

# THE PROJECT

## Presentation of the race

“Rames Guyane” is a rowing race across the Atlantic ocean from Senegal in Africa to French Guiana in South America. This is a solo crossing of the ocean with neither stopping nor assistance.

Known as the “Everest of the seas”, it takes place every 3 years. The first edition took place in 2006, and the last one in 2014. The start of the next is scheduled for early 2017.

About twenty people cross the starting line, seeking to achieve an extraordinary adventure, with the objective to connect two continents with the strength of the arms.



## Organisation

The race is organised by a French association: Rames Guyane.org (<http://ramesguyane.com>). It oversees the logistics and facilitates the event.

## The course

Distance of about 4800 km (2600 nautical miles) and over 1 million oar strokes!

Travel time: Minimum 37 (the record) / Maximum 80 days

Rames Guyane :  
An extraordinary race !



Rowing, it's the world's longest race !



Sharing, transcendence, performance

## THE SKIPPER

### Introduction

**Name:** Nicolas MAUBERT

**Age :** 38 years old

**Marital status:** Married, 3 children

**Occupation:** Engineer at the Guiana Space Center

**Place of residence :** Kourou, French Guiana

**Skipper profile :** Athlete and fan of extreme sports, in the air or on sea, and fond of nature and natural wonders. Loves challenges and accomplishing feats with heart, humility and perseverance

### Objectives and motivations

**Objectifs sportifs:** climb on the podium's first step

**Motivations:** Participate in one of the greatest contemporary challenges and be the pride of all those around me. Promote the causes of French Guiana, land of opportunity and growth, which welcomed me in 1989. Promote the causes of ocean and outer space, two fascinating and virgin expanses.

### Strengths and weaknesses

**Strengths :** athletic with a strong mind, persevering and at ease in hostile environments. Excellent knowledge of the sea and thorough preparation thanks to the experience of previous skippers from the Guianan Team.

**Weakness :** first participation in the race

### Experience : the 4 elements

#### Water :

Skipper on habitable sailboats, several offshore crossings and regattas

Regular kite surfer for 6 years

Water skiing - French Guiana champion (1992)

#### Air :

Hang gliding (pilot license in 2010)

Skydiving (150 jumps - winner of several regional competitions)

#### Earth :

Running : trails and marathons (Rome, Paris)

#### Fire :

Barbecue expert...



The Strength of the  
experience

## THE BOAT « CARIACOU BOTO III »

### Overview

The boat is identical for all competitors. It is a 8-m long and 1.60-m wide skiff, with an empty weight of 475 kg (nearly one ton when loaded at the starting of the race). Designed by the architect Jean-Michel Viant, it is built in wooden laminated glass epoxy, and includes all the most modern safety equipment.



### Prize list

This will be the 4th crossing for Cariacou Boto 3, which has received many safety, performance, and livability upgrades since its first crossing.

**2009:** Patrick Deixonne, member of the Society of French Explorers (7<sup>th</sup> position)

**2012:** Julien Besson (2<sup>nd</sup> position)

**2014:** Harry Culas (has crossed but not ranked)  
I will then attempt the conquest of the Atlantic ocean with a sure and proven boat.

### Preparation and improvements

Since the last crossing, the boat has been fully refurbished, taking into account changes in gauge and improvements from previous race experience.





## **THE « CARIACOU BOTO » TEAM**

From the beginning of my planning and preparation until the end of the race, I will be followed by an experienced team composed of athletes, doctors, meteorologists, routers and 2 skippers who have all participated in several editions of Rames Guyane:

**Julien Besson** - skipper Rame Guyane 2012 – technical advisor and tactician

**Stéphane Méchain** – sports physio - physical trainer and nutritionist

**Harry Culas** – rowing champion and skipper Rame Guyane 2014 – rowing technical coach

**Sébastien De Vos** – webmaster – management of the website and communication  
[sebastien-devos.fr](http://sebastien-devos.fr)

**Céline Sorbet** - meteorologist at the Guiana Space Centre - router

**“A solo crossing ?  
not so sure...”**





# BUDGET

Below is the detailed budget of the project (based on the one imposed by the racing rules and the Maritime Affairs).

EXPENDITURES	AMOUNT €
<b>Boat and Equipment</b>	
Purchase of the second-hand boat (monotype with gauge imposed by the organization)	27 000
Boat refit (cockpit, antifouling painting, electrical, cushions)	2 000
Boat equipment: power supply (batteries, solar arrays), security (emergency kits, kite), satellite telephone, watermaker, pair of oars, anchor	6 000
Personal equipment (Safety suit et marine clothing)	1500
Miscellaneous and unexpected	2 000
<b>Participation and Operating Expenses</b>	
Registration and entrance fees	10 000
Travel and accommodation to France (prologue 5 days / 1 person) and Senegal (race starting 12 days / 3 people)	6 000
Boat transport in sea land container from Guyana to Paris and Dakar	4 000
Preparation support (boat towing, various trainings)	1 000
Compulsory courses: Techniques and Safety	1 500
Boat and skipper insurance coverage	4 000
Boat decoration	1 000
Food : Provisioning for 1 person / 80 days	1 000
Iridium satellite communication (30 min / day x 80 days)	4 000
Media (media events, logo printing clothing)	2 000
Miscellaneous and unexpected	2 000
<b>TOTAL COST</b>	<b>75 000</b>



# MARKETING EXPOSURE

Maximum media sharing

## Targeted Audience

For its 5th edition, the race confirms its status of essential event for amateurs and professionals of this sport, but also for many curious people attracted by the great feat.

The general public easily conflates the ocean rowing and large known maritime adventures such as the Vendée Globe. These races share the same values: solo, unassisted and non-stop ocean races ...

## Media Plan

The interest of the media for the Rames Guyane race is constantly growing. A media plan is being developed by the Rame Guyane organisation to ensure maximum exposure of the event through the following axis:

- Big part of the overall budget dedicated to marketing
- An accompanying sailing ship dedicated to audiovisual production, filming the skippers and boats on a daily basis
- Images and sounds of the race sent daily to TV channels, as well as French and European radio stations via satellite communication
- A presence in major international boat shows (Barcelona, Munich, Paris).

For these reasons, being a partner of the race ensures worldwide exposure.

The skipper aims to maximize publicity for the sponsors. Moreover, a documentary film will be created highlighting the event.

The following themes will be developed :



## **A. Television and radio**

Invitation to TV shows on French TV and radio (Guyane 1ère, KTV).

Reports on national television (TF1, BFM, ...)

## **B. Printed Press**

Articles in French newspapers (France Guyane, La Semaine Guyanaise) as well as space and navy press (Latitude5,...).

## **C. Website**

Most of the communication will be based on the Internet with:

- A dedicated website ([nicomaubert-ramesguyane.fr](http://nicomaubert-ramesguyane.fr)), showcase of the project, including this dossier and pages dedicated to the partners
- The Facebook page Cariacou Boto III ([facebook.com/Cariacou.Boto.III](https://facebook.com/Cariacou.Boto.III)) existing for 5 years and counting almost 500 subscribers. It traces day by day the preparation of the boat and the race
- The Facebook page of the organization ([facebook.com/rames.guyane](https://facebook.com/rames.guyane)) with nearly 4,000 subscribers, and the site Rames Guyane ([ramesguyane.com](http://ramesguyane.com)) with interactive maps to follow the position of the skippers in real time, and daily broadcast of skipper audio interviews

## **D. Movie of the adventure**

A movie will be produced to allow everybody to experience the adventure from the preparation to the crossing and up to the arrival in French Guiana !

This film of about fifty minutes will be broadcast by French Guiana cinemas and will be produced on DVD.



## **E. Educational: space serving the ocean**

Fascinated by space and having always worked for space industry or agencies, the skipper wants to highlight space technologies serving ocean activities during his adventure. As such, space systems like navigation, communications, meteorology, Search and Rescue will be explained through various educational projects and in the movie of the adventure.

Several presentations will be planned in schools in French Guiana, France and Senegal in order to connect students from both continents, involve them in the crossing, and show them the importance of space and ocean environment.

## **F. Events**

Several events will be organized before and after the race:

- A day dedicated to the presentation of the project and the boat including possible test drives for all partners
- Exhibition of the boat in strategic public places during sports or cultural events with possible visits of the boat accompanied by the skipper.
- Exhibition at the Guiana Space Centre for one or more launches. During these major media events, many VIPs from administrations, governments and industries come to French Guiana to attend the launches.
- Media coverage of some trainings (safety training, training on sea between Cayenne and Kourou or on rivers)

Finally, several nice "surprises" are planned during the race in the middle of the Atlantic with quite "spacy" communication.



Advertising fallout  
equivalent to over  
€ 7 million !

## 2014 Media appraisal *(according to organization's data)*

Over the past editions, the race has been more and more publicized. The reasons are a growing reputation and the particularly difficult conditions faced during of the last two crossings.

This essentially national reputation extends beyond the borders and particularly in Spain homeland of Antonio de la Rosa, winner of the 2014 edition.

The results of the media exposure of the Rames Guyane in 2014 are yet to be confirmed but already exceed the results of 2012, an advertising value equivalent to € 7,849,334 :

- 1110 publications in national and regional newspapers
  - 736 reports on the Internet
  - 585 radio reports broadcast on national and regional stations
  - 939 TV reports broadcast on national and regional channels
  - 211 videos on Youtube (42,254 views)
  - 571,681 visitors to the website ramesguyane.com (10,208 unique visitors per day on average).
  - 4000 fans of the Rames Guyane Facebook page including daily information (communication, newspaper reports, pictures, links to skipper FB pages,...)
- Map with boat position updated every hour during the race and Virtual Regatta: 55,357 unique visitors
  - 1,121,050 video topics on SailingNews TV (major web TV for Sea and Sailing events)
  - The movies "Rames pour le dire", "Rames aux larmes", "2300 miles et moi" and the book "L'Atlantique à la Rame" are not included in this calculation



# YOUR SPONSORING AND OUR COMMITMENTS

*A Win-Win  
Relationship !*

In order to be part of the race, we need your support. This one may result in:

**A Partnership in kind** with covering of some fees in areas linked to your field of activity:

- Supplies for the refit of the boat and other equipment
- Stewardship and specific food for the crossing
- Marine clothing for the team
- Transportation fees for the team and the boat

**A financial partnership:** we offer below 4 types of sponsor packages to stick to your desired engagement.

Any alternative proposal is of course possible (indicative price for stickers: 4 € / cm 2).

<p><b>Bronze Category</b> (budget up to € 2,500)</p> <p>Sticker 25x25 cm stamped on the sides of the boat below handrails Logo on all of our paper documents, website, and in the film of the adventure The film of the adventure offered on DVD</p>	<p><b>Silver Category</b> (budget € 5,000)</p> <p>All the benefits of the bronze category with a 35X35 cm sticker stamped on the sides of the boat, on the upper part, plus: A dedicated interview on the website A photo with exclusive company logo during the crossing</p>
<p><b>Gold Category</b> (budget € 10,000)</p> <p>All the benefits of the silver category with a great 50x35 cm sticker stamped on the sides of the boat, plus: Logo on T-shirts and jackets of the skipper A dedicated interview with picture on the website Distribution of goodies provided by the partner during various exhibitions of the boat Live sea communications during the crossing (once every 2 weeks) Lending of the boat for your own events, e.g. team building (depending on availability inherent to the preparation of the race)</p>	<p><b>Platinum Category</b> (budget € 20,000)</p> <p>All the benefits of the gold category with a giant 100x50 cm sticker stamped on the sides of the boat A dedicated interview in the film of the adventure displayed in cinemas and DVD Live sea communications during the crossing (once per week) A video with exclusive company logo during the crossing A meeting with students class in the frame of educational projects</p>

**Choose your package for optimal impact**





## The benefits for your business: exposure and reputation

Becoming a partner of the adventure means associating your brand/company with an image of performance, dynamism, adventure, solidarity and ecology linked to this unique race.

Being an integral part of the project, your business will stand out in a new field associated with current values: ocean rowing, popular discipline, clean, respectful of nature and marine environment.

Accompany the boat and its skipper during this fabulous journey also means contributing to the development of French Guiana, with an image resolutely turned towards the future and technology (space in particular).

Depending on the chosen package, you will benefit from privileged and dedicated media exposure, enhancing your reputation.

Back at the office, far from the sea, your entire team can engage with this exciting project, an event whose values revolve around teamwork and dedication. Every employee can feel part of the adventure!

## Tax deduction (in France)

Finally, companies located in France can benefit from tax deductions, considering sponsorship expenses dedicated to support or association in the field of educational, scientific, sports, or contributing to the defense of the environment as described in Article 238 bis of the “Code Général des Impôts” (French Tax Code).

“Be part of the longest rowing  
race in the world”

