

VENDÉE ARCTIQUE

LES SABLES D'OLONNE

DÉPART
7 JUIN
2026

CERCLE POLAIRE

VENDEEARCTIQUE.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

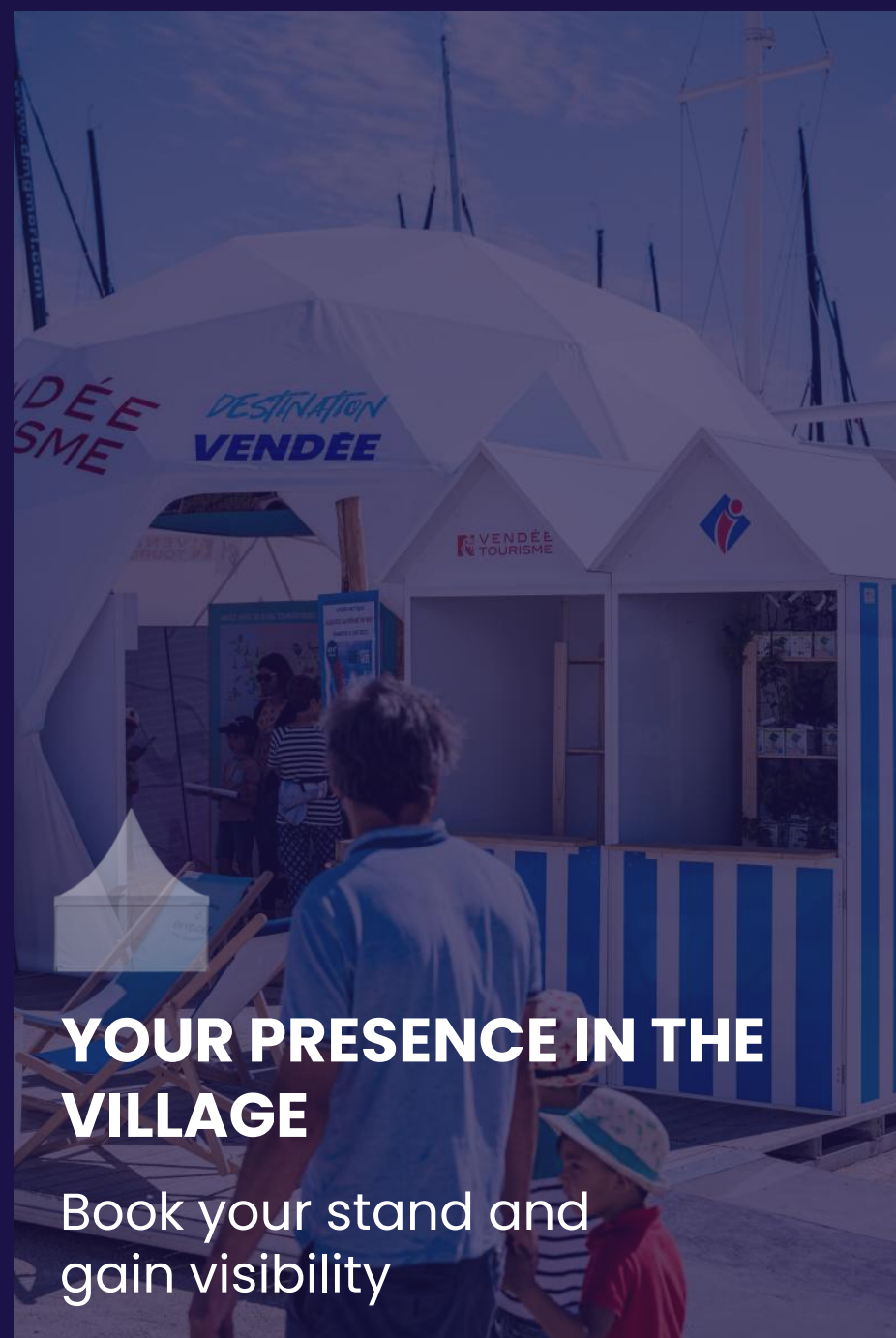
HIGHLIGHTS

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



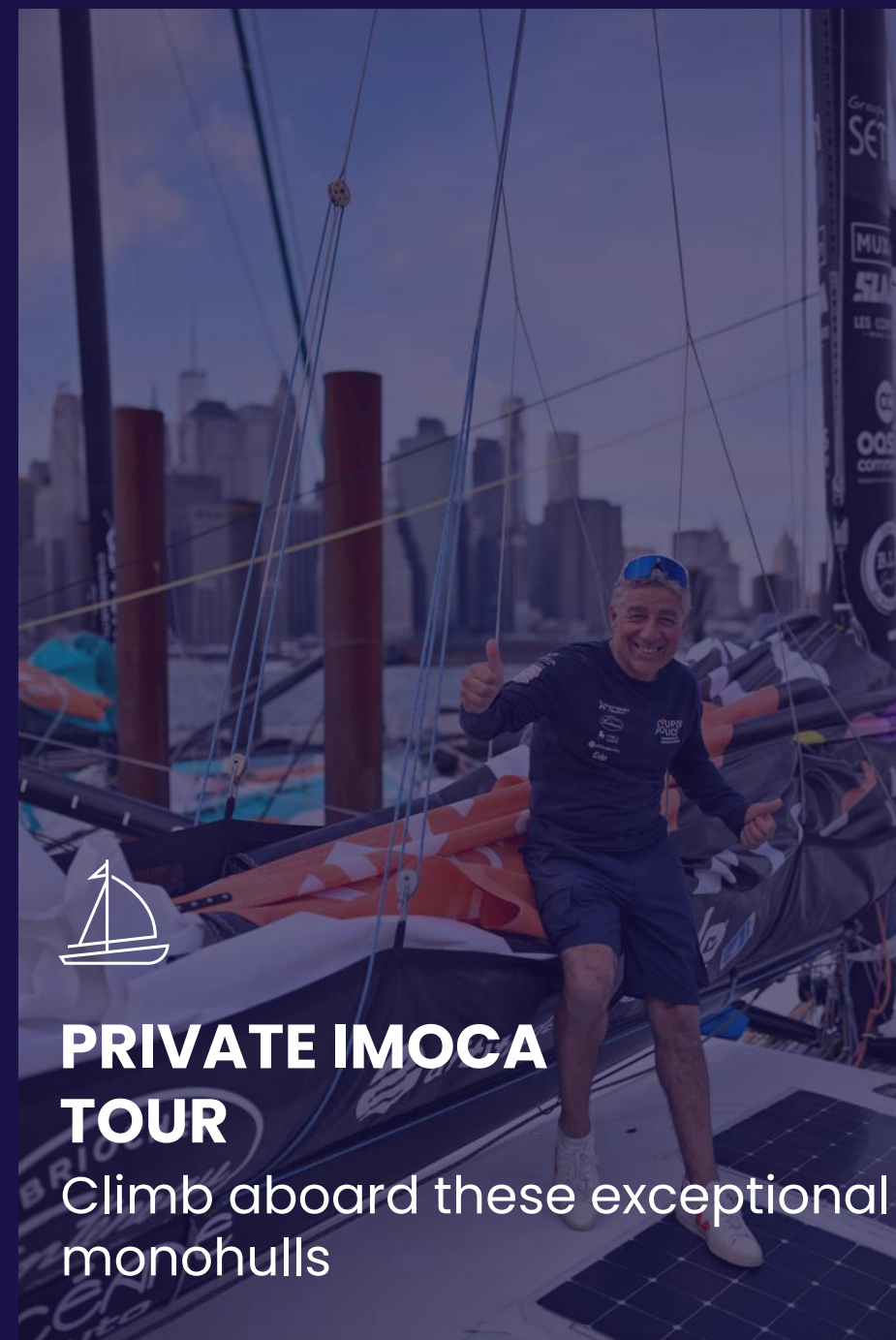
CREATE UNIQUE MOMENTS

Tailor-made experiences that make all the difference



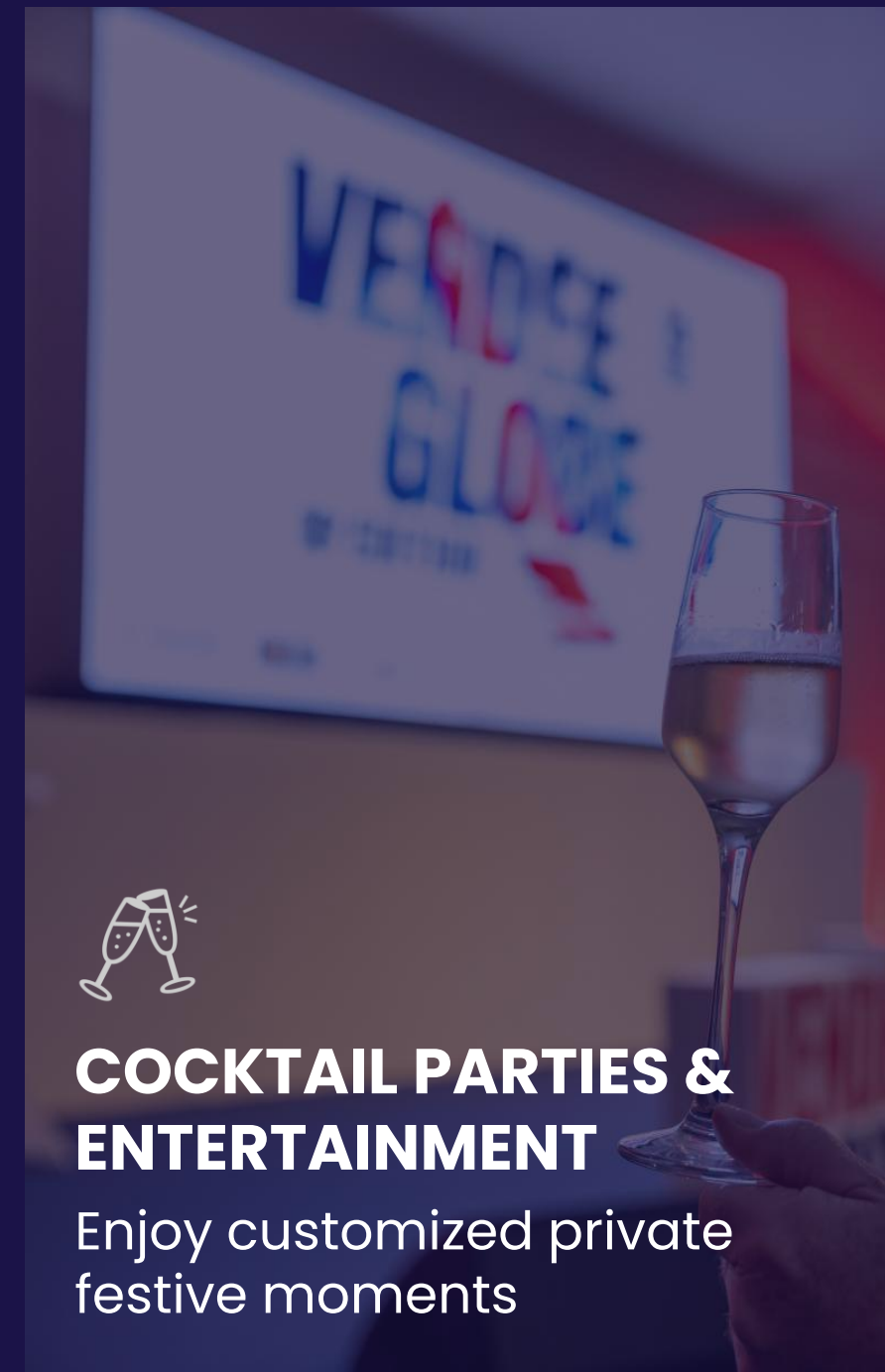
YOUR PRESENCE IN THE VILLAGE

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.





ARCTIC LOUNGE - 300m²

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

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

Noémie Bigot

Project Manager – Vendée Arctique Les Sables d'Olonne

Tél. : +33 6 26 45 30 85

Mail : noemie.bigot@vendee-globe.fr

