

Press release: Visio-café 1: "Why do the sponsors chose the IMOCA Class boats as a communication medium?"

Every Thursday in October, Eurolarge Innovation is streaming a Bretagne Sailing Valley® video-café from 9:30 am to 10:30 am to meet and learn from some of the the main players in this flourishing sector as the Vendée Globe approaches.

The first panel discussion took place on October 1st and the topic was "Why do sponsors chose the IMOCA Class boats as a medium for marketing and communication?" Four guest speakers were invited onto the webinar to express their points of view: Antoine Mermod, president of IMOCA, Fabrice Amedeo, skipper of Newrest-Art & Fenêtres, David Sineau, team manager of Initiatives Cœur, and Philippe Hassel, communication director of the Apicil Group, the partners of Damien Seguin.

The Vendée Globe 2020 is already setting many records not least from an economic point of view, with 33 boats at the start. So this is a fleet which, according to Antoine Mermod, generates an sponsorship investment of 125 million euros, distributed across 130 partners. For Mermod who is the president of IMOCA, "three key pillars" encourage them to invest: "External communication to develop and enhance the reputation of the company; everything that is organized in BtoB and BtoC and also internally based around races; and also CSR (Corporate and Social Responsibility) with skippers who are ambassadors of social or environmental causes that allow companies to associate themselves with these images."

This was backed up by Fabrice Amedeo, who particularly emphasized the importance of public relations operations with sponsors, a real multiplier for their investment. After a first campaign which brought together eight partners in 2016, the former Figaro journalist has gained momentum in the Vendée Globe 2020, with a newer, more competitive boat, 14 partners and an "oceanographic commitment which gives added value and extends the horizons of the project". The installation of sensors on board Newrest-Art & Fenêtres which will collect scientific data.

The CSR commitment is also at the heart of the concerns of the Apicil Group which, according to Philippe Hassel, has chosen sailing to develop its reputation, "because it is a sport consistent with our values and the messages we wanted to convey". The meeting with Damien Seguin, two-time Paralympic champion, did the rest: "He is typically what we want to do, in the sense that he is the bearer of the fight we are waging for inclusion." Even before the start of the Vendée Globe, Philippe Hassel confides that this partnership is already a success: "Out of one euro invested, we get seven back."

The Apicil Group is preparing for its first Vendée Globe while Initiatives Cœur are involved with their third, the latter with two main loyal partners - Initiatives, SME based in Le Mans engaged in offshore racing since 2009, and K-Line, medim-sized company located in Vendée, on board for eight years - joined in 2017 by an associated partner, Vinci Energies, a multinational with 80,000 employees with 12 billion euros in turnover. Three very different companies, whose commitment was above all

motivated by the cause supported by the sports project, Mécénat Chirurgie Cardiaque.

"The truth is none would have come on board if it had not been for the cause," confirms David Sineau. Which explains that since the start of the project, the "1 Click 1 Heart" operation has led the three partners to pay 2.5 million euros, which has enabled 211 children to be saved. Sineau, the team manager also believes that the IMOCA Class is particularly attractive today for sponsors:

"There is a high level of professionalism and a stable racing programme with the Vendée Globe at the pinnacle "

Fabrice Amedeo adds on the motivations of a financial partner for the IMOCA Class: "The IMOCA class offers a fairly optimal investment for the companies that follow us. It allows different levels, to support potential champions who have very high budgets, who will aim for victory, but also adventurers who set out to live the dream of a lifetime and who have much lower budgets. This whole ecosystem means that there can be something for all levels and needs (costs). You can start with a pure 'adventurer' project and grow with the race, scaling up with a more successful, competitive project. And at the same time partners are engaged in the game and ramp their side up too. This is really the true, unique value of the IMOCA Class.

>>> Go to the replay of the video café Bretagne Sailing Valley

[Why do the sponsors chose the IMOCA Class boats as a communication medium?](#)

BRETAGNE SAILING VALLEY VIDEO CAFÉ #1
BRETAGNE DÉVELOPPEMENT INNOVATION **eurolarge INNOVATION**

WHY DO THE SPONSORS CHOSE THE IMOCA CLASS BOATS AS A COMMUNICATION MEDIUM?

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Initiative-Cœur

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