

# VELUX 5 OCEANS 2010-11

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# 1. Introduction to the VELUX 5 OCEANS

# SNAPSHOT: The Concept

- ✓ The VELUX 5 OCEANS is a classic 30,000 mile singlehanded yacht race around the planet
- ✓ The race is broken into high pressure Ocean Sprints, starting and finishing in Europe, with Pit Stops in Host Cities in Africa, Australasia, South America and North America
- ✓ The VELUX 5 OCEANS is a solo race, where skippers sail alone onboard 60 foot yachts, some of the fastest offshore racing yachts in the world
- ✓ The event is organised by Clipper Ventures PLC (UK) and sponsored by the VELUX Group (Denmark)



# 25+ YEAR HISTORY

- ✓ The VELUX 5 OCEANS is the oldest single-handed round the world yacht race
- ✓ Run every 4 years since 1982 (previously 'BOC Challenge' and 'Around Alone'), the race is the longest and toughest event for any individual in any sport
- ✓ Only 90 people have so far finished the challenge
- ✓ The race has been billed as THE ULTIMATE SOLO CHALLENGE since the first edition in 1982



# THE HERITAGE: A Special Club

- ✓ Over 25 years, the event has created an enormous sporting heritage of endeavour and achievement, including many peaks of excitement, dramatic rescues and tragic loss of life
- ✓ The race has consistently attracted competitors from diverse countries around the globe, skippers who were often little known before this event, including Philippe Jeantot (France), Bernard Stamm (Switzerland), Giovanni Soldini (Italy), Brad Van Liew (USA), Isabelle Autissier (France), Yukoh Tada and Kojiro Shiraishi (Japan), Emma Richards (UK), Bertie Reed and John Martin (South Africa) and Jose Ugarte (Spain)



# VALUES

- ✓ Skill, expertise, courage
- ✓ Stamina, endurance, flexibility, innovation
- ✓ Teamwork , camaraderie
- ✓ Respect for the natural environment
- ✓ Self-knowledge, good judgement, professionalism

*Richard Giordano (Chairman of BOC Group): “... the men and women who are actually capable of meeting The BOC Challenge represent the finest combination of technical skills, stamina and personal character that any single event yet devised can inspire. Clearly, these are awesome men and women in both stature and individual human achievement.”*



# THE CHALLENGE: Unique Platform

- ✓ **Skippers must judge how hard and fast they can push themselves and their boats – through some of the planet’s most hostile and treacherous waters – before each Pit Stop**
- ✓ **The Ocean Sprints provide a unique element to offshore solo ocean racing:**
  - ✓ **Tactical challenges of navigating in and out of land**
  - ✓ **Emotional and mental challenge of changing between racing life at sea and life back on land**
  - ✓ **Skippers need to set up their boats for the specific challenges of each Ocean Sprint**



# THE CHALLENGE: Unique Skippers

- ✓ These unique individuals must demonstrate determination, skill, courage, endurance and competition at the highest level in order to succeed
- ✓ The skippers must face the mental challenges of being alone, tired, cold and wet thousands of miles from land. They must endure the physical, physiological and psychological challenges of seven months racing around the world
- ✓ Each skipper must be navigator, weather guru, cook, sailmaker and computer wizard while racing alone at sea. Although they rejoin family and friends ashore at stopovers, they must wrench themselves away to face the vast oceans alone again



## 2. Presentation of the VELUX 5 OCEANS 2010-11

# 2010-11 RACE ROUTE:



**5 Ocean Sprints within a gruelling 30,000 mile marathon solo circumnavigation of the planet**

# WHERE AND WHEN:

1. Cape Town Ocean Sprint: 7,500 nautical miles from La Rochelle (France) to Cape Town (South Africa), starting October 17, 2010
2. Wellington Ocean Sprint: 7,000 nautical miles from Cape Town (South Africa) to Wellington (New Zealand)
3. Salvador Ocean Sprint: 7,400 nautical miles from Wellington (New Zealand) to Salvador (Brazil)
4. Charleston Ocean Sprint: 4,000 nautical miles from Salvador (Brazil) to Charleston (USA)
5. La Rochelle Ocean Sprint: 3,600 nautical miles from Charleston (USA) to La Rochelle (France)



# FLEET FORMAT:

## 1. OPEN 60

- ✓ Elite fleet of professional sailors in new generation Open 60 offshore racing yachts

## 2. ECO 60

- ✓ Fleet of older generation Open 60s (pre- January 2003) for aspiring singlehanded sailors seeking to achieve their life's dream with a low budget racing campaign
- ✓ Tap into market of safe and reliable older yachts
- ✓ Introducing environmental concepts



# TECHNICAL RACE DATA:

- ✓ 24 hr race Direction unit to monitor race positions
- ✓ NOR already out including race route
- ✓ Race tracking every 15 minutes
- ✓ Safety web site for global MRCC's
- ✓ ECO 60 class to be run under RORC race regulations
- ✓ International Race Committee
- ✓ International Jury
- ✓ All Pit Stops with full marine amenities



# RACING FORMAT:

## ✓ Scoring:

- The winner of each fleet will be determined on a points system, with defined points per Ocean Sprint

## ✓ Cloaking:

- The 2010-11 Race will introducing a Cloaking system for the first time in the history of the race
- Every skipper will have the opportunity during each Ocean Sprint to halt their public position reports for 48 hours, so as to make covert tactical decisions
- Cloaking will not be permitted within 500 miles of the finish



# WHO:

- ✓ The VELUX 5 OCEANS is seeking to attract up to 12 skippers across both fleets, appealing to both leading professionals (Open 60) and the more Corinthian sailor (Eco 60)
- ✓ Over the long history of the race, the event has always attracted skippers from all over the world, and the vision for 2010-11 race is to deliver a truly international line-up of competitors
- ✓ In order to achieve these objectives, the Race Management Team and VELUX will work with every skipper who enters the race to help them to develop their campaign and to secure funding



# PRIZEMONEY: €500,000

- ✓ Clipper Ventures and VELUX are pleased to offer one of the largest skipper prizefunds on the offshore single-handed racing circuit
  - Designed to reward entry and continued participation from start to finish
- ✓ €500,000 will be split across the fleets, and will reward:
  - Final rankings at the end of the race
  - Finish positions at the end of each Ocean Sprint
  - Exceptional media work
  - First to turning marks at the start of each Ocean Sprint



# SKIPPER SUPPORT: €1.3 million

- ✓ Clipper Ventures and VELUX are well aware that the format of the race introduces significant costs, with seven months of racing and Pit Stops around the world
- ✓ As a result, VELUX and Clipper Ventures have pledged to deliver a minimum €1.3 million of value to skippers across the key areas of:
  - Accommodation in each Host Port / Pit Stop
  - Logistics services between the Pit Stops
  - Communications at sea for media work
- ✓ This is in addition to the range of services offered in port and at sea by the Race Management

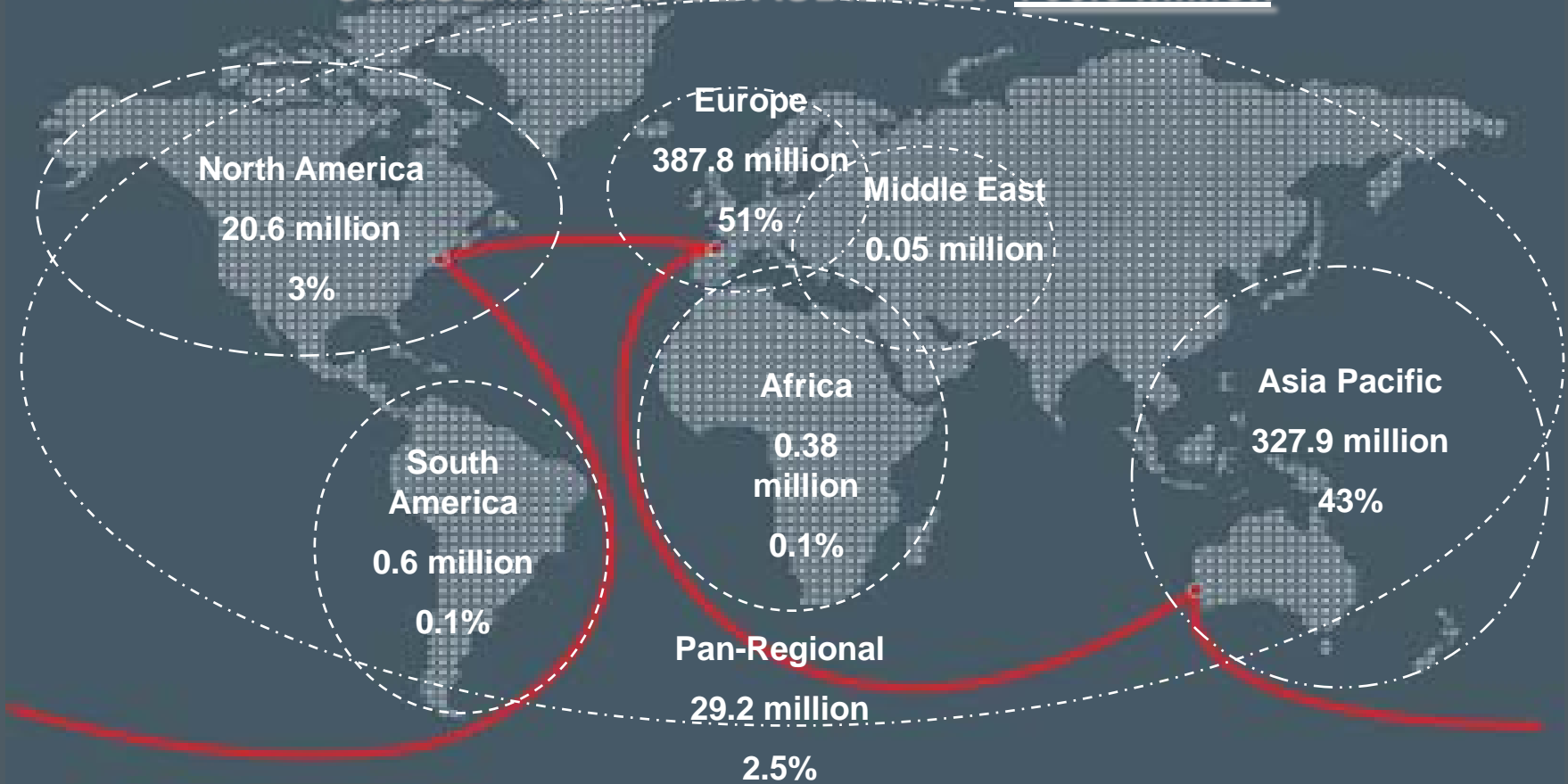


# 3. Media Review of VELUX 5 OCEANS 2006-07



# GLOBAL MEDIA IMPACT

**CUMULATIVE RACE AUDIENCE: 766.6 million**



**VELUX®**

**5 OCEANS®**  
THE ULTIMATE SOLO CHALLENGE

# AWARD WINNING MEDIA IMPACT

- ✓ 2006/7 Edition delivered over €66 million UMV of media coverage
- ✓ **WINNER: Hollis International Sponsorship of the Year Award 2008**
- ✓ **WINNER: Sven Simon Preis 2007: Sports photograph of the year (DIE WELT/WELT am SONNTAG, Germany)**
- ✓ **Print media coverage of over 3,762 published articles in 25 territories, creating in excess of 354 million unique readers**
- ✓ **Global audience engaged through dedicated series which delivered over 13.1 million viewers in 29 territories**



# TV SERIES

TOTAL MARKETS:	29
TOTAL BROADCASTS:	1,387
TOTAL COVERAGE:	561.2 hrs
TOTAL AUDIENCE (15+):	13.1 m
TOTAL UMV (€):	13.8 m

# TV NEWS

TOTAL COVERAGE:	42.3 hrs
TOTAL REACH (15+):	380.7 m
TOTAL UMV (€):	29.8 m

## Television Series:

- ✓ 12 x 30 minute episodes, broadcast in 29 countries
- ✓ The UK attracted the largest cumulative audience over **3 million** viewers
- ✓ In the UK, channel 4's 1st air of each episode attracted an average of 180,000 viewers aged 15+
- ✓ Italy produced the most coverage, with a total of 189 broadcasts resulting in **83.2 hours** of coverage



# PRINT MEDIA

- ✓ **The VELUX 5 OCEANS generated 3,762 print articles that filled a total of 1,255 pages of dedicated coverage**
- ✓ **Coverage was most significant in western Europe, where national and regional newspapers from the UK and Spain provided weekly coverage on the progress of the fleet**
- ✓ **77% of articles were published in national & regional newspapers helping the race to reach a mass audience**



# 4. Media Plans for the VELUX 5 OCEANS 2010-11



# DELIVERING ROI FOR SPONSORS

*“An analysis we performed after the 2006/07 race proved that our previous investment was more than returned to us in the form of new relationships, publicity, internal team building and the many contacts.*

*The total value of the worldwide media exposure, in relation to the total cost of sponsorship, was highly favourable. We are both proud and pleased to continue our involvement with 'The Ultimate Solo Challenge', an event which supports our key values of daylight and fresh air.*

*We will achieve important long-term benefits through the continuation of our sponsorship. We will use our experiences from 2006/7 to make the most of our sponsorship and make 2010 an even better event.”*

**Michael Rasmussen, Chief Marketing Officer VELUX**

**€2.6 million Media Activation Budget**

**VELUX®**

**5 OCEANS®**  
THE ULTIMATE SOLO CHALLENGE

# TRULY GLOBAL MEDIA EVENT

- ✓ The race communications team of market-leading agencies will deliver an integrated campaign to worldwide news, sports & lifestyle media:
  - Television
  - Photography
  - Press Relations
  - Website
- ✓ Continue to take sailing beyond traditional realms of communication and public experience

**Objective: Exceed Media Return of 2006-07**



# TELEVISION

- ✓ **The Race Host Broadcaster will work throughout 2009, 2010 and 2011 to deliver engaging content for television programming and news**
  - **All footage will be rights free for editorial use**
- ✓ **The broadcast team will travel the world with the race to film on behalf of skippers, filming on land, sea and air to deliver media returns for teams**
- ✓ **The ambition is to deliver a tailored television series for every country with a participating skipper, focusing on the story of the national hero**
- ✓ **An international version of television series will be placed globally beyond skipper territories**



# PHOTOGRAPHY

- ✓ The VELUX 5 OCEANS will engage a photography team to work throughout 2010 and 2011 to deliver engaging content for print media around the world
  - All images will be rights free for editorial use
- ✓ The photography team will travel the world with the race to record images on behalf of skippers, shooting on land, onboard, at sea and in the air to deliver media returns for teams
- ✓ The key focus will be:
  - Far reaching international distribution
  - Efficient platform for high resolution downloads
  - Engaging photos with a strong visual identity



# PRESS RELATIONS

- ✓ **Key to the success of the race will be the quality and effectiveness of press relations around the world**
- ✓ **A central press officer will manage an international network of dedicated press relations agencies in every key territory, including skipper home nations and countries hosting a Pit Stop, as well as major markets such as UK, Japan, Germany, Denmark, etc**
- ✓ **These press agencies will work with all skippers to lobby national media in their territories to generate high value media coverage**
- ✓ **All media relations will be supported by multi-language written content for website and press releases**



# DIGITAL

- ✓ The VELUX 5 OCEANS has already chosen a world class digital partner to develop the web profile and online strategy for the 2010-11 Race
  - Sturm Drang (Germany) is a leading agency with America's Cup experience
- ✓ The objective for the website is to maintain simplicity for traditional race followers whilst attracting a new audience with engaging content
- ✓ The website will present multi-channel content in key languages to an international audience in a modern and innovative fashion

