



**WORLD YACHT  
RACING FORUM  
2009**

9-10 DECEMBER 2009  
GRIMALDI FORUM  
PRINCIPALITY OF MONACO



## WELCOME TO THE WORLD YACHT RACING FORUM NEWSLETTER

Your online forum for News about the Business of Yacht Racing.

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268 days to the start of the Forum

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### [Roxy & Foncia – One race, two very different sponsorship philosophies but each deliver valuable returns](#)

Sponsors of the Vendée Globe winner Michel Desjoyeaux and fourth placed Samantha Davies, Foncia and Roxy had very different sponsorship objectives for their respective campaigns. Yet both sponsors have enjoyed significant returns from their investments.

We catch up with sponsorship managers Julien Benoist from Foncia and Maritxu Darrigrand from Roxy to talk us through their campaigns.

- **WYRF: Why did you choose to sponsor a boat in such an extreme race as the Vendée Globe?**

*Michel Desjoyeaux / (c) Vincent Curutchet / DPPI / Vendée Globe*

**Julien Benoist, Foncia:** "The 'extreme' aspect of the race is just one of its ingredients. More important for us is the fact that it is the biggest race in terms of participants, public and media; it is also one of the most competitive. Our involvement in the Vendée Globe with Michel Desjoyeaux is a consequence of the disappearance of the ORMA Class. The Vendée Globe provides a great visibility in a very competitive environment."



**Maritxu Darrigrand, Roxy:** "We decided to get involved in the Vendée Globe because nearly every offshore sailor dreams of competing in this race; it is the Everest of sailing and it was a natural decision that we decided to do it with Samantha Davies. This was a new challenge for us, triggered by our love for the Oceans, the respect for the nature, the sportive challenge, the taste for adventure and travelling, and the interest for outdoor sport..."

- **WYRF: How did you choose Michel Desjoyeaux / Samantha Davies?**

*Samantha Davies / (c) Samantha Davies / Roxy*

**Julien Benoist:** "Michel's personality is in line with our past communication in sailing. He is a great ambassador for our company's values. We appreciate his sense of the detail and spirit of innovation. He is a perfectionist and has a strong will power. Like us".



**Maritxu Darrigrand:** "Over the past eighteen years, Roxy has become the number one feminine brand for outdoor sports. Both women and "sports de glisse" [a French expression for 'gliding sports' such as surfing,

skating boarding, snowboarding etc) are the soul of our brand, its culture and tradition. It is a way of life that has taken over the actual sport, seducing an entire generation of young women and girls active in an urban environment. That's why we have decided to support a woman active in the sport of sailing: Samantha Davies."

- **WYRF: What were your strategic objectives in sponsoring a boat in the Vendée Globe?**

**Julien Benoist:** "Our main objective was to increase our brand awareness, and make sure people understand our business. We've also used the race to federate our employees around a common project. For example, we took 350 employees to the start and arrival of the race, and organised an internal contest called "Tous fondus de Foncia" (All mad about Foncia), asking our staff to support Michel with designs, photos, cartoons or texts."

**Maritxu Darrigrand:** "Our goal, as well as Samantha's, was to participate and finish the race in the top 10. We supplied her with all the communication tools necessary to share this formidable adventure. Her talent, the quality of her team, the reliability of her boat and her passion has done the rest. We also wanted to bring in some freshness, colour and femininity in the sport of sailing. Sam proved during those three months that it is possible to ally sport with pleasure and personal achievement and to share this with the public."

- **WYRF: Have you achieved your commercial objectives?**

*Michel Desjoyeaux / (c) Vincent Curutchet / DPPI / Vendée Globe*

**Julien Benoist:** "We are obviously extremely happy with the result, although the final report isn't ready yet. We wanted to have a good visibility before, during and after the event and have successfully achieved this goal. It has also been a great internal success. Michel has met many of our employees before and after the event. During the race, people were walking in our agencies to ask how the boat was doing, and our sales agents ended up talking about the race, which helped create a special relationship with our customers."



**Maritxu Darrigrand:** "We wanted to reach a wide public, and link our brand with a talented sailor. Samantha's personality has allowed Roxy to achieve this within the values of our brand. The results have exceeded our expectations; they are extraordinary. Samantha is an outstanding sailor, capable of sailing against the greatest whilst always keeping her "joie de vivre". She is simply the perfect ambassador for our brand. Fun & alive, naturally beautiful, daring & confident."

She has also perfectly used all the communication tools available, and was sending daily releases, photos, videos, audios... We have been able to provide European media with this material and the results speak for themselves."

- **WYRF: Can you share some figures with us? (number of hits on website, sales increase, measure of brand awareness...)**

**Julien Benoist:** "This is still work in progress. We have appointed an agency who is working on this."

*Samantha Davies / (c) Yvan Zedda*



**Maritxu Darrigrand:** "The media coverage has been outstanding. Sam and Roxy have been involved in numerous TV shows, both in France and the UK. The print, radio, TV and web coverage have been exceptional. 13 million videos have been watched on the official Vendée Globe website, and 30% of them were featuring Sam and two other sailors. The skippers have received tens of thousands of messages during the race, and Sam is the sailor who received most of them, ahead of the race winner Michel Desjoyeaux."

For information, visit [www.teamfoncia.com](http://www.teamfoncia.com) and [www.roxysailing.com](http://www.roxysailing.com)

## Professionals turned Businessmen. Pro sailors Dean Barker & Jesper Bank believe in the commercial future of their sport

Despite the current economic outlook, two of sailing's best known professionals have recently bucked the trend by investing back into their sport and two leading industry companies.

Partnering with Richard Macalister, America's Cup Emirates Team New Zealand skipper Dean Barker recently acquired Swedish-based marine electronics company Nexus Marine. Formed in September 2006 out of the manufacturing arm of the Silva Group, Nexus is well known for its sailing instrumentation and VHF radios, and also supplies binoculars, accessories and Silva branded marine compasses.

*Dean Barker / (c) emiratesteamnz.com*



For triple Olympic medalist and America's Cup skipper Jesper Bank, it is the world of sailmaking that has lured him back into the marine industry. Formerly a member of the Board of Directors of

well known Danish sailmaker Elvstrom Sails, Bank was appointed Commercial Director in January following the acquisition of the company by a group of investors including former CEO Claus Olsen. The company is headquartered in Aabenraa, Denmark.

Other sailing professionals taking a more active role in the business side of yacht racing includes US pro sailor and America's Cup tactician Terry Hutchinson who has partnered with the Quantum Sail Design Group in a role focused on product development and customer awareness. Hutchinson will once again be helming the TP52 Quantum Racing on the Audi Med Cup circuit.

## Cosworth, fastest on the water – and on land

Following their debut attendance at the 2008 World Yacht Racing Forum, we speak to Simon Holloway, New Business Development Manager of Cosworth (formerly PI Research), the performance electronics company that is applying its expertise in the world of motorsport to yacht racing.

- **WYRF: What is Cosworth exactly?**

Cosworth is a group of companies that provide advanced technologies to deliver optimal performance in a wide range of markets around the World. A cornerstone of the group is our electronics division (formerly known as Pi Research), which is recognized as a leader in the design and manufacture of high performance electronics for all levels of Motorsport - from Karts to Formula 1, World Superbikes to World Rallying. Cosworth electronics and software have recently become the choice for customers in a number of other markets including Marine, Aerospace and Sports to name a few.



*l'Hydroptère (c) Gilles Martin-Raget*

- **WYRF: How did you move from Formula 1 into sailing?**

The products developed for Motorsport have to meet very demanding conditions; they have to be very high performance, light weight, robust and highly reliable. We evaluated a number of markets to transfer the knowledge and technology we had developed into, and the Performance Sailing market has some parallels. It involves high performance, technically advanced competition with a high engineering content, often working in critical conditions with immediate answers needed for decision making. It was a natural step for us to move into the market and with a personal keen interest in sailing it appeared to be a natural progression.

- **WYRF: What are the comparisons between the two sports from your (business) point of view?**

Motorsport is about getting the optimum performance from the resources you have available, such as a driver, team, car and fuel. Sailing is very similar; the team, boat, sails and the wind affect the performance and are critical for success. The main difference in sailing is that the track and the fuel keep changing, its like driving a formula 1 car for several weeks in torrential rain with the fuel running out if you compare it to the Vendee or Volvo Ocean Race.

- **WYRF: Tell us about your involvement with the America's Cup**

We supply some of the syndicates from the Americas Cup with Electronic systems for measuring performance on board the yachts in a similar way to the equipment we supply to motorsport teams. We are also a supplier to Sailrocket, Hydroptere, Groupama 3 and Skandia Team GB.



*(c) Schlegelmilch / Corbis*

- **WYRF: What did you think of the first World Yacht Racing Forum and why have you decided to participate in the next edition?**

The forum was a brilliant way to advertise ourselves as a new supplier to the market place, and to gain a valuable insight into the movements and influences that appear in the market. We would not have been able to gain the information regarding such a wide field in any other way, information on Sponsorship, the organisation of events, technical rules, etc were all very interesting. It was also a great place to network and I don't know of any other gathering of so many influential people within the industry.

- **WYRF: Is the link between car racing and yachting important for you (within the Forum)?**

The link between motor racing and yachting is important for us; it is both our heritage and our future, and the technology transfer is already in both directions for us. The forum is an ideal opportunity to meet friends as well as advertising our

capabilities to a wider audience than one forum would bring. The evening networking event was the first time I have seen an FIA delegate, an Olympic medalist and an AC Winner all round the same table!

More information : [www.piresearch.com](http://www.piresearch.com) - [enquiries@piresearch.co.uk](mailto:enquiries@piresearch.co.uk)

## + Yacht Racing News In Brief:

### Port selection underway for 2011 Volvo Ocean Race

While the teams in the current Volvo Ocean Race are charging east to Cape Horn before heading north to the next stopover in Rio, back at race HQ, work will start at the end of the month on the port selection for the 2011 edition of the race. The Race will be looking for a similar routing for the next event with a likely return to Asia. The stopover ports in the current edition have seen record visitor numbers with close to 1 million visitors at the start in Alicante last October and in Cochin in India. Interested ports for the 2011 - 2012 race can contact Angus Buchanan at [angus@thesportsconsultancy.com](mailto:angus@thesportsconsultancy.com) or tel +44 (0)207 299 4449 for more information.

### Desjoyeaux's success is also Navtec's triumph

16 of the 30 boats competing in the Vendée Globe featured Navtec products. Winner of the event with Michel Desjoyeaux, the IMOCA Open 60 Foncia was fully rigged using optimized Navtec Z-system PBO rigging. Navtec President, Greg Smith: "Foncia's rigging represents some of our latest technology and quality workmanship, and showcases Navtec's long history of technical expertise along with the latest developments in materials and manufacturing processes."

### Economy takes it toll – Marine industry companies hit hard by current crisis

Three leading suppliers to the yacht racing industry recently revealed how seriously they have been hit by the current economic crisis.

Marine equipment manufacturer Lewmar announced up to 95 job cuts, mainly in its UK manufacture; its equipment sales to volume boat builders have decreased globally by over 30% in recent months.

New Zealand boatbuilder Cookson Boats, also announced the company would be forced to let staff go after it finishes a current project. Cookson Boats has been producing high performance racing yachts for 30 years, including a number of America's Cup boats for Team New Zealand.

The US boatbuilding industry also continues to lay off workers as demand for new boats falls. Tiara Yachts, Cobalt and Beneteau USA all announced worker layoffs in the last week. Meanwhile, Eric Goetz retained ownership of his Rhode Island-based yacht building company after it filed for receivership in January. The company went into bankruptcy after a Scottish client stopped making payments on a multimillion-dollar racing yacht contract.

### New Edition of the ISAF's Case Book

The International Sailing Federation (ISAF) has released its Case Book for 2009-2012 which contains interpretations of The Racing Rules of Sailing. The new edition of The Case Book is a revision of the previous edition which reflects changes in The Racing Rules of Sailing for 2009-2012 (RRS), which came into force on 1 January 2009. The book has been released and published on the ISAF website - [www.sailing.org](http://www.sailing.org)

### The Who's Who of Yacht Racing

Pilote Media, publishers of [www.yachtsponsorship.com](http://www.yachtsponsorship.com) will publish their first edition of the Dark Blue Book in April. The directory is a who's who of yacht racing featuring some of the key figures in the sport, teams, sponsors and event organisers. See [www.darkbluebook.com](http://www.darkbluebook.com) for more information.



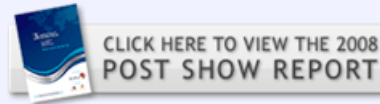
### And finally..

Swiss healthcare company Crystal Care chose an amusing theme for their latest commercial in SMAC - St-Moritz Automobile Club's magazine.



We are interested in your views on the business of yacht racing. Please send any comments to [media@maxcomm.ch](mailto:media@maxcomm.ch) and we will publish a selection in future Newsletters. Please note only names will be

included and no contact details will be published, or distributed to any third party.



Where **VENUES** meet **REGATTAS** meet **SPONSORS** meet **MEDIA** meet **TEAMS** meet **EVENTS** meet the **INDUSTRY**

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