

MEDIA PLAN

1- OBJECTIVES

- ✓ To reinforce the image of this unique race with the press, public and partners
- ✓ To generate an economic interest for foreign investors and institutions between France, Turkey, Greece and Italy
- ✓ To increase the socio-cultural, economic and environmental relationships between Mediterranean countries
- ✓ To reinforce the reputation of the race partners, cities and countries
- ✓ To offer great opportunities to the team partners to promote their image.

2- TARGETS

- ✓ External Targets:
 - General press
 - Economic press
 - Sports Press
 - Specialized Press
- ✓ Indirect target:
 - Public at large
- ✓ Internal target:
 - Internal communication of our partners

We aim at reaching all the above mentioned targets worldwide.

3- POSITIONING

The race positioning is professional, high level with a policy of service and transparency towards the skippers, the press, the private and institutional boat and race partners with a real added value in terms of media follow up thanks to new technological developments in information management.

4- COMMUNICATION STRATEGY

Our objective is to create, set up and implement a global communication strategy with all the medias and to build optimum press relations all year long with a PR team in France and Turkey as well as partners in each leg city.

a. TELEVISION

• Production:

- ✓ Filming by helicopter, media boat and from the ground
- ✓ Daily video production of 3 minute-video report summarizing the race
- ✓ Production of 15 minute-video report, at the start in Hyeres/TPM, at the arrival in Istanbul, at the Trophies and the Prize-giving
- ✓ Production of one hour live program at the arrival in Istanbul
- ✓ Production of one hour live program during the closing race in Istanbul on the Bosphorus
- ✓ Production of 26 minute-video report of the entire race

• Broadcasting:

- ✓ The daily videos of 3 minutes will be sent to the TV partners and via satellite to Eurovision Satellite Network to insure acces for all the European television networks
- ✓ 15 minute-video reports of the Trophies, departure, arrival and prize-giving will be accessible via satellite and at the Serte in Paris
- ✓ 26 minute-video report of the entire race will be sent to the TV partners and other networks

b. RADIO

- ✓ Follow-up of the race on the media boat for radio broadcasting
- ✓ Daily radio sessions broadcasted to national and regional press of each country

c. PRINT MEDIA

- ✓ A press kit will be sent at first to the press with all the important information on the race and the partners
- ✓ Press releases: before the race, press releases will be sent according to the news (new skippers, partnerships...) and during the race, a daily release will be sent to a press file which covers France, Italy, Greece and Turkey. The press releases will be available in French, Turkish and English.

d. PHOTOS

- ✓ Photos will be taken from the helicopter, the ground and media boat throughout the race
- ✓ Selected photos will be sent daily with each press release and will be accessible on a dedicated website.

e. INTERNET

- ✓ On the official website, a real-time map will be available with the positioning of each boat thus providing an opportunity to follow the race live
- ✓ Official internet website for the Cap Istanbul 2010 will be available in 3 languages (French, Turkish , and English)
- ✓ On the official website, all the multimedia contents, press releases, videos, radio sessions, interviews and photos can be downloaded free of rights for the press.

f. VIRTUAL RACE

- ✓ A virtual real-time race will increase the visibility of the partners. Thousands of players around the world will enter into the competition thanks to the virtual Cap Istanbul 2010. The game will offer the opportunity to cross the Mediterranean on a Figaro Beneteau 2 in current weather conditions. A special prize will be given to the winner.

g. BILLBOARD CAMPAIGN

- ✓ Billboard campaigns in the departure city of Hyeres/TPM and in the arrival city of Istanbul (Billboards and posters)

h. ADVERTISING MEDIA PURCHASING

- ✓ Advertising media purchasing budget will be discussed with the main partner of the race

5. EVENTS

• Village of Race

- ✓ Hyeres/TPM: village available 5 days prior to the departure to welcome the journalists, the skippers and the race partners under CP Race and CP Press
- ✓ Istanbul : village available during one week to welcome the journalists, the sailors and the partners under CP Race and CP Press
- ✓ Both the boat partners and the race partners will be able to have their own stand. Animations will take place in Hyeres/TPM as well as in Istanbul.

• Prize-giving Ceremonies and Official Dinners

- ✓ Hyeres/TPM: Official opening dinner and prologue prize-giving ceremony for approximately 400 persons
- ✓ Istanbul: Dinner for the prize-giving to the winners of the general ranking and the closing regatta winners for approximately 500 persons in a prestigious place

• Press Conference

- ✓ A press conference will be held both in France and Turkey in order to introduce the racecourse, the program and the partners of Cap Istanbul 2010.

• VIP and Media Follow up

- ✓ One private boat will be available at the departure in Hyeres/TPM and the arrival in Istanbul as well as during the prologue and the closing trophy.