

# JOIN THE ADVENTURE



**B2B OFFERS**  
**FROM 17 TO 26 OCTOBER 2025**





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# WHY JOIN THE ADVENTURE?

The TRANSAT CAFÉ L'OR Le Havre Normandie represents 30 years of adventure and daring, as one of the most popular events in France

- 18 millions French people watch the race,
- 63% of the French population are familiar with the race

A committed race, fully aligned with the key issues of our time:

## **Sharing and respect for life.**

Directed by a non-profit organisation, the TRANSAT CAFÉ L'OR Le Havre Normandie hopes to embody a new model for popular, sporting events.

For 30 years, it has been making decisions aimed at achieving this fairer, more sustainable society: organising 3,000 introductions to sailing for all audiences (young people, people with disabilities, vulnerable people, etc.), creation and financial support for young female crews, distribution of unsold meals to students, donation of a share of its turnover to UNESCO to support territorial regeneration and more.

By participating in TRANSAT CAFÉ L'OR Le Havre Normandie's reception services, offer your employees, customers and suppliers lively and educational experiences based on the event's values of:

**DARING,  
SURPASSING ONESELF,  
SHARING,  
INCLUSION AND  
RESPECT FOR LIFE.**







# THE TRANSAT CAFÉ L'OR BUSINESS CLUB

## Creation and aims

The TRANSAT CAFÉ L'OR Le Havre Normandie allows economic actors (whether local, regional or national) to take advantage of the excitement of this race to stimulate their internal and external ecosystems.

These experiences – created since 2013 by DB COM, Official Hospitality Agency – have been designed for you, decision-makers and company directors, allowing you to invite your customers, prospects and employees.

The Club experience allows you to come together not only with your guests, but also with other economic actors in the Club over the course of 9 days. This is an exceptional opportunity to consolidate and expand your networks, take part in business meetings, enjoy a packed and varied programme of entertainment and the chance to enjoy a unique experience, meet new people, share fantastic moments and do business in a relaxed and lively atmosphere.

The TRANSAT CAFÉ L'OR Business Club has become a formidable tool for local, regional and national actors.

**2013**

**25 companies**

(500 guests from the economic and political world)

**2023**

**130 companies**

(4,600 guests from the economic and political world)

**2025**

**Ready to join the  
TRANSAT CAFÉ L'OR  
Business Club?**



## FROM THURSDAY 16 OCTOBER TO SATURDAY 25 OCTOBER 2025

Integrated within the main hospitality tent, just a few metres from the competing boats and with a direct view over the basin, this quality space of approx. 1,000 m<sup>2</sup> has been carefully laid out to welcome you in a lively setting with:

- Luxury internal layout and decoration
- Exhibition of Le Havre artists' paintings
- Access to the village's conferences, workshops and highlights
- Bars
- Business corners
- Relaxation spaces
- TV screens
- Wi-Fi

### 2025 OPENING HOURS

#### → Thursday 16 October:

Avant-première opening from 18:00 to 22:00

#### → Friday 17 October to Saturday 25 October:

from 08:30\* to 22:00

\*Opening at 09:00 on Saturday 18, Sunday 19 and Saturday 25 October.





# **SCHEDULE: BEFORE**

## **Transat CAFÉ L'OR BUSINESS CLUB**

**FROM FEBRUARY 2025 TO SEPTEMBER 2025**

In 2023, 130 companies joined the TRANSAT CAFÉ L'OR Business Club. We welcomed 4,000 guests over the course of 9 days and 600 participants during our business coffee meetings – a great success!

**THE VILLAGE FOR THE NEXT EDITION  
WILL OPEN FROM 16 TO 25 OCTOBER  
2025.**

The DBCOM agency will organise a series of events in the form of:

- **business meetings over a coffee**
- **evening parties between February 2025 and September 2025** to develop 2025 Club members' networks.





# **SCHEDULE:** **DURING** **TRANSAT CAFÉ L'OR** **Business Club**

**FROM 16 OCTOBER TO 25 OCTOBER 2025**

## **THURSDAY 16 OCT.** opening at 18:00

**19:00**

TRANSAT CAFÉ L'OR Le Havre Normandie hospitality opening evening (presentation of Club members, distribution of packs, gifts, cocktail reception)

## **FRIDAY 17 OCT.** opening at 08:30

**08:45 TO 10:30**

Business meeting over a coffee

**11:30 TO 13:30**

Cocktail reception

**18:30 TO 20:00**

Cocktail reception

**22:30 TO 01:00**

Big VIP evening for Club guests, accompanied by the boat teams, organisation staff and the TRANSAT CAFÉ L'OR Le Havre Normandie management team (DJ set)

**IN THE VILLAGE**

### **THE SEA SCHOOL**

Sharing the starting village with children from schools in La Havre and the wider region







## SATURDAY 18 OCT. opening at 09:00

**11:30 TO 13:30** Cocktail reception

**18:30 TO 20:00** Cocktail reception

### IN THE VILLAGE

#### TAKING TO THE SEA, ACTING FOR THE EARTH

Presenting the programme for the 10 days and its highlights: 'all living beings' immersive spaces, artistic exhibitions, conferences, educational workshops, main welcome tent and spaces for classes, film screening in the amphitheatre, etc.

## SATURDAY 19 OCT. opening at 09:00

**09:30 TO 11:30** The family morning session: 3 free invites for access to the Club and a guided tour on board a semi-rigid to discover the boats

### IN THE VILLAGE

#### THE SEA IN ALL THE SENSES

Discover the sea through artistic wonder: sea banquet, tales of exploration, literary stopovers, photo workshops, paintings and more.

## MONDAY 20 OCT. opening at 08:30

**08:45 TO 10:30** Business meeting over a coffee

**18:30 TO 20:30** Mixology activities with the 'Bodega'  
Cocktail tasting

### IN THE VILLAGE

#### SET SAIL FOR RESPONSIBLE BUSINESS

Space for discussion (to be defined), debate and reflection on responsible business and the regenerative economy  
+ Focus on skills, insertion and training in the trades of tomorrow within a context of transition.



## TUESDAY 21 OCT. opening at 08:30

**08:45 TO 10:30** Business meeting over a coffee

**18:00 TO 18:30** Skippers' talk – questions/answers

**18:30** Bread, Wine and Cheese night

### IN THE VILLAGE

#### AN OCEAN OF RESOURCES

Day of work and discussions on the circular economy and eco-design of racing, pleasure and freight-transport boats. Looking back at the 'Course au Large 2030' project

## WEDNESDAY 22 OCT. opening at 08:30

**08:45 TO 10:30** Business meeting over a coffee

**18:30** Culinary entertainment and cocktails, 'Martinique/Normandy'

### IN THE VILLAGE

#### ALL LIVING BEINGS!

A reminder of our place in the chain of living beings, on land and at sea, through a series of activities, conferences and meetings

## THURSDAY 23 OCT. opening at 08:30

**08:45 TO 10:30** Business meeting over a coffee

**18:30** Le Havre Artists' evening in partnership with the 'La Galerie Hamon'

### IN THE VILLAGE

#### FEELING GOOD IN YOUR SKIN, EATING WELL ON THE PLATE

Experimenting with new ways of eating, cooking, looking after ourselves and revitalising ourselves.





**FRIDAY 24 OCT.** opening at 08:30

**08:45 TO 10:30** Business meeting over a coffee

**18:30** Martinique night – tasting of rum, cocktails and musical entertainment

**IN THE VILLAGE** **SAILING FOR ALL**  
Making sailing accessible to all, no matter their age, experience, health or vulnerability.

**SATURDAY 25 OCT.** opening at 09:00

**18:30** Culinary activity: Trou Normand reimaged by the duo Stéphane Fournier and Fabien Milan

**20:00** Fireworks

**20:30 22:30** Closing night

**IN THE VILLAGE** **EXPLORERS AT HEART**  
Discovering the sea and its resources through science and a series of tales about explorations

**TRANSAT CAFÉ L'OR  
BUSINESS CLUB CLOSURE ON  
SATURDAY 25 OCTOBER AT 22:00**





# 'SOLO' PACKS

FROM FRIDAY 16 OCTOBER TO SATURDAY 25 OCTOBER 2025

## SOLO PACK 1

- 1 badge
- 10 invitations
- 6 'business meetings' invitations
- 2 invitations to the avant-première evening\*
- 3 invitations to the family morning session\*\*
- Open bar
- 2 bottles of champagne
- 10 glasses of champagne

€1,990

### Badges:

In your company's name, it gives access to 1 person per day to all TRANSAT CAFÉ L'OR BUSINESS CLUB SERVICES.

E-Badges to download and present at reception in exchange for a wristband and a badge for the day

### Invitations

#### 'TRANSAT CAFÉ L'OR Business Club':

In your company's name, personally assigned and valid for 1 full day.

'TRANSAT CAFÉ L'OR Business Club' e-invitations to download and present at reception. A wristband will be issued to your guests upon entrance to allow them to come and go throughout the day as they wish.

## SOLO PACK 2

- 1 badge
- 15 invitations
- 6 'business meetings' invitations
- 2 invitations to the avant-première evening\*
- 3 invitations to the family morning session\*\*
- Open bar
- 2 bottles of champagne
- 15 glasses of champagne

€2,390

### Invitations

#### 'Business meetings':

In the guest company's name and personally assigned, giving access to 1 person per day to the Business meeting from 08:45 to 10:30.

'Business meetings' e-invitations to download and present at reception. A wristband will be issued to your guests upon entrance.

### Dates:

**Friday 17 October 2025.**

**And from Monday 20 October to Friday 24 October 2025 from 08:45 to 10:30**

## SERVICES INCLUDED

**\*Invitation for 2 people to the avant-première on Thursday 16 October**  
Presentation of Club members

**\*\*3 invitations to the 'family morning session' on Sunday 19 October 2025 from 09:30 to 11:30**

**Club members' studio photo shoot** to be broadcast on screens and in the digital annual publication

**A guided tour for you and your guests in the Paul Vatine Basin on board an official semi-rigid<sup>1</sup>**

The chance to discover the fleet of competing boats from a new angle with explanations from your guide.

### A programme of themed evenings:

- Before: from February 2025 to September 2025 (see p6)
- During: from 16 to 25 October (see p7 to 10)

### Access to the village conferences and workshops

### Open bar including:

- Tea, coffee, pastries
- Soft drinks, beers, wines (red, white, rosé)
- Snacks

**À la carte services:** Champagne, cocktails, lunch, oysters, tapas platters and more.

1. Electric semi-rigids (currently under negotiation).

## OPTIONS AVAILABLE

Additional badge: €1,000 excl. VAT

Additional day invitation: €100 excl. VAT

Invitations to the Business meetings: €40 excl. VAT



# 'DUO' PACKS

FROM FRIDAY 16 OCTOBER TO SATURDAY 25 OCTOBER 2025

## DUO PACK 1

- 2 badges
- 15 invitations
- 6 'business meetings' invitations
- 2 invitations to the avant-première evening\*
- 3 invitations to the family morning session\*\*
- Open bar
- 2 bottles of champagne
- 15 glasses of champagne

**€2,990 EXCL. VAT**

### Badges:

In your company's name, it gives access to 1 person per day to all TRANSAT CAFÉ L'OR BUSINESS CLUB SERVICES.

E-Badges to download and present at reception in exchange for a wristband and a badge for the day

### Invitations

#### 'TRANSAT CAFÉ L'OR Business Club':

In your company's name, personally assigned and valid for 1 full day.

'TRANSAT CAFÉ L'OR Business Club' e-invitations to download and present at reception. A wristband will be issued to your guests upon entrance to allow them to come and go throughout the day as they wish.

## DUO PACK 2

- 2 badges
- 20 invitations
- 6 'business meetings' invitations
- 2 invitations to the avant-première evening\*
- 3 invitations to the family morning session\*\*
- Open bar
- 2 bottles of champagne
- 20 glasses of champagne

**€3,390 EXCL. VAT**

### Invitations

#### 'Business meetings':

In the guest company's name and personally assigned, giving access to 1 person per day to the Business meeting from 08:45 to 10:30.

'Business meetings' e-invitations to download and present at reception. A wristband will be issued to your guests upon entrance.

### Dates:

**Friday 17 October 2025.**

**And from Monday 20 October to Friday 24 October 2025 from 08:45 to 10:30**

## SERVICES INCLUDED

**\*Invitation for 2 people to the avant-première on Thursday 16 October**  
Presentation of Club members

**\*\*3 'family morning session' invitations valid on Sunday 19 October 2025 from 09:30 to 11:30**

**Club members' studio photo shoot** to be broadcast on screens and in the digital annual publication

**A guided tour for you and your guests in the Paul Vatine Basin on board an official semi-rigid<sup>1</sup>**

The chance to discover the fleet of competing boats from a new angle with explanations from your guide.

### A programme of themed evenings

- Before: from February 2025 to September 2025 (see p6)
- During: from 16 to 25 October (see p7 to 10)

### Access to the village conferences and workshops

### Open bar including:

- Tea, coffee, pastries
- Soft drinks, beers, wines (red, white, rosé)
- Snacks

**À la carte services:** Champagne, cocktails, lunch, oysters, tapas platters and more.

1. Electric semi-rigids (currently under negotiation).

## OPTIONS AVAILABLE

Additional badge: €1,000 excl. VAT

Additional day invitation: €100 excl. VAT

Invitations to the Business meetings: €40 excl. VAT



# THE LOUNGE

FROM FRIDAY 17 OCTOBER TO SATURDAY 25 OCTOBER 2025

**€290** excl. VAT/PERSON

(valid for a day)

**CAPACITY: 100 SEATS**

The Lounge is integrated within the main hospitality tent, just next to the TRANSAT CAFÉ L'OR Business Club. This shared space is accessible during the day. It offers a warm, luxury setting just opposite the competing boats, with catering available in the morning, afternoon and evening.



## THE CONCEPT

A luxury lounge intended to welcome you for a day in an elegant and warm setting. The lounge offers a quality experience within a privileged space in the starting village.

- Open from Friday 17 to Saturday 25 October
- Opening hours: 08:30 to 22:00

## DETAILS OF THE OFFER

### • 'All inclusive' lounge pass

The dated Lounge pass is valid for a full day and gives access to all Lounge and TRANSAT CAFÉ L'OR Business Club services. A wristband will be issued to each guest upon entrance to allow them to come and go throughout the day as they wish.

This offer also includes a guided tour on a semi-rigid<sup>1</sup> in the Paul Vatine Basin.

## Services included:

### • Bar

- Open bar: champagne/soft drinks/beers/wines (red, white, rosé)
- Snacks

### • Catering

A catering offer available in the morning, afternoon and evening, designed to highlight the local terroir and Norman products.

1. Electric semi-rigids (currently under negotiation).



# NEUF, LE BISTROT DES CHEFS

FROM FRIDAY 17 OCTOBER TO SATURDAY 25 OCTOBER 2025  
(LUNCH ONLY)

**€195** excl. VAT /PERSON

(including reception at TRANSAT  
CAFÉ L'OR Business Club until 17:00)

Norman chefs take centre stage with this pop-up fine-dining restaurant in the heart of the village.

**Neuf, Le Bistrot des Chefs offers a singular concept:**  
1 day • 1 chef • 1 dish + wine pairing menu

With a different chef every day, you'll be transported to the culinary universe and specialties of each of these artists.

Every lunch over the course of 9 days, this gourmet restaurant offers tables for 2 to 10 people, particularly well suited to business meals.



## DISCOVERY PACK

**€1,990** excl. VAT

**1 TABLE FOR 8 PEOPLE  
+ SEMI-RIGID<sup>1</sup> RIDE**

Intended for groups of 8 people, this pack is made up of a set of services designed to allow you to discover the TRANSAT CAFÉ L'OR Le Havre Normandie in a fun, lively and delicious way. You'll pair a moment of discovery with a moment of culinary delight thanks to this offer, available upon reservation.

- 1 | A guided tour of the Paul Vatine basin on board an official semi-rigid allowing you to discover the fleet of competing boats from a new angle, with explanations from your expert pilot.
- 2 | Reservation of a table for 8 people at the 'Le Neuf, le Bistrot des Chefs' gourmet restaurant – a pop-up restaurant offering the menu of a different top Norman chef every day.

1. Electric semi-rigids (currently under negotiation).



# RECEPTION SPACES

Looking to invite your customers, employees or sponsors?

## PRIVATE LOUNGES

FROM FRIDAY 17 OCTOBER TO SATURDAY 26 OCTOBER

Take advantage of our private lounges to organise a breakfast, lunch, dinner or cocktail reception for a half day or full day

Our agency offers you the option to book more than 10 high-quality private lounges, whether within the Carré des Docks or on the quay. (VIP reception, screens, heating, Wi-Fi, etc.)

These spaces can welcome 10 to 700 people.



QUOTE UPON REQUEST

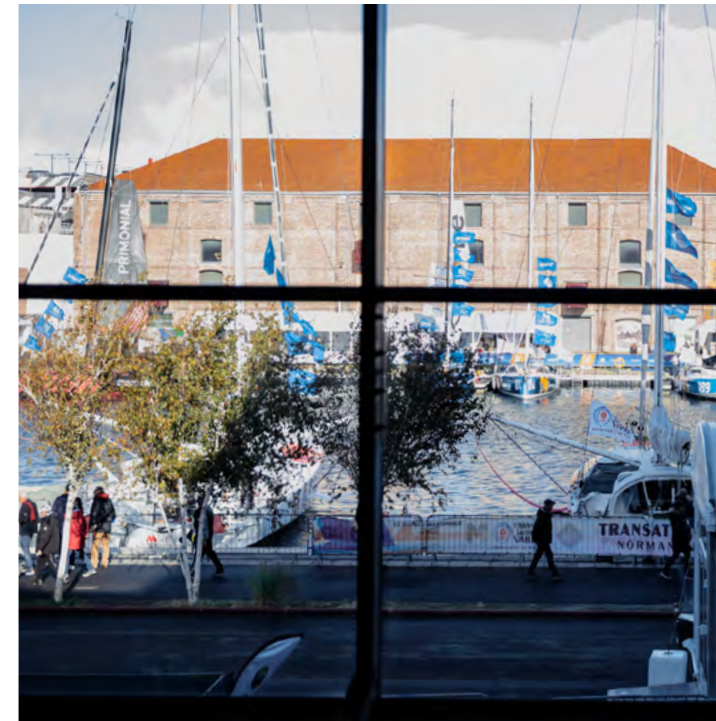
## BOXES

FROM FRIDAY 17 OCTOBER TO SATURDAY 26 OCTOBER

Located in the starting village, these allow you to welcome your guests to a privileged and exclusive setting over the 10 days.

- **B2B boxes** in the Carré des Docks: **€28,000 excl. VAT (boxes provided bare)**
- **Mixed B2B and B2C boxes** located on the quays. (Quote upon request)

Get in touch to plan the best way to meet your needs.



QUOTE UPON REQUEST



# CONFERENCES – CONVENTIONS

FROM FRIDAY 17 OCTOBER TO SATURDAY 26 OCTOBER

Take advantage of TRANSAT CAFÉ L'OR Le Havre Normandie to organise an event, a conference, a convention or a board meeting.



QUOTE UPON REQUEST





# OLD SAILING BOAT

FROM FRIDAY 17 OCTOBER  
TO SATURDAY 25 OCTOBER

Organise your event on board an old sailing boat at the quay.

Offering an unusual and distinctive setting, the old sailing boat can serve as an excellent way to stand out and leave an impression. You'll be naturally transported to a more traditional atmosphere amid the vessel's woodwork and ropes. Various catering services can be offered on board, according to your desired configuration.



QUOTE UPON REQUEST

# HONFLEUR TRAITEUR

From classic seated meals, to cocktail dinners with colourful culinary entertainment. The services available for the TRANSAT CAFÉ L'OR Le Havre Normandie bring together quality food with fast service, ensuring your event runs smoothly.

All culinary compositions are designed and reimagined by the chefs of HONFLEUR TRAITEUR with a single guiding thread: working on fresh, seasonal products.



THE 'CATERING' OPTIONS ARE CURRENTLY UNDER DEVELOPMENT



# TAKE-OFF DATE ON LAND EXPERIENCE

SUNDAY 26 OCTOBER

—

The TRANSAT CAFÉ L'OR Le Havre Normandie's take-off day is a unique experience. The ballet of competitors exiting the Paul Vatine basin towards the Le Havre harbour is a truly moving spectacle.

We offer several solutions to allow you to experience the race's take-off as close as possible to the competitors during these last few moments before they set sail for the coast.







**FROM 08:30 TO 16:30**

**ON THE QUAY - PAUL VATINE BASIN**  
**TRANSAT CAFÉ L'OR Business Club**  
SUNDAY 26 OCTOBER

**PACKAGE**

- BREAKFAST
- BRUNCH
- BOATS' TAKE-OFF

**€190** excl. VAT /PERSON

**08:30 to 10:30:** Breakfast reception (coffee, tea, pastries, soft drinks)  
Boats take-off with commentary from professional skippers

**11:00 to 16:30:** Brunch watching the start of the race live, TV broadcast on screens, with commentary from professional skippers.







**FROM 08:30 TO 10:00**

**ON THE QUAY - PAUL VATINE BASIN  
TRANSAT CAFÉ L'OR Business Club  
SUNDAY 26 OCTOBER**

**PACKAGE**

- BREAKFAST
- BOATS' TAKE-OFF

**TRANSFER FROM THE PAUL VATINE BASIN TO:**

**FROM 11:00 TO 17:00**

**PALAIS DES RÉGATES IN SAINTE-ADRESSE**

**BRUNCH  
+ RACE TAKE-OFF PACKAGE**

**€320** excl. VAT /PERSON

The geographical location of the Palais des Régates allows you watch the boats take off live from the reception spaces (indoors or outdoors according to weather)

**11:00 to 17:00:** Brunch + watching the start of the race live – TV broadcast on screens – commentaries from professional skippers.



Palais des Régates, Sainte Adresse



# TAKE-OFF DATE AT SEA EXPERIENCE

SUNDAY 26 OCTOBER

The TRANSAT CAFÉ L'OR Le Havre Normandie's take-off day is a unique experience. The ballet of competitors exiting the Paul Vatine basin towards the Le Havre harbour is a truly moving spectacle.

We offer several solutions to allow you to experience the race's take-off as close as possible to the competitors during these last few moments before they set sail for the coast.





# PRIVATE PASSENGER SPEEDBOATS & OLD SAILING BOATS

## OFFICIAL SERVICES TRANSAT CAFÉ L'OR Le Havre Normandie

Watch the start of the race on board a speedboat fully privatised for your guests.

Our speedboats are among the best in the current fleet and offer capacity for 10 to 280 people.

Benefit from a dedicated contact person at our agency to support you in bringing your project to life.

We also offer the private hire of old sailing boats for a unique experience in an exceptional setting.

In addition to chartering speedboats, we can also manage:

- The positioning of speedboats on the official boarding piers
- Guest reception and guidance to their speedboat
- Scheduling speedboat boarding at the marina
- The recruitment of a port pilot – mandatory for all speedboats setting sail above a certain tonnage
- Your passenger's disembarkation
- Boatage
- Waste management
- Port fees



We also offer **complementary services to better meet your needs** and ensure optimal comfort levels:

- Catering on board your speedboat (catering services with or without on board service)
- Commentator
- Cancellation insurance

**WE ARE AT YOUR DISPOSAL  
FOR ANY PRICE REQUESTS.**



# 10-PERSON SEMI-RIGIDS

## OFFICIAL SERVICES TRANSAT CAFÉ L'OR Le Havre Normandie

Equipped with joker seats welcoming up to 10 people seated and two 250 CV engines, our semi-rigids allow you to sail as close as possible to the competing boats while enjoying some real thrills.

Driven by professional pilots (Capitaine 200 training), these fast (over 40 knots top speed), lightweight and agile boats offer **you a more sporting and exciting experience.**

### SEMI-RIGID

FOR 10 PEOPLE,  
APPROPRIATE SEA-  
WEAR INCLUDED

**€4,700** EXCL. VAT





# MULTI-COMPANY SPEEDBOATS

## OFFICIAL SERVICES

### TRANSAT CAFÉ L'OR Le Havre Normandie

**Book seats by the unit on board** an official passenger speedboat to watch the start of the race as close as possible to the competing boats.

**You'll benefit from quality services and a comprehensive service** for your guests' well-being, from reception on the quays to on board service.

- Speedboat chartering and full administrative management
- Guest reception by our hostesses
- Catering with on board service
- Specialist commentator during the outing

**We also offer complementary services** such as the creation of invitation/save-the-date cards, goodies and specific equipment for your guests (softshell jacket, etc.).

PER PERSON  
**SERVICE  
ALL INCLUSIVE**  
(CANCELLATION INSURANCE INCLUDED)

**400€ EXCL. VAT**







**LE HAVRE  
NORMANDIE**

## **CONTACTS:**

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