

MEDIA COVERAGE

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23 million euros in media buying equivalent *

That is **885,000** euros in media buying equivalent per event day

1,769 press articles

LIVE TV france•3

116,000 Average viewers with 9.6% audience share

+ 7,5%

1H30 of airtime on France 3 Bretagne and Pays de la Loire

WRITTEN PRESS

405 Articles

DIGITAL MEDIA

779 Articles

RADIO

452 Topics

TELEVISION

133 Topics

MEDIA PARTNERS

Essential and important support from our partners to relay the event

LE FIGARO



Télégramme



ouest france



franceinfo:

france•3

Le FIGARO & Le FIGARO NAUTISME

An 8-page report on each stopover territory.

An on-board journalist on each stage to ensure daily monitoring of the race.

A promotional plan for the race and its partners.

380,000 Printed copies of Figaro Magazine

900,000 euros of media buying

RADIO FRANCE

National and territorial coverage on France Info and France Bleu.

Over **100** Promotional spots

FRANCE TELEVISION

21 "Image du Jour by Paprec" reports on France 2 and France 3.

1,000,000 average viewers**

LE TÉLÉGRAMME

A daily follow-up of the race in all editions.

A large-scale promotion plan to ensure the promotion of the race and its partners.

Over **70** Articles

267,000 euros of media buying

OUEST-FRANCE

Constant editorial follow-up before and during the race

Over **100** Articles



* Source : cision period from 01/12/2021 to 20/09/2022

** Source: France Television

WEBSITE

LASOLITAIRE.COM

2,7 Million page views

290,000 Unique visitors

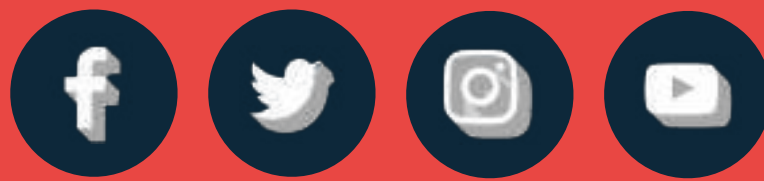
That is 11,200 visitors per event day +16%

LIVE MAP

1,01 Million page views

That is 75,000 views per race day

+4,5%



7,4 Million impressions

5,3 Million people reached

1,25 Million video views

62,000 Followers +13%

220,000 Engagement +61%

416,000 Views of Reels on Instagram +405%

Virtual Regatta

76 000 Players

Bay of Biscay

DEPARTURE LIVE

14 000 Views

BEST CONTENT - ARCHIVES 22

An immersion in the heart of the race in 3 episodes

325,000 Views

610,000 people reached



Ici Naissent les légendes !

TOM LAPERCHE - WINNER OF THE 53RD EDITION



RACE TIME



10D 20H 20MIN 22SEC

Winner's race time : Tom Laperche

1H 5MIN 54SEC

Time difference between the winner and the runner-up

LEG WINNERS

WINNER

LEG 1 : NANTES > PORT-LA-FORÊT

DAVY BEAUDART



ST

WINNER

LEG 2 : PORT-LA-FORÊT > ROYAN

GUILLAUME PIROUELLE



ST

WINNER

OF THE LEG 3 AND THE OVERALL RANKING

TOM LAPERCHE



ST

PRIZES

115,000 €

of prize money to the skippers including 21,500 € paid by our partners Suzuki and Beneteau.

SPECIAL AWARDS

SUZUKI SUPER TROPHY FOR COMBATTIVENESS



Nils Palmieri
TeamWork

BENETEAU ROOKIE TROPHY



Guillaume Pirouelle
Région Normandie

VIVI TROPHY



Nils Palmieri
TeamWork

INTERMEDIATE SPRINT

NEW IN 2022

TIME BONUS For the podium

Over 5,000 euros in prize money for the skippers

6 different sailors awarded

STOPOVER

KEY DATA

4 event villages in Nantes, Port-La-Forêt, Royan and Saint-Nazaire

140,000 Visitors to all villages

20 Village opening days

6,500 M² Average village size

Over **110** Exhibitors and activities in all the villages

THE GREAT PARADE

Over **4 000** Spectators at the great parade on the Loire

LA SOLITAIRE AREA

A booth to promote the race, to meet the skippers and to show the trophy

5,000

Participants to the winch competition proposed on the booth.

11

Signing sessions with the sailors



MAXIMISE PURPOSE



NGO PARTNER

SURFRIDER FOUNDATION EUROPE

Provision of a booth to raise public awareness of ocean protection in the villages of Loire-Atlantique

Highlighting Surfrider's actions on all our digital platforms

ECO LABEL

Common action with the Loire-Atlantique Department to certify villages in Loire-Atlantique via the REEVE certification label - eco-event network



CARBON COMPENSATION

Contribution with TerraTerre by accompanying sustainable agriculture

146 T Of compensation in eqC02

28 % Carbon footprint of La Solitaire du Figaro 2021



MINIMISE CARBON FOOTPRINT



OUR ACTIONS

Replacement of a motor catamaran by a sailing boat as an accompanying boat

Carrying out a carbon footprint with Toovalu and Carbone 4 for the methodology

Implementation of a carbon contribution scheme for the 2022 edition

Setting up of a water fountain for the general public: more than 8000 bottles of water avoided

Collection and recycling of waste generated in the villages via Paprec

Raising awareness of all stakeholders: skippers / partners / exhibitors in the villages / visitors

35 PARTNERS INVOLVED

- 1 Main Partner
- 1 Major Partner
- 3 Official Partners
- 1 NGO Partner
- 9 Stopover Partners
- 8 Media partners
- 9 Official Suppliers
- 4 Technical Suppliers



LA LÉGENDE BY PAPREC



A new scheme supported by Paprec to promote the sailors who have made the race a legend. Michel Desjoyeaux was La Légende by Paprec 2022.

HOSPITALITY AT SEA

Over **300** Pleasure boats followed the departures and arrivals of the legs

Over **500** Partner guests at the start of the stages

HOSPITALITY ON SHORE

Over **750** Partner guests at official receptions

Dedicated pontoon and backstage visits for all partners.





An event by

OC SPORT
PEN DUICK



groupe
Télégramme

Ici Naissent les légendes !