



2022
THE VENDÉE ARCTIQUE
LES SABLES D'OLONNE

Vendée Globe Esplanade

**PROPOSITIONS FOR
PUBLIC RELATIONS SERVICES**

THE VENDÉE ARCTIQUE

OVERVIEW OF THE RACE

Inaugurated by the IMOCA class in July 2020, the first version of the « **Vendée Arctique - Les Sables d'Olonne** » race offered one last racing opportunity to finetune the reliability of IMOCAs. It proved very useful to the fleet before the Vendée Globe. Although it was run behind closed doors, **this solo non-stop race** crossing weather systems in the choppy seas of the great North seduced the Vendée Globe sailors.

In agreement with the IMOCA class and with the support of the Vendée Department and the city of Les Sables d'Olonne, the SAEM Vendée, organizing authority of the Vendée Globe, has taken over the organization of this race which starts from Port Olona on 12th June 2022.

It is the **first qualifying stage for the Vendée globe 2024**.

Skippers will set sail in the direction of the Polar-Arctic Circle, round Iceland and return to Les Sables d'Olonne having sailed **3,500 nautical miles of an extreme adventure** with an innovative and demanding course.

It is a new race format, **more extreme and more committed in sporting terms**, but also a truly **festive and popular event**.

FROM 3RD TO 26TH JUNE 2022

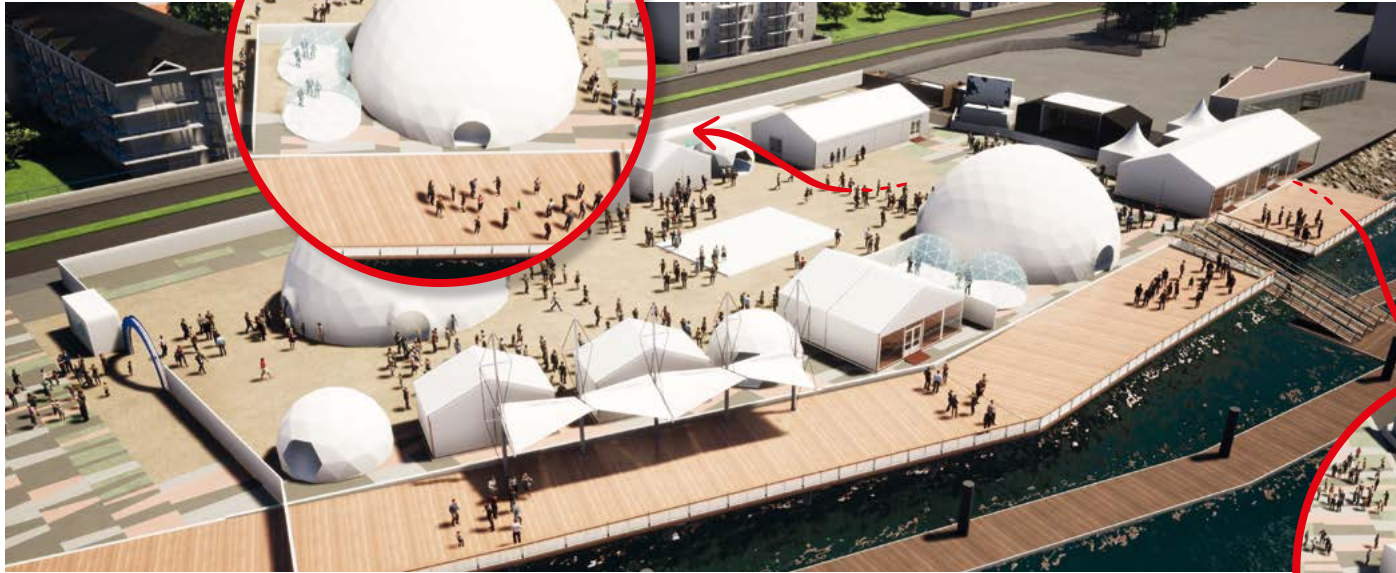
The Village will be set up on the **Vendée Globe Esplanade** with entertainment linked to **the Arctic**.

- Parade of 2020 Vendée Globe skippers : Friday 3rd June (from 21h30).
- Start Village from 4th to 12th June (from 10h to 20h). *Closed on 13th and 14th of June.*
- Speed runs at 17h30 PM and introduction of skippers from 21h30 : Saturday 4th June
- Big concert : Friday 10th June
- Start of the race : Sunday 12th June - channel at 13h00 and start gun at 17h00
- Race and Finish Village from 15th to 26th June (16h00–20h00 weekdays and 10h00–20h00 at weekends)
- Music Day : Tuesday 21st June
- Awards Ceremony : Sunday 26th June



A TRULY INNOVATIVE AND *UNPRECEDENTED VILLAGE!*

The Polar Bar and tapas for the general public



The Arctic Lounge



The Ice Lodge





THE ARCTIC LOUNGE

**FOR SAEM VENDEE'S PARTNERS,
MEMBERS OF THE VG2024 CLUB AND SKIPPERS ONLY ****

A 100 sqm shared space with a terrace and a view of the marina !

Based on the networking concept, this meeting place arranged with « open » room dividers and plants creating « corners » which enable you to welcome people in an intimate way, around high bar tables or living-room type seating if you wish.

Of course, you are also welcome to take advantage of the bar.

A bar and snacking area is at your disposal during opening hours of the village. You may enjoy directly on site in an improvised way or with prior arrangements for specific service provisions.

PAY-FOR OPTIONS *

**BEFORE THE
START**

EXTENDED ACCESS

(1 to 4 additional persons)
> Corner created with high bar tables, without food servicing

PONTOON OPTION (Until 10th June)

(Up to 12 persons)
> Welcome breakfast
+ visit of the pontoon aboard a RIB
(with speed runs)
+ lunch cocktail

START OPTION

(Up to 12 persons)
> Welcome drinks
+ lunch cocktail
+ follow the start on a RIB
+ snack at the end of the day

ADVANTAGES LINKED TO MEMBERSHIP

(see membership offer 2022)

- > 2 permanent access + 2 invitations, every day, from Saturday 4th to Sunday 26th, except for partners (see specific conditions).
- > Two bottles of champagne included
- > Dedicated corner during your presence (subject to availability)
- > 2 places for a cocktail party before the skippers' parade on 3rd June
- > 2 places for the « blue economy » highlight on 7th June
- > 2 places for an immersive Start Day on 12th June

**DURING
THE RACE**

**ACCESSIBLE TO
ANY COMPANY !**

VENUE MADE PRIVATE

- > A part of the Arctic Lounge can be privatized (up to 60 persons)
- > Combined with the skippers lives, daily programs opened to all on the Village at 19h00
- > Race Management can stop by upon request.

RECEPTION FOR SMALL GROUPS

- > Bar and restaurant area for the general public
- > Race Management can stop by upon request.

**AS OF THE
WINNER'S FINISH**

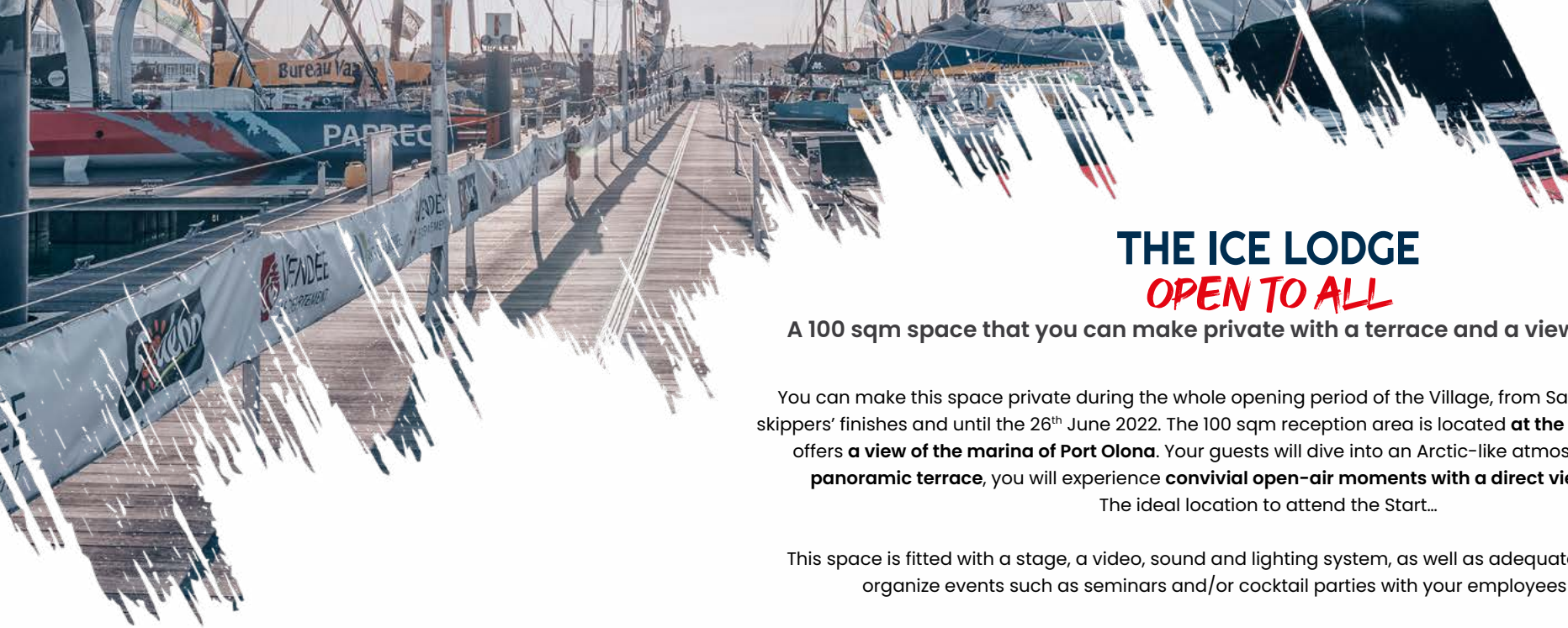
EXTENDED ACCESS

(1 to 4 additional persons)
> Corner created with high bar tables, without food servicing

FINISH OPTION

(Up to 12 persons)
> A private RIB
+ extended access to the Arctic Lounge

* Prices for private venue, visits of the pontoon as well as extended access are detailed in the attached order form. ** Except during the race.



THE ICE LODGE *OPEN TO ALL*

A 100 sqm space that you can make private with a terrace and a view of the marina !

You can make this space private during the whole opening period of the Village, from Saturday 4th June to the skippers' finishes and until the 26th June 2022. The 100 sqm reception area is located **at the heart of the village** and offers **a view of the marina of Port Olona**. Your guests will dive into an Arctic-like atmosphere. Thanks to its **panoramic terrace**, you will experience **convivial open-air moments with a direct view of the IMOCAs**.

The ideal location to attend the Start...

This space is fitted with a stage, a video, sound and lighting system, as well as adequate furniture in order to organize events such as seminars and/or cocktail parties with your employees and clients.

This area is open to any company looking for the ideal conditions to **create a public relations event with the ambiance of a race start !**

Tailor-made catering services are available (catering catalogue is being finalized) solely in stand-up cocktail mode for breakfast, lunch, in the afternoon or in the evening.

PAY-FOR OPTIONS *

PRIVATE VENUE

From Saturday 4th to
Sunday 26th June

During the Village period

- > Make this space private for a half-day, a full day and/or an evening.
- > Reception capacity : 150 persons

Including :

- > Furniture needed for the service
- > Video, sound and lighting system
- > Set-up of the structure

Stand-up food servicing upon request

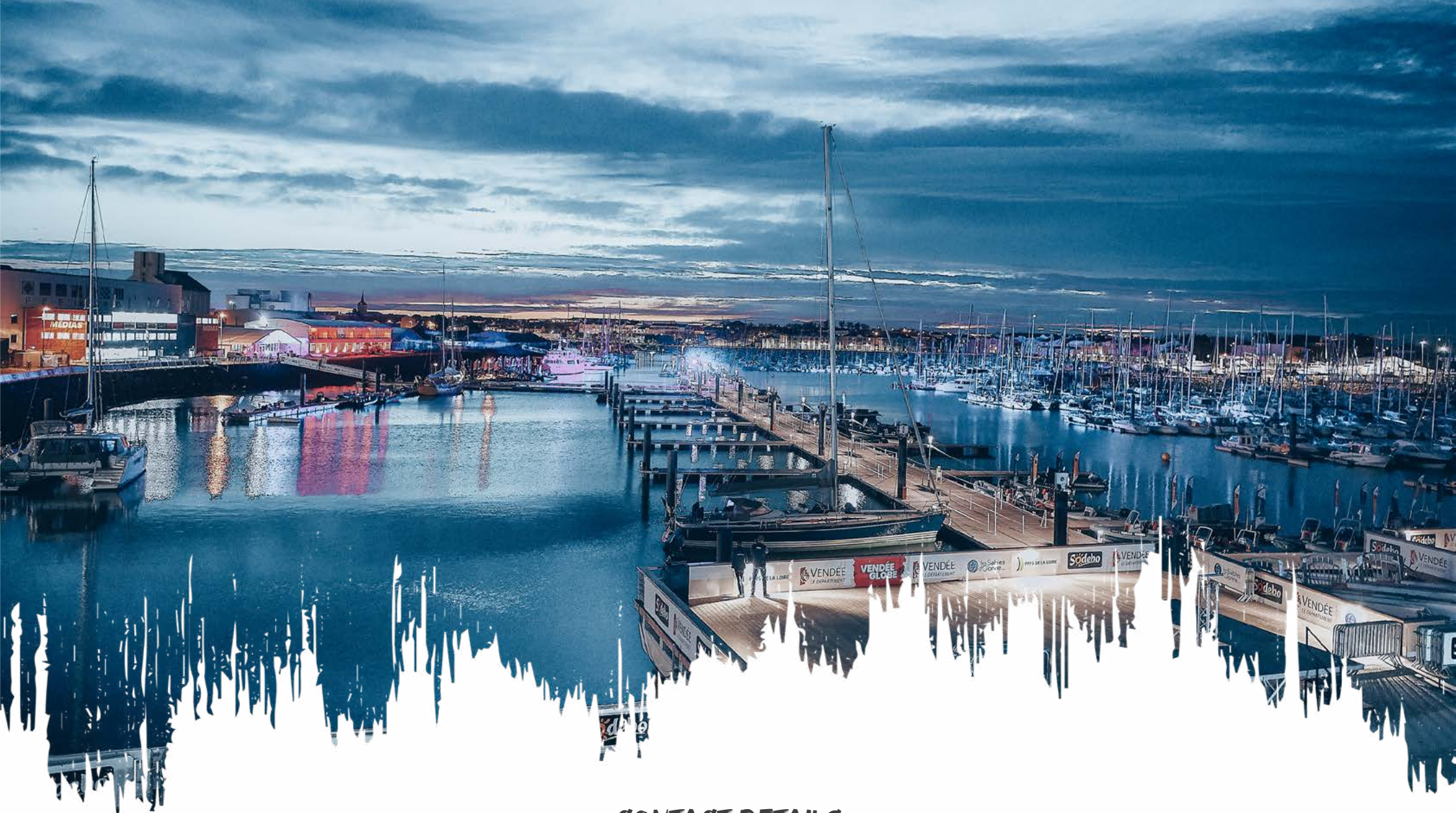
ACTIVITIES

- > Reservation of one or several 12-places RIBs for visit of the pontoon :
 - Speed runs on 4th of June
 - Channel and start line of the Vendée Arctique
- > Daily radio interviews at 19h00 on the village
- > Other activities upon request.

TO FOLLOW THE START/FINISHES

- > Make the venue private
- > Reservation of one or several RIBs or passenger boats
- > Stand-up food servicing

* Prices for a private venue, visits of the pontoon as well as extended access are detailed in the attached order form..



CONTACT DETAILS

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