (boats management)
- Logistical Management
TO SHOWCASE THE EVENT
PROPOSE A HIGH QUALITY TV PRODUCTION

PRODUCE IMPACTFUL AND HIGH DRAMA CONTENTS

- 5 persons producing footage (5 days on site)
- Specific contents adapted to different kinds of media
  - Teaser for all media
  - Daily highlights (Fra / Eng) for international broadcast
  - Daily news to press agencies and 24 hours news channels
  - 26 mn final footage (Fra / Eng) for international broadcast
- Live 2D mapping
GET OPTIMAL AUDIENCE (TV AND DIGITAL PLATFORMS) IN FRANCE AND ALL AROUND THE WORLD

TV AND DIGITAL DISTRIBUTION

• TV Distribution in France and at an international level
• Digital distribution
• Coverage in 140 à 160 countries
• 30 existing agreements with different media
• 25 to 30 TV channels / Digital Platforms
• 4 24hours “News Channels”
• 5 Press agencies
ANORTH AMERICA
Canada: RDS
USA: Olympic Channel

SOUTH AMERICA
Pan Amérique Latine: ESPN International (46 territoires)
Pan Amérique du Sud: Claro Sports (17 territoires), Flow Sports (15 territoires)

AFRICA & MIDDLE EAST
Pan MENA: OSN (23 territoires)
Pan Afrique Sub saharienne: Supersport (52 territoires), Startimes (24 territoires)

EUROPE
France: L’Equipe, France TV, Groupe BFM, Groupe Canal (Infosport+, C News)
Croatie: SPTV
Grande Bretagne: Premier Sports
Grèce: Nova Sports
Hongrie: Digi Sport
Irlande: Eir Sport

ASIA & OCEANIA
Malaisie/Brunei: Astro
Philippines: Solar Sport
Singapour: Starhub
Pan Asie: Eurosport Asie (16 territoires), Fox Sports Asie (18 territoires)
Australie: Fox Australie
Nouvelle Zélande: Sky TV

Agences News: SNTV, Reuters, Perform, EVS, Eurovision, AFPTV

Chaîne Monde: TV5 Monde, France 24

Bleu: Programme Final de 26’
Vert: Couverture News

World

INTERNATIONAL DISTRIBUTION
TO PRODUCE EDITORIAL CONTENTS

CREATE A CLEAR AND RECOGNIZABLE IDENTITY / BRAND

OFFICIAL LOGO (and variations)
- Officiel poster 40x60
- Abribus 120x176 (200ex)
- 8m² 320x840 (50ex)
- Voussure bus (100ex)
- Web
- Digital screen

PHOTOGRAPHY
- Photographer on the venue the 5 days

ICONOGRAPHY
- a professional iconographer

Language
- English and French
TO ENGAGE AND CONVINCE MEDIA

PRODUCE INNOVATIVE AND CREATIVE CONTENTS FOR THE MEDIA

PLANNING
• Teasers, daily press conferences, press releases,
• Media contents
• Highlights and perspectives

MEDIA RELATIONS
• Media General management
  (national, regional, cultural, sport, …)
• Press conferences / Workshops Press trip
• Management of media needs
• Media management on the venue
  (media center, sailors interviews…)

SURVEY AND REPORTING
• Survey
• Reporting
TO DEVELOP A GLOBAL PROGRAM TO ENGAGE FANS AND COMMUNITIES

SOCIAL MEDIA
- Professional Com Manager for 3 months
  - Facebook: 10-15 posts / month
  - Twitter: 30 tweets and RT / month
  - Instagram: 10 to 15 post / stories / month

Ads
- Purchase campaign on Facebook and Instagram to ensure:
  - Fans recruitment, supporting offshore at the OG
  - Push key contents toward the largest possible audience

CONTENTS
- Specific Teasing Content
- 3 to 5 short films (famous offshore skippers supporting the project)
- 10 “buzz” pictures
TO ENGAGE FANS AND FOLLOWERS

ENGAGE FANS
BY FOLLOWING THE EVENT LIVE

- **VIRTUAL REGATTA**
  E sailing game with Virtual Regatta
  (+ 500 K players during the last Vendée-Globe)
  for the Test-Event

- **Live tracking**
  To follow the race in live conditions
Global success, media value numbers etc…., to provide guidance and help international bodies to take the decision.

MEDIA REPORT

- Indicator’s definition (distribution, audience, coverage…)
- Datas collection
- Production of the report

EXPERT REPORT

- Indicators definition and datas collection
- Presence on the venue
- Production of the report
SUPPORT TOGETHER OFFSHORE SAILING TO BECOME AN OLYMPIC EVENT

Meet the several key stakeholders to demonstrate to the success of this project. Show them the global interest and perspectives of this event.

- IOC
- Paris 2024 Organizing Committee
- World Sailing
- National Sailing Federations
BECOME AN EVENT PARTNER
A STRONG VISIBILITY OF YOUR BRAND ON THE ENTIRE FLEET OF THE EVENT

- Top visibility space for the event partners
- Visibility space for the FFVoile catch phrase “Offshore in the Games”
- Visibility space for the skipper and his partner(s).
"THE DAY I SAILED WITH..."

Prologue:
• An experience to share with your clients/employees on modern boats with the best sailors in the world
• A sailing experience on the 2024 Olympic Games venue

During the race:
• Opportunity for your clients/employees to follow the race in live conditions (start of the race on shore on VIP boats)
• Exclusive access to the World Cup Series facilities (VIP room, exclusive dîner…)

SHARE THE EXPERIENCE OF THE EVENT
**PROLOGUE:** opportunity for the partners to offer your clients / employees the experience of being on board with the best sailors in the world for a short race.

The race (options depending on routings):

- **South Mediterranean:**
  Marseille - Giraglia - Hyères/Marseille: around 200/300 Mn.
  Marseille - Porquerolles - Giraglia - Marseille/Hyères: around 350/400 Mn.

- **East Mediterranean:**
  Marseille - East Med (St Tropez/Cannes / Nice…)/ Marseille

- **West Mediterranean:**
  Marseille - West Mediterranean (Grau du roi / Sète / Agde / La Grande Motte/ Roses…)
• **Invitations** sent to MNAs based on nations rankings at the 2016 OG

• **France** automatically enters the race as the organizing nation

• **Selection committee** to study and validate the entries
THE BOAT

- Figaro Bénéteau 3
- 4 - 5 boats (9 meters),
- “Class Rules” defined by the NOR
- Boats delivered at Marseille
- Ready to Sail (end of may)
- 2 fleet captains
• New and one design sails
• Safety Equipment OSR3+Liferaft
• One AIS beacon / sailor
• One design Electronic and computers
• A automatic pilot
• 1 geolocation tag (tracking)

• Satellite Phone,
• Media Equipment (camera, energy to broadcast…)

THE BOAT