



LE HAVRE
NORMANDIE

An aerial photograph of a Transat Jacques Vabre race. In the foreground, a white sailboat with a large black sail is sailing on the dark blue ocean, leaving a white wake. Several other sailboats are visible in the distance on the horizon. The sky is clear and blue.

**IN 2024, AFTER 16 EDITIONS,
THE TWO FOUNDING PARTNERS OF THE TRANSAT JACQUES VABRE NORMANDIE LE HAVRE,
THE CITY OF LE HAVRE AND THE COFFEE SPECIALIST GROUP JDE PEETS, RENAMED IT THE
TRANSAT CAFÉ L'OR LE HAVRE NORMANDIE**

**THE LEADING BRAND IN THE MARKET IS NOW GIVING ITS NAME
TO THIS EMBLEMATIC RACE, WHILE FAITHFULLY PRESERVING ITS DNA,
ITS VALUES AND THE HERITAGE OF THE 16 PREVIOUS EDITIONS.**

NEW NAME - SAME RACE

THE TRANSAT JACQUES VABRE

BECOMES

THE TRANSAT CAFÉ L'OR



LE HAVRE
NORMANDIE

2 DOUBLE-HANDED
TRANSATLANTIC

4 CLASSES
COURSES
WINNERS

80
TEAMS

ONE OF FRANCE'S MOST POPULAR SPORTING EVENTS, WITH
A DNA THAT FULLY EMBODIES THE CHALLENGES OF OUR TIME

DARING • SHARING • RESPECT FOR LIFE



THE ROUTE

LE HAVRE - MARTINIQUE

THE MORE INTENSE TRANSATLANTIC RACE
DUOS PUSHING THEIR BOATS TO 100%

THE LONGEST TRANSATLANTIC RACE
UP TO 7,000 MILES TO COVER



LE HAVRE

17 - 26 October
Bassin Paul Vatine



FORT-DE-FRANCE

6 - 14 November
Martinique Great Harbour

1993:

1st arrival of a transatlantic
on the South American continent

1995:

1st race with one **classification**
and one **winner** per class

2001:

1st transatlantic crossing with the **doldrums**
as part of the route

2007:

1st **ecological commitment charter**
between a race and its skippers

2009:

Becomes the **ADEME benchmark event** for
establishing its model for **eco-responsible events**

2021:

Launch of the **Cap pour Elles** program,
detection, financial and sporting support
for an all-female crew

2023:

Launch of the «**Virtual to Real**» program,
selection of a **virtual skipper** to take part
in the real race as a duo on a Class 40

2023:

1st transatlantic race start with live TV enhanced
by **GPS tracking** and **dynamic information**
for each boat



DARING


AS A DRIVER OF INNOVATION
FOR 30 YEARS

A photograph of two people on a sailboat. A woman on the left, wearing a purple t-shirt, a grey cap, and sunglasses, is smiling and looking towards the right. A man on the right, wearing a purple t-shirt and a white bucket hat, is looking towards the left. They are both holding onto a rope. The background shows a coastal town with buildings and hills under a clear sky. The text 'SHARING' is overlaid in large white letters with a black outline.

SHARING

IS AT THE HEART OF OUR DNA

- Non-profit organisation focusing on **transmission** and **accessibility** for as many people as possible (professional and amateur crews, free access for the general public...)
- Meeting others as a **philosophy** (duo of skippers, route linking two continents)
- Start village laid out around a basin **to encourage conviviality**
- **Strong local roots** at the start and finish (involvement of Le Havre and the Normandy and Martinique regions, 5,000 school children visiting the villages, more than 50 associations promoted...)
- **Transmission** at the heart of the programme: 3,000 sailing baptisms, 1 educational kit distributed to hundreds of classes, 30 conference-debates in the Positive Initiatives Pavilion...



● **Eco-designed and eco-managed** villages complying with the charter drawn up by **ADEME** (the French Environment and Energy Management Agency)

● **Ambitious CSR commitments** for all players: zero single-use plastic, vegetarian meals, sharing of 2,000 uneaten meals, ban on cargo returns for boats, exhibitors' charter (local production, energy efficiency...).

● Financial support for **UNESCO's Man & Biosphere program** to preserve natural areas

R E S P E C T

FOR LIFE

AN EVER MORE POPULAR EVENT

DEPARTURE VILLAGE
leHavre

620,000 visitors to share the
Transat experience

23,500 m² including **3,000 m²** of VIP hospitality,
with **80** exhibitors

3,000 sailing baptisms et **80** events (conferences, entertainment)

9,000 meals served and **62,000** coffees distributed

150 companies members of the Transat Business Club (x5 in 10 years)

12,000 VIP guests (x6 in 10 years)

ARRIVAL VILLAGE

Ville de France

35,000 visitors

9,000 m² with **50**
exhibitors

4,000 schoolchildren and **40** events

AN INCREASINGLY HIGH-PROFILE EVENT

10 million



viewers
reached by
live departures



190

territories covered

18 million

French people
followed the race



290

accredited
journalists



71

broadcasters
worldwide



**64
million**

media advertising
equivalent

63%

of the French
population has
heard of the event



AN INCREASINGLY INVOLVED COMMUNITY



WEB

7.9 million visits



25% international visitors

23 million pages viewed on the site

700,000 views for live departures

SOCIAL NETWORKS

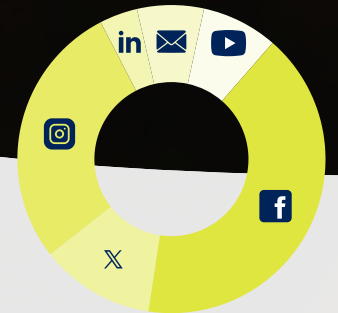
200,000 fans

8.4 million video views

5 million stories viewed

20 million impressions

250,000 boats registered on Virtual Regatta



**IN 2025, PROMOTE YOUR BRAND
BY JOINING A BENCHMARK SPORTING EVENT,
ANCHORED IN ITS TIME**



**LE HAVRE
NORMANDIE**

360° PACKAGES

DEVELOP YOUR REPUTATION AND IMAGE

Associate your company with a **benchmark event** offering media power, fast-growing brand awareness, real appeal to a wide audience and a strong commitment to positive causes

Showcase your brand through **multi-channel communications** (media, digital, print, events)

Multiple activation programs
to develop your business

A person is silhouetted against a bright sunset sky, standing on the deck of a boat. The boat's railing and part of its hull are visible in the foreground. The water reflects the light from the sky.

360° PACKAGES

STRENGTHEN YOUR LINKS WITH YOUR CUSTOMERS/TEAMS

Become part of a major sporting event that is **popular, festive and environmentally friendly**

Enjoy a range of **tailor-made hospitality options**

Take part in **official events and partner evenings**

Access to the **heart of the race** by following the starts and finishes under **privileged conditions**

Benefit from a **unique platform** to promote your commitments

OUR PACKAGES

4 LEVELS OF PARTNERSHIP

€75K

€125K

€300K

**OFFICIAL
SUPPLIER**

**OFFICIAL
SUPPORTER**

**OFFICIAL
PARTNER**

**PREMIUM
PARTNER**

OUR PACKAGES

4 LEVELS OF PARTNERSHIP

		OFFICIAL SUPPLIER	OFFICIAL SUPPORTER	OFFICIAL PARTNER	PREMIUM PARTNER
IMAGE RIGHTS	Use of Composite logo and official designation	✓	✓	✓	✓
	Access to photo and video database	++	++	++	+++
VISIBILITY AND EVENTS ON-SITE	Marquee in the Start Village				✓
	Visibility of competing boats				✓
	Visibility of marquees and POS advertising departure and arrival areas		+	++	+++
	Spots on giant screens & visibility on ecocups in the start/finish village				✓
	Visibility on a buoy in the the Paul Vatine basin				✓
COMMUNICATION	Visibility on press packs and press releases	+	++	++	+++
	Visibility on the official programme	+	+	+	+++
	Visibility through the Transat media plan (TV, digital, print, posters)			+	+++
DIGITAL	Visibility on the official website (homepage, partner page, news...)		+	++	+++
	Visibility on the official race mapping			Official timekeeper	++
	Posts on social networks		+	+++	+++
	YouTube visibility				✓
LIVE START	Visibility and editorial content on the official newsletter			+	++
	Presence on live start (live TV & social networks)			Official timekeeper	
HOSPITALITY, TICKETING, PUBLIC RELATIONS	Private VIP lounge on Start Village	Preferential tariff	Preferential tariff	Preferential tariff	✓
	Invitations to official events	+	+	++	+++
	Transat Jacques Vabre Club access, VIP accreditation	+	+	++	++++
	VIP pontoon access				✓
	Start VIP access			++	+++
VARIOUS	Acces to VIP boats at the finish		+	++	+++
	Co-branding rights	✓	✓	✓	✓
	Preferential rates for merchandising products and Virtual Regatta packages	✓	✓	✓	✓
	Impact study		✓	✓	✓



LET'S GET INVOLVED

TOGETHER!

The **TRANSAT CAFÉ L'OR** enables its partners to make a **concrete contribution** to its humanist and ecological commitments.

In addition to the usual benefits in terms of **visibility, brand awareness and activation of their targets**, the partners are enhancing the value of their commitments by making their own the systems, designed together or already in place, at the heart of the race.

HERE ARE A FEW EXAMPLES

Reintroduction of **environmentally-friendly coffee** growing by JDE, owner of L'OR, alongside the Martinique Regional Nature Park

Numerous social initiatives by the city of Le Havre to involve local residents and introduce them to ocean racing

The Normandy Region, SNCF and Transdev have set up a **low-carbon transport network** to access the start village

BRED introduces thousands of **able-bodied and disabled people** to sailing

Engie supports the **CAP pour Elles** women's program





LE HAVRE
NORMANDIE

TO FIND OUT MORE

30 YEARS

OF HISTORY ...

4 wins:

Franck Cammas • Jean-Pierre Dick

3 wins:

*Antoine Carpentier • Charles
Caudrelier • Erwan Le Roux
Franck-Yves Escoffier
Yann Eliès*



625 boats at the start
of the different classes

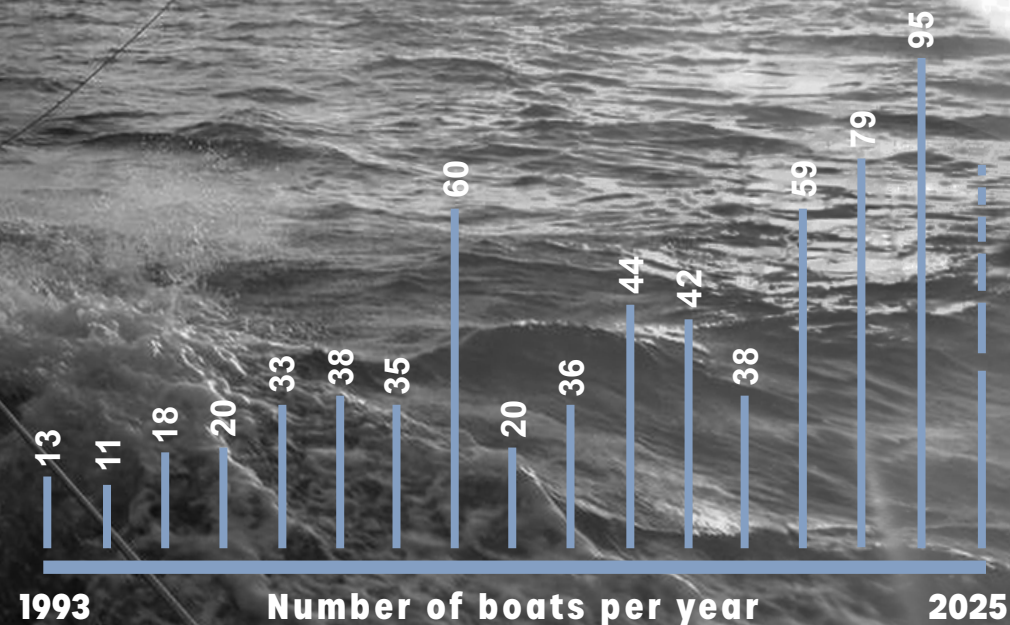
538 competitors
including **51** women

21 participating
nations



16 EDITIONS

1993 • 1995 • 1997 • 1999 Cartagena de Indias 🇨🇴
2001 • 2003 • 2005 • 2007 Salvador de Bahia 🇧🇷
2009 • 2011 Puerto Limón 🇵🇷
2013 • 2015 Itajaí 🇧🇷
2017 • 2019 Salvador de Bahia 🇧🇷
2021 • 2023 • 2025 Fort-de-France 🇫🇷



2023

A RECORD-BREAKING
EDITION

95 BOATS

44 Class40 • 40 IMOCA • 6 Ocean Fifty • 5 Ultim

190 SKIPPERS

17 NATIONALITIES

63 YEARS OLD The oldest : Mike Golding

21 YEARS OLD The youngest : Basile Bourgnon



THE 4 WINNING DUOS



Ultim:
Armel Le Cléac'h & Sébastien Josse
Maxi Banque Populaire XI



Ocean Fifty:
Thibaut Vauchel-Camus & Quentin Vlamynck
Solidaires en Peloton



Imoca:
Thomas Ruyant & Morgan Lagravière
For People



Class40:
Ambroglio Beccaria & Nicolas Andrieu
Alla Grande Pirelli



LE HAVRE
NORMANDIE

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