

Solo Transatlantic Race

TRANSAT 6.50 Project

Capt. Jarosław Kaczorowski

- ❑ Ocean Yachtmaster, Sail and Power
- ❑ double World Champion in the Micro Class
- ❑ National Race Officer and Judge

Sponsorship proposal 2006-2007



THE CHALLENGE

One Ocean

One Yacht

One Man

THE RACE

❑ **TRANSAT 6.50**

Solo Transatlantic Race



- Start - from La Rochelle, northern France
- Finish - Salvador de Bahia, Brazil
- Legs - Leg 1: La Rochelle – Canary Islands
Leg 2: Canary Islands - Salvador de Bahia
- Distance - 4500 miles

- ❑ The Transat 6.50 race is a biennial event, the next start being scheduled for September 2007
- ❑ Each competitor takes part in the qualifiers during which they have to sail at least two thousand miles
- ❑ The result is up to one man

THE RACE ROUTE



Capt. Jarosław Kaczorowski

One of Europe's leading sailors

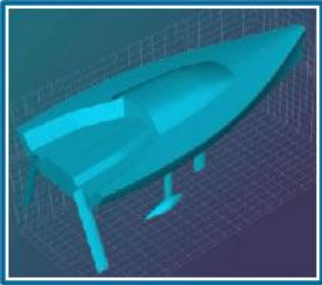
Sail and power yachtmaster

National race officer/judge and yachting coach



- Won his first Championship of Poland at 12 years of age
- Multiple Champion of Poland in the QT and Micro classes
- Double World Champion in the Micro Class
- Winner of the Chicago-Mackinac Race (PHRF A class)
- Participated in The Race 2000, a race around the globe, on the catamaran Warta-Polpharma (as watch leader)
- Participated in the 2001 Sydney to Hobart Race (winners in the large boat class IRC A)
- Skipped the "Lodka Bols" and "Bols" Maxi 94ft yachts (2002-2003), the largest racing boats in Poland
- Holder of numerous titles and records in the sailing sport in Poland and in Europe

A man who can win and knows how to do it on the ocean

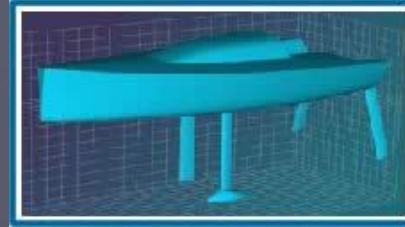


THE YACHT

□ Dimensions:

length - 6,5 meters

width - 3 meters



□ Advanced technological solutions:

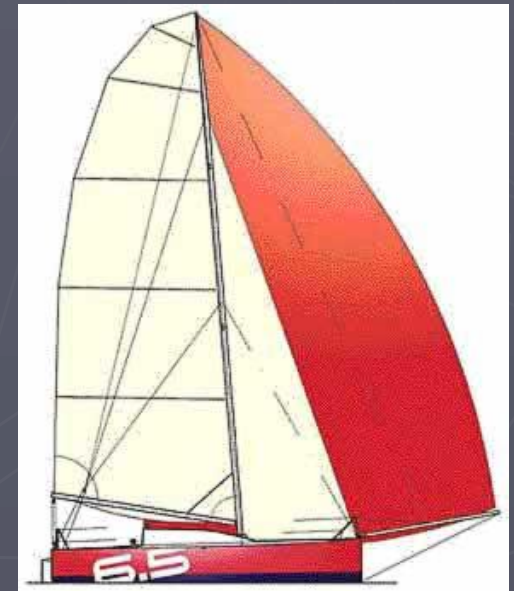
canting keel and water ballast, two dagger boards, twin rudder

□ Characteristics:

it is a very fast planing boat with an exceptional power to carry sail – from 40 to 120 m²

□ Emotions

the race is highly exciting, fast, attracting the interest of the media and numerous fans



BENEFITS FROM PARTICIPATION IN THE PROJECT



- ❑ **Involvement in a sports project with an established international reputation**
- ❑ **Combining the sponsor's brand, name, logo and image with an exceptional and popular event having a positive response among active people, tourists, lovers of sailing and water sports**
- ❑ **An additional promotion for the sponsor during qualification races to be held in tourist areas of the Atlantic and the Mediterranean in two summer seasons**

PROJECT IMPLEMENTATION PLAN



The project is scheduled to take 2 years

Stage I

January 2006 – March 2006

preparation of equipment and people, training, development of racing strategy

Stage II

April 2006 – August 2007

qualifications – 1000 miles of solo sailing and 1000 miles of a Transat 6.50 class race

Stage III

September 2007 – December 2007

participation in the Transat 6.50 Race, in post-race events and in sponsor events

PROJECT COST

□ **Budget – 300k euros**

□ **2006 – 175k euros**

January - 100k euros

April - 75k euros

purchase of yacht and basic outfit
start-up expenses
training, qualifiers

□ **2007 – 125k euros**

February - 75k euros

July - 50k euros

extra cost of participation in preparation races,
additional sails and outfit, and the Transat 6.50 race
across the Atlantic

SPONSORSHIP PROPOSAL



- **Each sponsor will have an opportunity to display their name and logo:**
 - on the yacht's sails (mainsail, 2 foresails and 3 spinnakers), hull, boom and mast
 - on the project service vehicle
 - on the project team members' clothing
 - on the project website
 - in the course of the project – on public and commercial TV channels, radio, sports and popular press
- **The image of the sailor and the yacht itself could be used in the sponsor's integration and image-building activities at the pre- and post-implementation stages**
- **In periods between competitions, the yacht could be displayed to the public (in shopping centres, squares, etc.), to ensure that the sponsor's logo is presented throughout the project**



Other reasons why it is worth joining in the project

- ❑ The race Transat 6.50 is very popular in France, Italy, the UK, familiar to the public in Germany, Austria and other European countries
- ❑ Thousands of fans and tourists gather at the start in La Rochelle and at the finish in Salvador de Bahia
- ❑ The qualifier races (a dozen or so) are held during two tourist seasons in attractive places and on busy seaways (Genova, Barcelona, the Coast of Bretagne, Nantes, the Azores)
- ❑ The Transat 6.50 Race is a highly prestigious event, considered to be a true test for the best sailors. The participants battle the elements single-handed, using only classical navigation methods (all external support forbidden, traditional maps and weather forecasts)
- ❑ The race is a combination of risk, competition, adventure and tradition. It largely follows the route travelled by Christopher Columbus, for whom the Canary Islands also were the last stop before setting off for the unknown

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