



# VENDÉE ARCTIQUE

LES SABLES D'OLONNE

DÉPART  
7 JUIN  
2026

CERCLE POLAIRE

[VENDEARCTIQUE.ORG](http://VENDEARCTIQUE.ORG)

# THE CALENDAR

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**30.05.26**



## VILLAGE OPENING

**Launch of festivities and immersion in the village.**  
**From 30 May to 7 June.**  
**(10am–8pm)**



**04.06.26**



## RUNS IN THE BAY

**BtoB activation**



**07.06.26**



## START OF THE RACE

**D-Day: Experience the legendary moment at the heart of the action**



**14.06.26**



## ESTIMATED FIRST ARRIVALS

**The excitement of returning home and victory celebrations.**

# 4 REASONS TO EXPERIENCE THIS EVENT



## DEDICATED SPACES

Strategic locations at the heart of the action.



## A STRONG ACTIVATION

Associate your brand image with the prestigious and committed world of offshore racing.



## PREMIUM EXPERIENCES

High-end services and unique experiences to leave a lasting impression on your guests.



## UNFORGETTABLE MOMENTS

Experience intense émotions at sea and on land alongside the skippers.

# A FESTIVE RACE VILLAGE

Tailor-made experiences that make all the difference



## 9 DAYS OF FESTIVE ENTERTAINMENT

Every day from 10am to 8pm.



## A DAY DEDICATED TO RUNS

An opportunity for B2B activations in the Bay of Les Sables d'Olonne.



## MEET THE SKIPPERS

A family-friendly village with entertainment designed to immerse you in the world of offshore racing

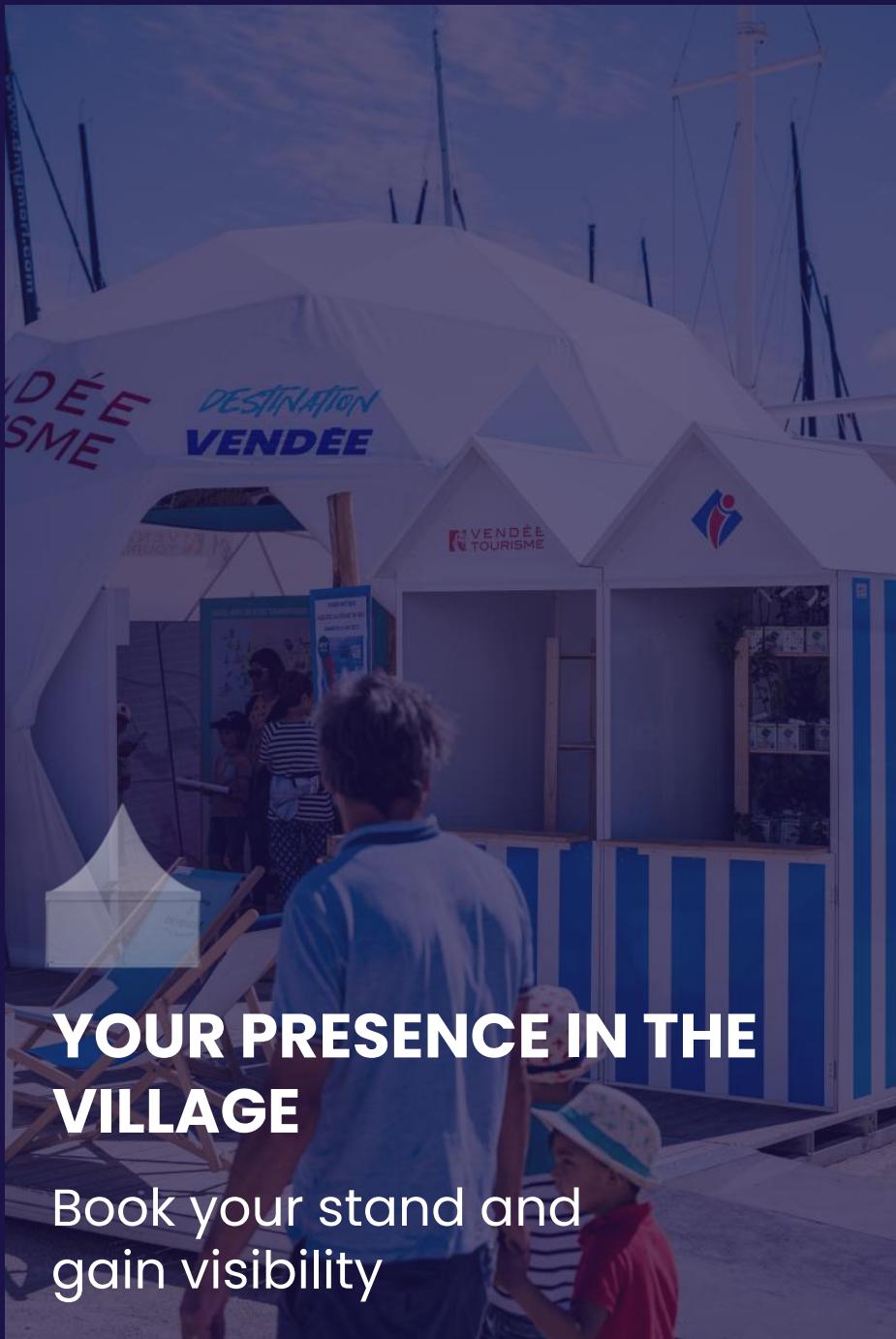


## HIGHLIGHTS

Raising awareness on the Arctic ecosystems and exploration, Solidarity Day...

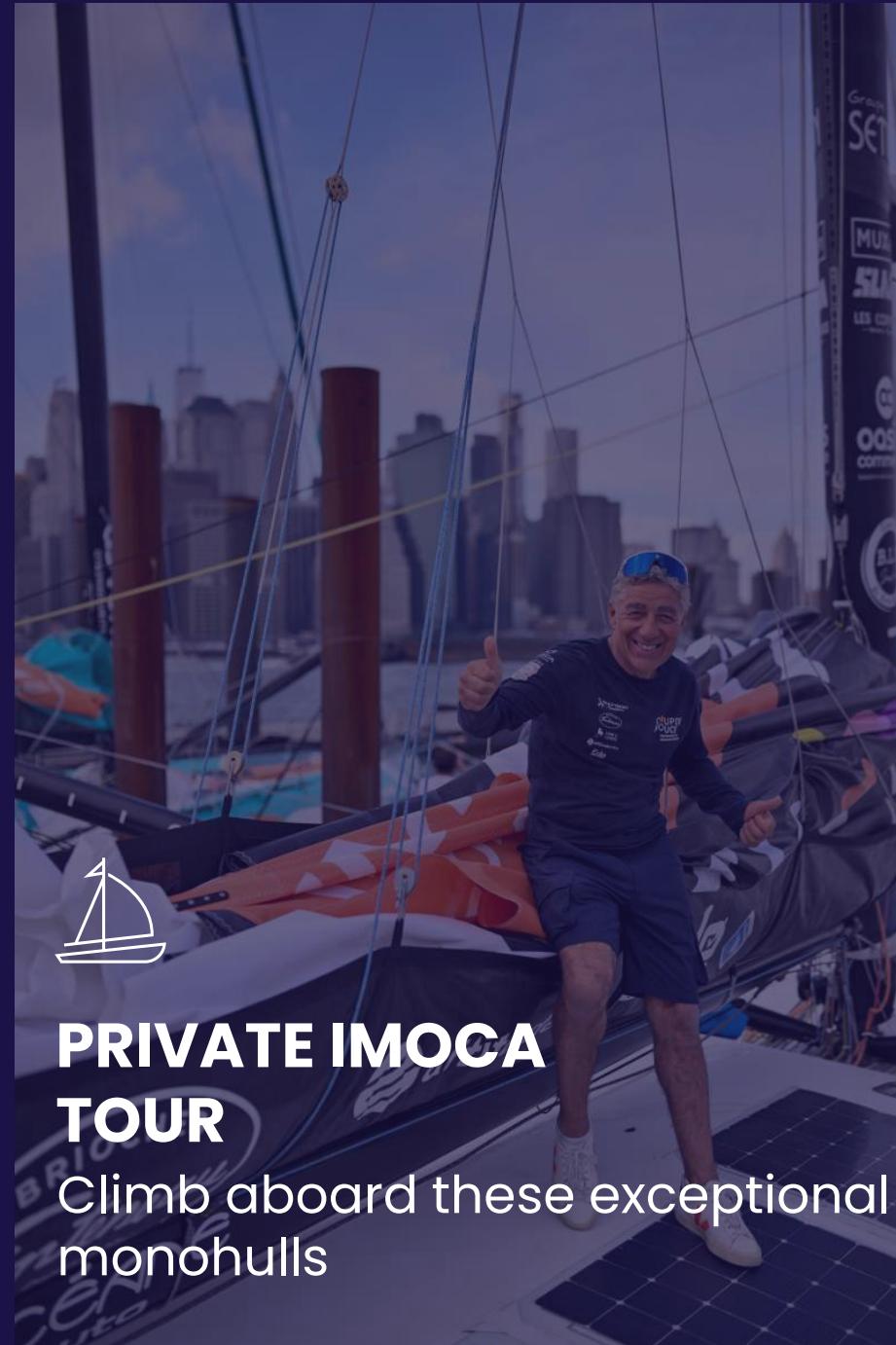
# CREATE UNIQUE MOMENTS

Tailor-made experiences that make all the difference



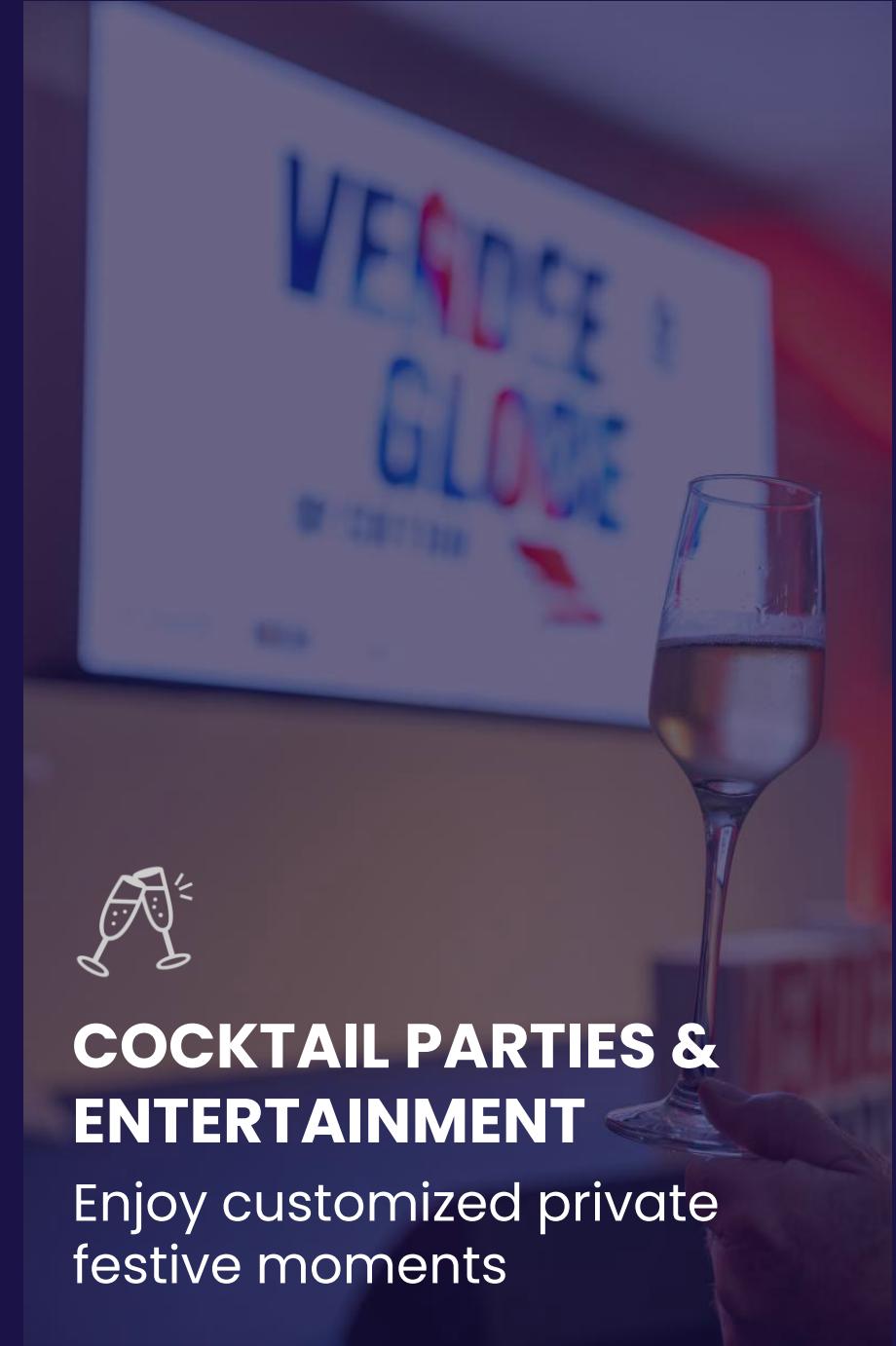
## YOUR PRESENCE IN THE VILLAGE

Book your stand and gain visibility



## PRIVATE IMOCA TOUR

Climb aboard these exceptional monohulls



## COCKTAIL PARTIES & ENTERTAINMENT

Enjoy customized private festive moments



## SEA IMMERSION EXPERIENCE

Hop aboard a rigid inflatable boat and discover the legendary channel.



# YOUR PREMIUM HOSPITALITY LOUNGE

*The Arctic Lounge, a private venue, is available from May 30 to June 6, 2026, as well as for arrival receptions.*



STUNNING VIEWS OVER THE RACE PONTOON



BAR AREA AND CATERING SERVICE



FULL OR PARTIAL PRIVATIZATION



VIP ACCESS TO THE PONTOON

A UNIQUE SETTING TO HOST YOUR PARTNERS IN OPTIMAL CONDITIONS.



OFFER YOUR GUESTS A PRIVILEGED EXPERIENCE  
AT THE HEART OF THE VILLAGE, DIRECTLY OVERLOOKING THE PONTOON

# A PREMIUM EXPERIENCE THE RUNS – JUNE 4, 2026

## FOLLOW THE RUNS

ABOARD A RIB, AS CLOSE AS POSSIBLE TO THE IMOCA IN THE BAY OF LES SABLES D'OLONNE

A PREMIUM SERVICE WITH A PROFESSIONNAL COMMENTATOR AND AN EXPERT SKIPPER

## AN UNFORGETTABLE EXPERIENCE

A RARE OPPORTUNITY TO **ACTIVATE YOUR BRAND** IN THE WORLD OF OFFSHORE RACING ECOSYSTEM.



# LIVE THE START FROM THE SHORE

**Book your sport for an outstanding cocktail on June 7, 2026, and experience the start at the heart of the action**



## STUNNING VIEW

Enjoy a direct view on the pontoon and the channel from the Arctic Lounge



## TOTAL IMMERSION

Feel the unique atmosphere of the village during the start without leaving the comfort of the Arctic Lounge



## PREMIUM EXPERIENCE

VIP reception with a hospitality catering service



## UNIQUE ATMOSPHERE

Feel the energy, the emotion of goodbyes and excitement and adrenaline from the start

**SHORE EXPERIENCE**



# OFFSHORE RACE START

*Take off for the race start !*

*An exclusive experience aboard a motor yacht or a RIB.*

*Enjoy front-row access to the start, right alongside the giants of the sea, in exceptional conditions.*



**RIGHT IN THE HEART  
OF THE ACTION**

*Front-row access to  
the start*



**THRILLING  
SENSATIONS**

*Emotions  
guaranteed*



**UNFORGETTABLE  
MEMORIES**

*An exclusive  
show*

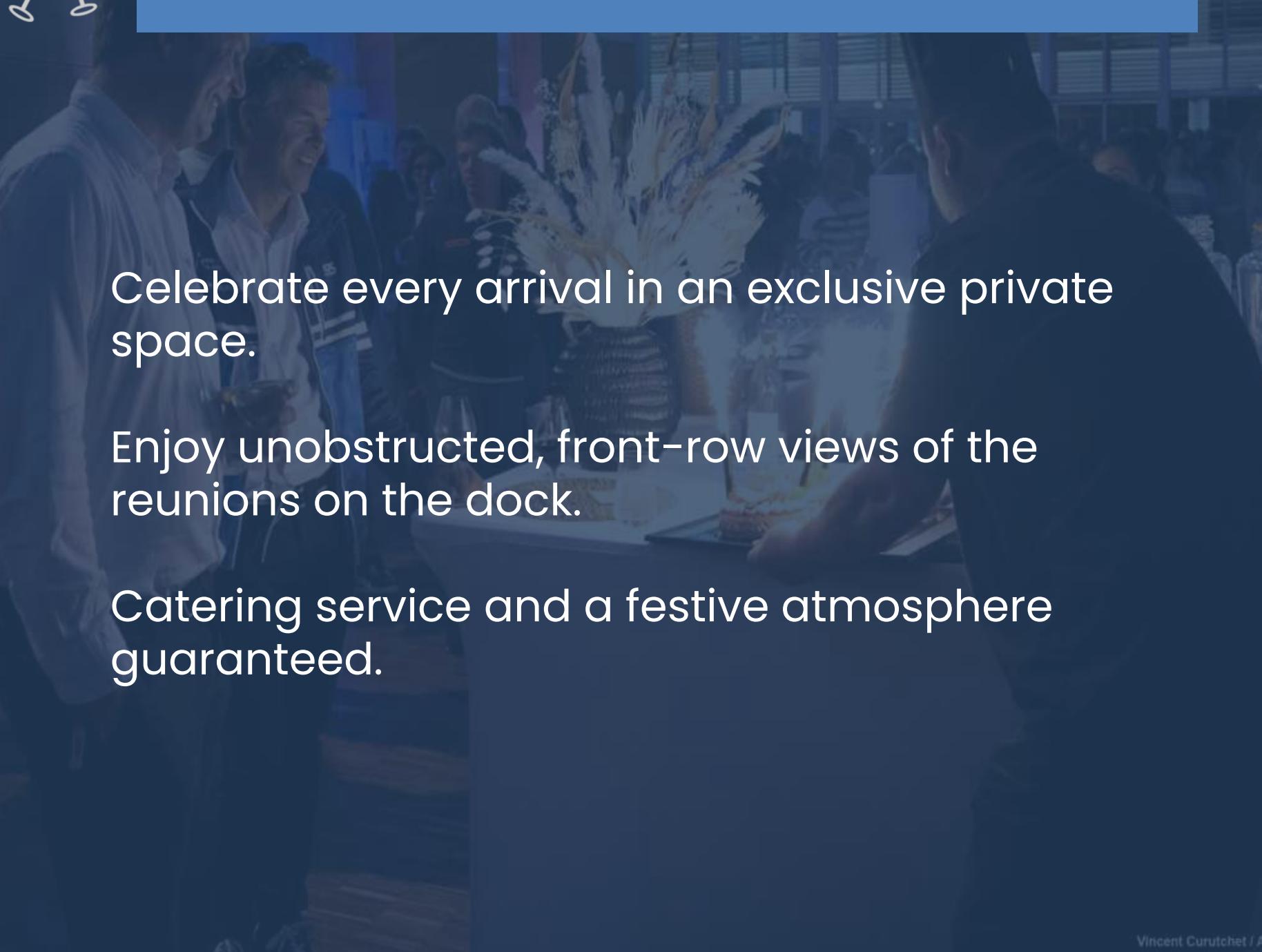
**OFFSHORE EXPERIENCE**

*Two exclusive ways to share in the moments of victory.*

# THE ARRIVALS



## ON LAND — ARCTIC LOUNGE PRIVATIZATION

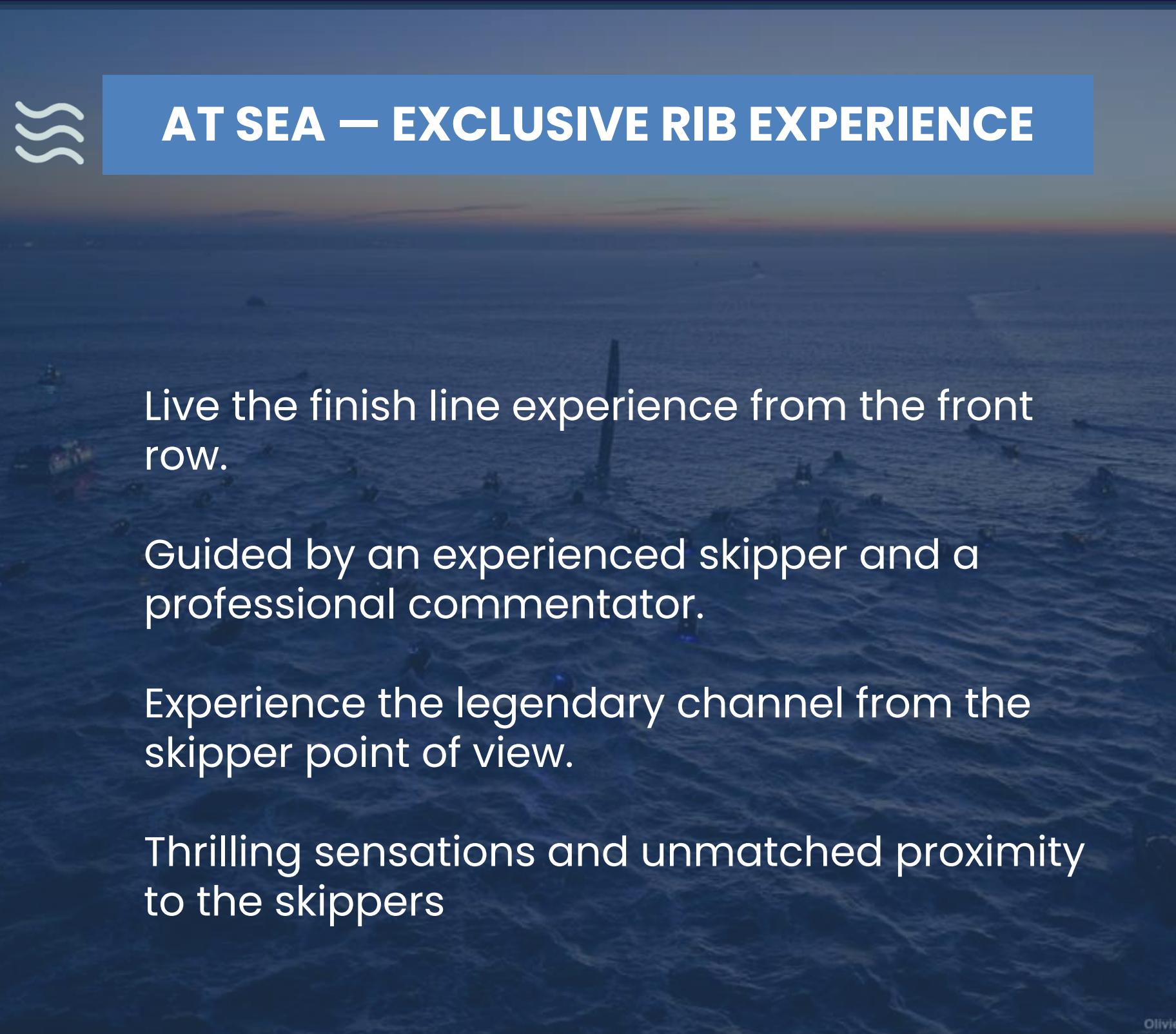


Celebrate every arrival in an exclusive private space.

Enjoy unobstructed, front-row views of the reunions on the dock.

Catering service and a festive atmosphere guaranteed.

© Vincent Curutchet / Alea



## AT SEA — EXCLUSIVE RIB EXPERIENCE

Live the finish line experience from the front row.

Guided by an experienced skipper and a professional commentator.

Experience the legendary channel from the skipper point of view.

Thrilling sensations and unmatched proximity to the skippers

© Olivier

# READY FOR THE ADVENTURE ?

*Let's talk about your project !*

***Host your VIP clients***

***Bring your brand to life***

***Create unforgettable memories***

***Reward your teams***

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