



“... Two roads diverged in a wood,  
and I – I took the one less traveled by,  
And that has made all the difference.”

*Robert Frost*

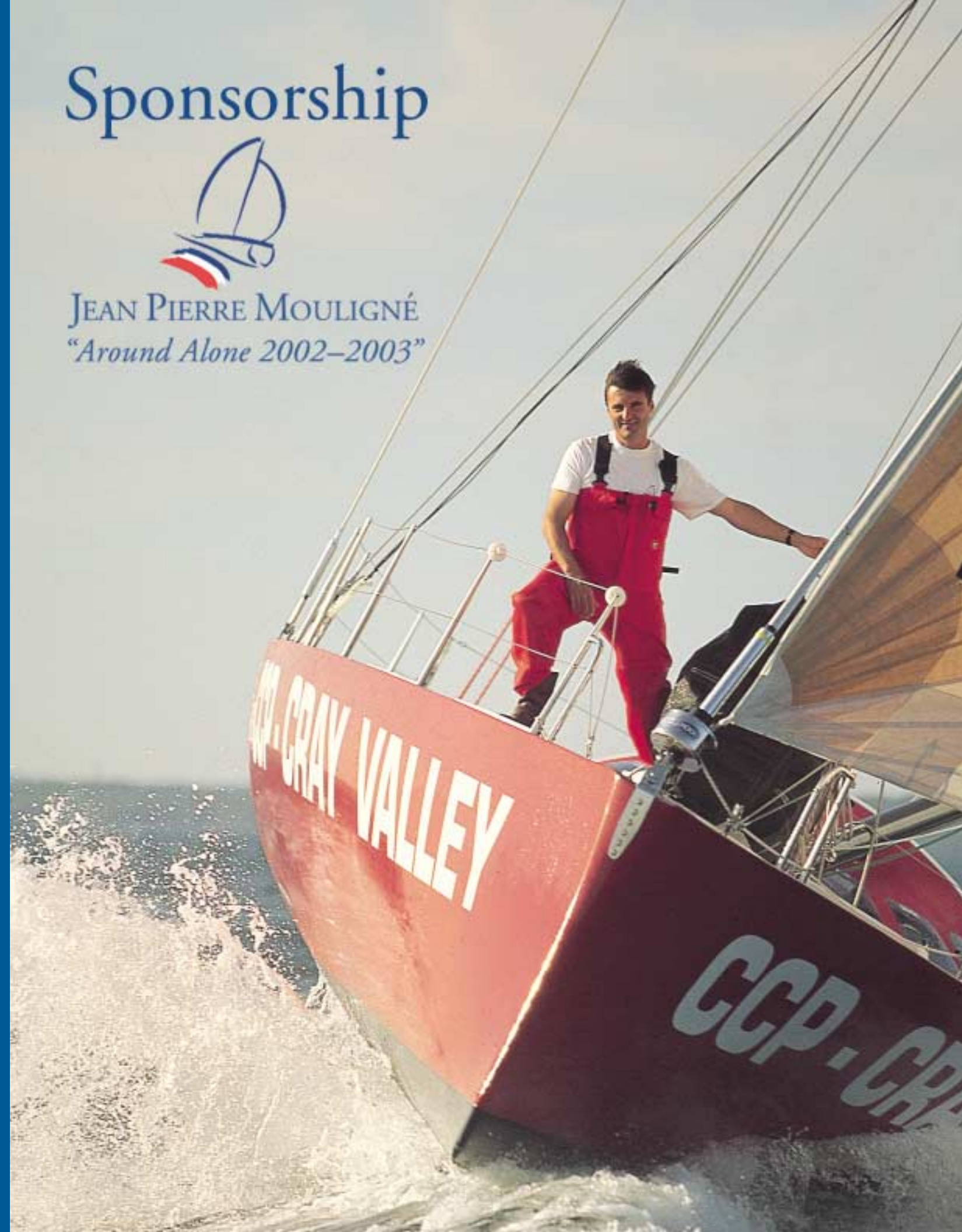
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# Sponsorship



JEAN PIERRE MOULIGNÉ  
*“Around Alone 2002–2003”*





**JEAN PIERRE MOULIGNÉ**  
*“Around Alone 2002–2003”*

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Photography – Billy Black, Newport, Rhode Island  
Design – Toni Mills, Newport, Rhode Island  
Printing – Colorlith Corp., Johnston, Rhode Island



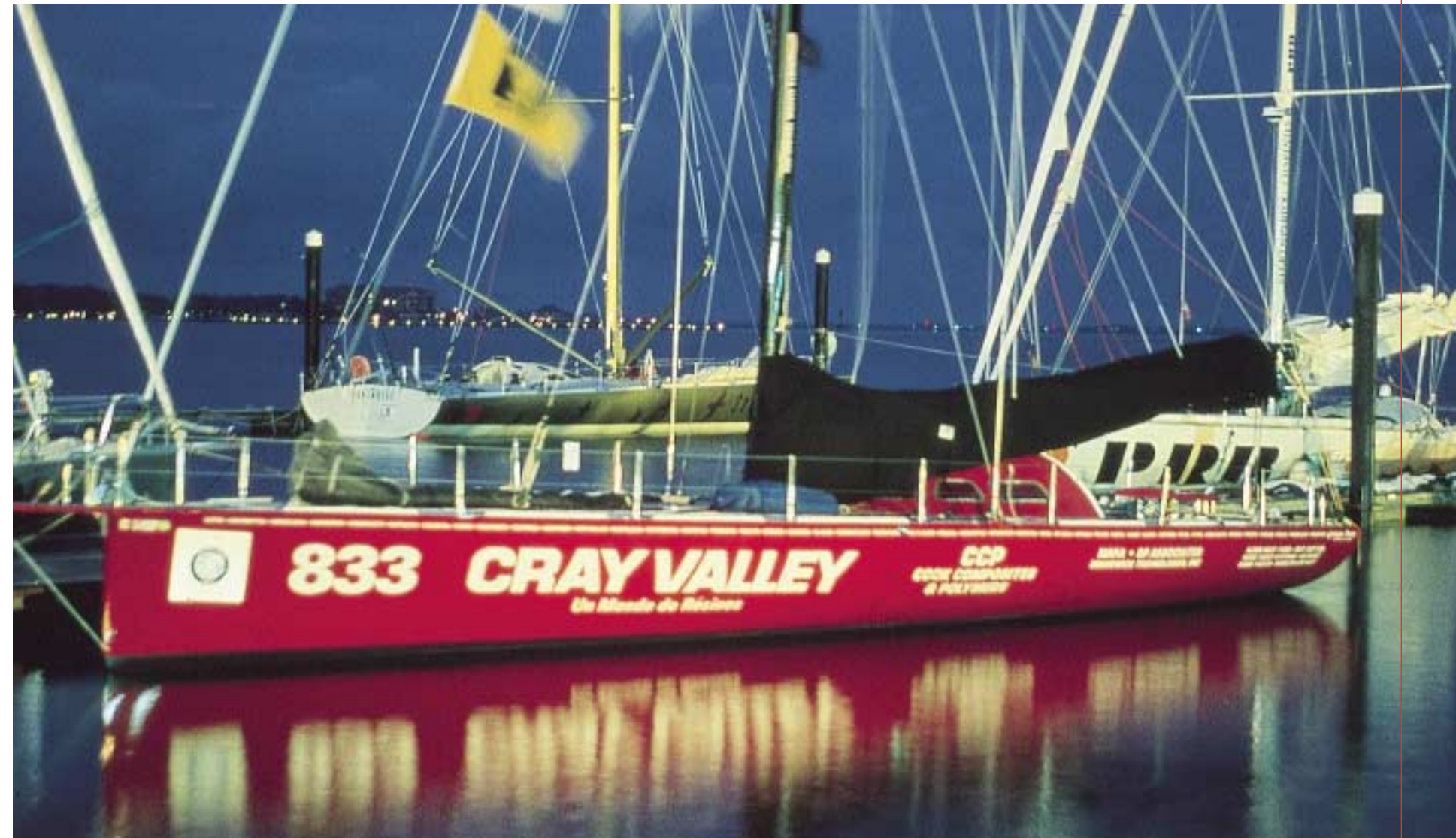
# *The concept of the Around Alone Race is as elegant in it's simplicity as it is stark in it's execution.*

## *One person. On a Sailboat. Around The World. Alone.*

Held every 4 years, the 5th Around Alone Race scheduled for September 2002 – May 2003 is the **longest race on earth for any individual in any sport. This 27,000 mile single handed marathon begins and ends in the United States and stops in South Africa, New Zealand and Uruguay.** The Around Alone Yacht race, considered **one of the most grueling man vs sea and man vs. soul, challenges ever devised...** has gained global exposure and attention since it's debut in 1982.

**JP Mouligné triumphed in the '98-'99 Around Alone** sponsored by Cray Valley, the second largest resins company in the world. Mouligné dominated Class II winning the overall title by nearly 6 days and winning three of the four legs of the race. Cruising World wrote about JP Mouligné's '98-'99 victorious Cray Valley victory *"...Mouligné ran a precision campaign from beginning to end. In a race in which only nine of the original 16 entrants finished... Mouligné's solid victory was all the more impressive."*

To win Class One of the 2002-03 Around Alone race is JP Mouligné's goal. JP has put together the best and most experienced team to design, build and optimize the fastest Open 60 in the world. Combined with JP's sailing experience, communication and organization, the formula for success is in place!



*More astronauts have circled the earth than people have sailed alone around it.*

Remarkable aspects of the Around Alone is the accessibility of the race and it's participants to a worldwide audience. JP Mouligné and other skippers sent daily updates, photos, video and voice messages to the Quokka Website and race officials who distributed them to media and internet websites around the globe.

### *Around Alone Global Media Coverage Summary*

- ◆ over 6200 newspaper & magazine articles from 35 countries
- ◆ over 600 hours of TV & radio coverage in 100 countries
- ◆ over 350 million hits to the official web site
- ◆ over 4.5 billion gross impressions generated through TV & radio broadcasts, magazine & newspaper articles
- ◆ 3000 schools from around the world participated in the Around Alone Student Ocean Challenge

*The above information was compiled by America House (Cray Valley's PR firm), Around Alone race organizers and other boat sponsors. Clippings and summaries are available upon request.*



# J P Mouligné

JP Mouligné, a native of France has lived in the United States since 1982, and now resides in Newport, Rhode Island with his wife, Kate and their son, Antoine. Until recently, JP Mouligné has been General Manager of the North East Region for Composites One, the largest composite distribution company in the United States. As of June 2000, JP Mouligné is committed to working full time on his goal of winning Class One of the 2002–03 Around Alone Race.

JP's victory in the '98–'99 Around Alone race put him and Cray Valley in front of Global media and a worldwide internet audience. JP's daily reports during the race earned him honors as the best communicator by Quokka Sports. A quote from Into The Wind (A book about the '98–'99 Around Alone) described JP and his Cray Valley campaign this way: "...his focus and determination on the water and his skill and ease with the international media put Mouligné in a solid position for sponsorship in the future."

JP Mouligné's "modesty runs sincere and his humanity deep" according to trade publications, Composites Fabrication. As JP prepares for the 2002–03 Around Alone, he is committed to providing a special partnership with his campaign sponsor offering 60 days a year to ensure sponsor's ability to maximize and leverage their sponsorship dollars! His success, passion, and commitment provide a sponsor a unique opportunity to brand exclusively with a global event and a respected, adventuresome, and sincere spokesperson.

*"... his focus and determination on the water and his skill and ease with the international media put Mouligné in a solid position for sponsorship in the future."*

Into The Wind



Below are just a few examples of the thousands of emails from fans all over the world who followed the Cray Valley campaign and JP in the '98–'99 Around Alone.

*"Congratulations on your accomplishments to date! We have followed your daily progress... on the CRAY VALLEY web site... I'm constantly impressed with your dedication to get the most out of Cray Valley under all conditions no matter how tired you are or how rough the conditions are....."*

Carl & Lynn Welshman, USA

*"We have thoroughly enjoyed following your adventure. I have read your Captain's Log to my children every day... Thank you for providing us with a real life adventure at sea...."*

Tim Wygant, England

*Help! I'm going thru Cray Valley withdrawal. I've followed the race since very near the beginning... Great job with the web site. I had a great sail!*  
Ragbag@gateway.net



# Around Alone Class One Open 60 Budget

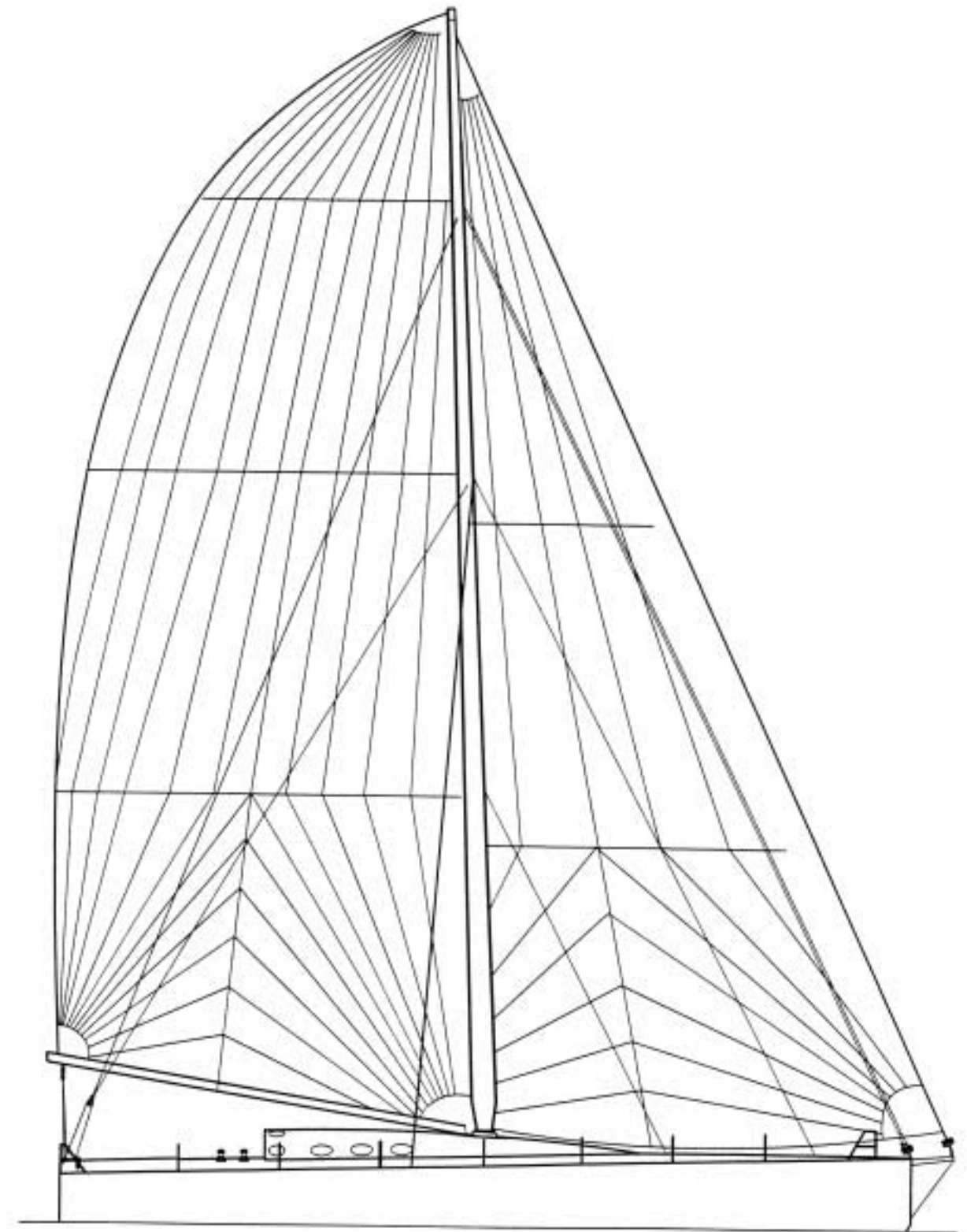
Boat Construction Budget (2001)	\$2 million
Campaign Budget (2002–2003)	\$2.5 million
<b>Total Budget</b>	<b>\$4.5 million</b>

The construction budget includes the research and development, design and construction of the most advanced monohull in the world. The boat is being designed by Groupe Finot, the best open boat naval architects in the world and will be built at Goetz Custom Sailboats in Bristol, Rhode Island.

The overall campaign budget represents the cost of running and racing the boat over a three-year period. It includes a full time crew of five people, upgrade and maintenance, insurance, as well as, creation, development and maintenance of the “official” website, turn key public relations and sponsor services.

## *Campaign Timetable*

June 2000	Groupe Finot begins Design
March 2001	Boat Construction starts at Goetz Custom
October 2001	Christening of the Boat in Rhode Island
January 2002	“The Golden Race” <i>(New York to San Francisco)</i>
May 2002	West/East Atlantic Crossing with Crew <i>(Potential Record Attempt)</i>
June–July 2002	“Atlantic Alone” Race <i>(Falmouth, England to Charleston, SC)</i>
September 2002–May 2003	“Around Alone” Race <i>(Charleston, Capetown, Auckland, Punta del Este, Charleston)</i>



**Open 60**  
**Groupe Finot**



# Title Sponsorship Rights & Benefits

## Prominent Exposure on the Boat and Sail.

Title Sponsor has the exclusive rights and control of the external design, color, images and logos to be used on the boat and the sails.

The campaign sponsor will receive title status of JP's team replacing Cray Valley's sponsorship from 1998–99.

"Sponsor" will be exclusively linked to JP Mouliné's campaign and receive naming and graphic control with regards to all aspects of the campaign. JP's team and boat to be referred exclusively as "Sponsor" campaign.

## Summary of Signage and Branding Opportunities

- ✓ Boat and sails to be controlled graphically by Title sponsor
- ✓ All Official Team merchandise worn by JP Mouliné and team members at all race related events and press conferences will prominently feature sponsor's logo
- ✓ Sponsor will own the rights to official licensed apparel including merchandising opportunities throughout the campaign. Sponsor retains all revenues from licensed merchandise
- ✓ Sponsor receives waterfront signage at the Charleston start, and all stopovers
- ✓ Sponsor's logo will be prominent in all letterhead, envelopes, press kits, information boards, and collateral materials used in advance and throughout the duration of the campaign

## Public Relations

*Over 4.5 billion gross impressions resulted from the '98-'99 Around Alone Race*

Title Sponsor's name and/or logo will be used exclusively in all press related communications distributed by America House Communications:

- ✓ Kick off press conference announcing title sponsorship of JP Mouliné's 2002–2003 Around Alone campaign
- ✓ Daily updates sent out to over 200 media outlets worldwide throughout the race
- ✓ All Press releases distributed prior to, during and after the race
- ✓ Sponsor will be featured in all press kits distributed at press conferences to include information and quotes from sponsor
- ✓ Daily video and written updates sent electronically from JP Mouliné during the race which are distributed through the media, Student Ocean Challenge, and [aroundalone.com](http://aroundalone.com)



## Website/Internet

*Cray Valley website received more than 350 million hits during its campaign*

- ✓ America House will design, develop and maintain sponsor's "race" website which will include daily updates from JP Mouliné, opportunity for sponsor to advertise or communicate product, race information and updates, etc. Website is linked to QUOKKA, the internet site who manages the [aroundalone.com](http://aroundalone.com) website for the 2002–03 race

## Name & Likeness Rights

Sponsor will have rights to use JP Mouliné's and the boat's name and likeness in all advertising and promotion in advance and throughout the campaign. JP Mouliné will be available for up to 60 days per year of special appearances between 2001 and 2003.

Appearances to include customer hospitality, presentations and advertising as follows:

- ✓ Press conferences, speaking engagements and appearances as an "Official Spokesperson"
- ✓ Employee incentive events
- ✓ Day sailing trips aboard the "Open 60" for up to 4–6 clients on dates and locations to be mutually agreed upon. Longer sailing trips can be arranged for smaller groups of 2–4 clients
- ✓ Advertising photo shoots

## Client Hospitality Opportunities (catering, boat and tent costs additional)

The following events offer title sponsor premier locations to host clients:

- ✓ Christening of Yacht in Newport Rhode Island
- ✓ VIP Spectator Boats to watch the starts of each leg with customers, employees or clients
- ✓ VIP Hospitality Suite including opportunity for first class shore side hospitality suite and media center at each port



# Public Relations and Sponsor Services

An experienced public relations team is in place to maximize sponsor's investment and ensure marketing and public relations goals are met:

## Public Relations Team to provide:

- ◆ Supervision of overall public relations and promotional effort for the duration of the campaign beginning with the signing of contract and running through July 2003, including all planning and sponsor meetings
- ◆ Orchestrate all PR planning and strategy, including special events
- ◆ Execute all public relations activities for the campaign including press releases, media interviews, media kit, media database, etc.
- ◆ Orchestrate all PR planning and strategy
- ◆ Work with title sponsor to develop specifically targeted PR programs to satisfy corporate and marketing objectives
- ◆ Serve as the primary liaison with Around Alone race administration on all matters related to publicity, PR, and sponsor relations
- ◆ Conduct press relations on a daily basis providing daily updates to media via written and internet correspondence
- ◆ Write and disseminate weekly race updates to broader audience of media and supporters
- ◆ Coordinate all media briefings, interviews, conference calls in port and at sea
- ◆ Handle all on-site PR in stopover ports during the race
- ◆ Assist with coordination of campaign advertising and merchandising including posters, clothing, licensed merchandise, etc.
- ◆ Serve as chief campaign liaison with producers of official race web site and documentary
- ◆ Maintain communications via email, internet and phone during the course of the race
- ◆ Create, develop, and maintain a comprehensive web site
- ◆ Campaign wrap up and assessment following completion of race



*An experienced public relations team is in place to maximize sponsor's investment and ensure marketing and public relations goals are met.*



# Student Ocean Challenge

The Student Ocean Challenge (SOC) brings an intimate global adventure to thousands of children around the world through an interactive curriculum available to classroom teachers. The SOC allows the children to follow the fleet of solo competitors as they race each other around the world in the 2002–2003 Around Alone Race.

Throughout the nine month program, SOC sends news from and about the sailors to schools by way of email, monitoring the adventure in real time. Introductions to the cities and countries visited by the sailors provide a geographic perspective for student research.

Lively illustrations of the Species of the Month provide an opportunity to study the bio-diversity of ecosystems and to explore a world of habitats. The Student Ocean Challenge brings the Around Alone Race and it's participants into the hearts and minds of children around the world, so they can share in the adventure and learn along the way!

Over 3000 schools from around the world participated in the Student Ocean Challenge in the '98–'99 Around Alone Race. The program continues to grow, and is a critical component to the global success of the 2002–2003 Around Alone Race.



*The SOC brings the Around Alone Race and it's participants into the hearts and minds of children around the world, so they can share in the adventure and learn along the way!*

# Media Statistics

## Television/Print/Internet Exposure

ESPN is scheduled to produce three 1/2 hour programs and one 1/2 hour wrap up of the 2002-03 Around Alone Race

PBS is scheduled to air 60 minute and 90 minute documentaries on the 2002-03 Around Alone Race. "Sailing the World Alone", a documentary on the '94-'95 race won a national Emmy award, America's top television achievement.

Key Broadcast News Coverage of the '98-'99 Around Alone Race has come from

CNN (USA)	NBC Nightly News (USA)
The Today Show (USA)	Dateline NBC (USA)
Sky News (Europe)	BBC (England)
and/SABC (South Africa)	

each of which has covered the race on multiple occasions. NPR's All Things Considered, has regularly followed the race with guest appearances by competitors and race officials. Networks from Australia, New Zealand, Canada, and Japan have sent crews to various ports to cover the race. All French networks and three Italian networks have covered the start and finish of each leg of the race live.

## Key Newspaper and Wire Services that have covered the '98-'99 Round Alone race include

The New York Times	USA Today	Washington Post
LA Times	Times of London	Miami Herald
Charleston Post & Courier	Providence Journal	Associated Press
Minneapolis Star-Tribune	London Daily Telegraph	Reuters
Agency France Presse		

Major feature articles have appeared in

Time	Sports Illustrated	BusinessWeek
Men's Journal	Women Outside	

and hundreds of consumer and sailing magazines throughout the world.



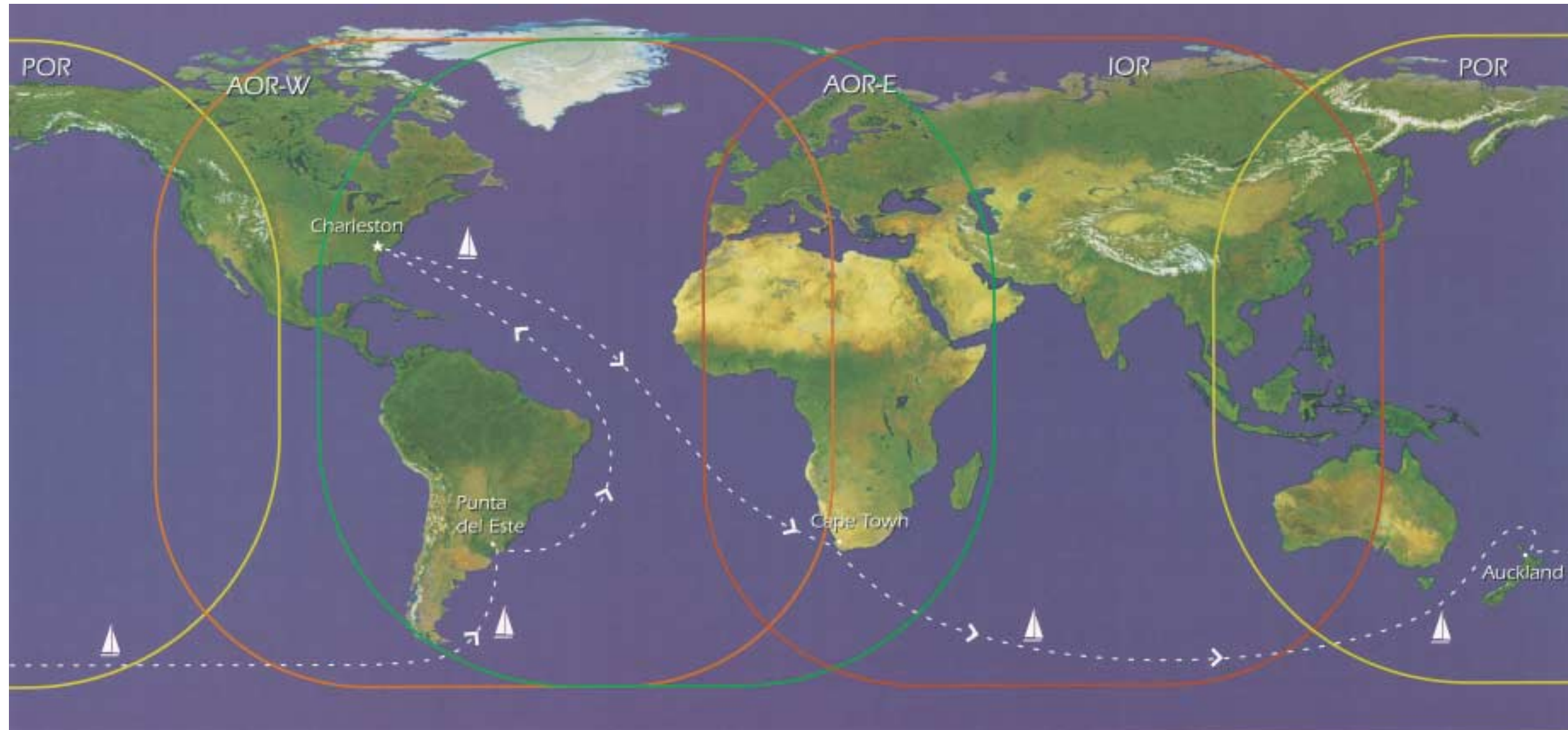
*Quokka is a new type of sports venue where the spectators become participants and the athletes become storytellers.*

## Internet

QUOKKA Sports will again be providing the official Around Alone Web Site. Quokka is the world leader in internet sports and adventure broadcasting with experience in the previous Around Alone, America's Cup, the summer Olympic Games and Mt. Everest Expeditions. Quokka is a new type of sports venue where the spectators become participants and the athletes become storytellers. On the Aroundalone website, visitors will see onboard videos, daily GPS positions, daily audio and email messages from skippers as they battle their way through the most inhospitable oceans in the world.



# Around Alone 2002–2003 Route Map



Leg 1 Charleston, SC, USA — Cape Town, South Africa — Leg 2 Auckland, New Zealand — Leg 3 Punta del Este, Uruguay — Leg 4 Charleston, SC, USA

## Bringing the adventure home

*Through satellite communication all competitors are linked 24 hours a day and can send emails, pictures and videos to thousands of viewers instantly.*

## Ocean Regions

Atlantic Ocean Region – West  
Atlantic Ocean Region – East  
Indian Ocean Region  
Pacific Ocean Region

