

# MARKETING APPENDIX

## 1 NAME

The name of the race is " MED MAX I Occitanie - Saïdia Resorts ".

## 2 MARKETING RIGHTS and VISIBILITY

The visibility of brands and partners in the MED MAX I Occitanie -Saïdia Resorts is subject to strict rules approved by the Organization.

The term "partner" of the MED MAX I Occitanie -Saïdia Resorts is strictly reserved for partners of the event and cannot be used by a brand or a registered boat.

The MED MAX I Occitanie -Saïdia Resorts is putting in place specific partnership, hospitality and marketing offers for partners of the "Teams" who wish to obtain additional visibility in the village and more, generally on the event.

Partners" contact: [etamisier@colibri-partners.com](mailto:etamisier@colibri-partners.com)

## 3 COMPOSITE LOGO

The Organization provides each participant with a composite "TEAM" logo. Only the use of this logo is authorized in the Teams' communications.

Contact: [etamisier@colibri-partners.com](mailto:etamisier@colibri-partners.com)

## 4 TEAM COMMUNICATION

The name of the race and the "composite" MED MAX I Occitanie -Saïdia Resorts logo are only authorized in a promotional context by the Teams and on promotional tools linked to the Teams and boats and for the 2024 edition.

This use is not authorized for sponsors of Teams as part of a brand advertising campaign, on commercial media or as an "on pack" on products.

The Teams undertake to have the main "graphic universe" communication elements validated, including the composite logo and the MED MAX I Occitanie -Saïdia Resorts name. The Organization undertakes to give its agreement within 72 working hours.

No response will be considered as approval.

This validation should be sent to: [etamisier@colibri-partners.com](mailto:etamisier@colibri-partners.com)

## 5 VISIBILITY OF THE VILLAGE

The visibility of "Team" partners in the Port Camargue start village is governed by the following rules:

### 5.1 Visibility on the quayside and in the village

The installation of visibility elements at quayside is not permitted.

The installation of visibility elements will be authorized by the Organization as part of specific one-off operations organized by the Teams (christening, PR operation, etc.).

This authorization must be requested from [organisation.med-max@outlook.fr](mailto:organisation.med-max@outlook.fr)

This authorization must be submitted to the same address before 21 September 2024.

The distribution of flyers and the presence of entertainers and hostesses are not permitted in the Port Camargue start village, subject to approval by the organizers prior to the opening of the village.

### 5.2 Communication sail

Boats will be allowed to display communication sails marked with the names and logos of their sponsors, provided that they are only aft of the mast, with the exception of any headsails.

### 5.3 The official village

The MED MAX I Occitanie -Saïdia is introducing a special offer for "TEAMS" in the official village.

Contact for the Village: [organisation.med-max@outlook.fr](mailto:organisation.med-max@outlook.fr)

### 5.4 Public Relations

The MED MAX I Occitanie -Saïdia is putting in place Official Public Relations offers at the quayside and for the start at sea. It is not permitted to organize public relations operations on commercial stands (in particular catering, drinks, welcoming guests) without validation of the organization prior to the event,

Contact for public relations: [organisation.med-max@outlook.fr](mailto:organisation.med-max@outlook.fr)

## 6 OFFICIAL EQUIPMENT MANUFACTURER

The official textile partner of the MED MAX I Occitanie - Saïdia Resorts will be announced at a later date.

Teams may use the MED MAX I Occitanie - Saïdia Resorts logo (screen printing, embroidery) on team clothing only, subject to approval by the Organization (to be sent by email to [organisation.med-max@outlook.fr](mailto:organisation.med-max@outlook.fr)):

- Clothing worn by the skipper and co-skipper
- Clothing worn by the Teams' technical and communications teams

The use of the MED MAX I Occitanie - Saïdia Resorts logo is not authorized on clothing intended for sale, team promotion or Team "incentive" clothing.

## 7 COMMUNICATION - PROMOTION

The MED MAX I Occitanie - Saïdia Resorts wishes to improve the overall marketing visibility of the race and the event in the media and on social networks. The aim is to pool the marketing efforts of the Organisation, the event's partners and the Teams.

To this end, the Organization would like to be informed of the specific "marketing & communication" operations for the MED MAX I Occitanie - Saïdia Resorts that will be put in place by the Teams and their partners in order to integrate them into the overall promotion of the event, such as promoting the team in the press, the "media" program, the "social networks" program, competitions, etc.

To facilitate these exchanges, the Teams undertake to provide the organization, when registering, with a contact person (in-house or agency) responsible for communication and marketing.

Contact: [sophie@agence-ced.com](mailto:sophie@agence-ced.com)

For its part, the Organization undertakes to provide the Teams with a dedicated graphic charter in order to harmonize communication media.

# MULTI-MEDIA APPENDIX

## 1 PREAMBLE

Media coverage of the MED MAX I Occitanie - Saïdia Resorts is the result of a combination of content produced by the organizers and that provided by the skippers and their teams. In order to best satisfy the media, the general public and your partners (...), the multi-media appendix below defines the communication framework for the event. We look forward to hearing from you to ensure the best possible media coverage.

## 2 MESSAGE OF THE NIGHT

Every night, between 19:00 and 04:00 UTC, for the duration of the race, competitors must send an e-mail giving information about their race. In this message, the competitors will indicate their sailing conditions and any other information they deem useful to the Press.

Throughout the race, messages should be sent to the PRESS HQ at [media@med-max.org](mailto:media@med-max.org) with a copy to the [dc@med-max.org](mailto:dc@med-max.org)

## 3 COMPULSORY SHIFTS

### 3.1 OBLIGATIONS RELATING TO SHIFTS

#### 3.1.1 OBLIGATIONS OF THE ORGANISATION

From the start, compulsory daily shifts will be organized. Press HQ will call the boats on the onboard fleet broadband for those boats equipped with it. The others will be called on their iridium.

- 1st shift at 04:15 UT (6:15 CET): call of the leaders in each class according to the 04:00 UT rankings. The organizers reserve the right to call up one or more competitors depending on the current situation.
- 2nd shift at 10:00 UT (12:00 CET): call of a selection of competitors chosen by the organization according to editorial interests. A message by Mail or WhatsApp will be sent every morning to the list of skippers who will be called for the shifts. This shift will be cancelled on 6<sup>th</sup> of October

All competitors will be called throughout the event.

#### 3.1.2 COMPETITORS' OBLIGATIONS

Competitors undertake to respond to all calls from the organization.

## 4 PHOTOS

### 4.1 MANDATE

The organizers of the MED MAX I Occitanie - Saïdia Resorts have commissioned specialist photographers to handle the photographic production for the event. This mandate covers the following tasks:

- The production of photos for the organizers in close collaboration with the competitors and/or their representatives before, during and after the race.
- These photos will be free of rights for the press.

#### 4.2 OBLIGATIONS OF COMPETITORS

Transmit photos to the organisers with the race markings in High Definition format (minimum 3543 pixels wide) by 10 September 2023 at the latest.

The AO suggests that this photo bank contains 20 illustrative photos, with the emphasis on a variety of angles and content:

- 5 photos of the boat underway and in its entirety with the skippers in their sailing gear visible on board.
- 10 onboard and aerial photos of the skippers sailing and in action in a variety of weather conditions: sunshine, calm weather, strong winds.
- 5 Portraits of each skipper :
  - in sailing gear
  - in team gear
  - in life style.

The photos supplied by the competitors (portraits, onboard photos, drone, helicopter and/or speedboat) will be used for the [www.med-max.org](http://www.med-max.org) website, the MED MAX I Occitanie - Saïdia Resorts social networks, the press pack, press releases or other communication elements and will be free of rights for press distribution.

Competitors undertake to make themselves available to the organization's official photographers in order to take the images required for the communication of the race.

In Port Camargue and at the finish, competitors undertake to make themselves available to the organization's official photographers in order to take the images required for race communication. The skippers undertake to take part in the official photo by class which will be taken at the end of the official presentation of the skippers to the public, as announced in the schedule.

Competitors are asked to carry a digital camera on board during the race (a latest-generation waterproof smartphone can be used for this purpose) so that they can take photos and send the organizers at least 2 photos per day of editorial interest.

These photos must be transmitted to the race's FTP server or other centralized reception system. The addresses and/or links of the FTP server or centralized reception system will be sent to all competitors and their representatives before 31 August 2023. A backup e-mail address is proposed: [media@med-max.org](mailto:media@med-max.org)

These photos are free of rights for the press and the communication of the MED MAX I Occitanie - Saïdia Resorts organization. The competitors and their communication services will retain the rights to distribute and use these images.

In the event of a team partnering with a media organization, the team undertakes to inform the organization and to send the photos to the organization in advance. The organization undertakes to distribute them only after publication.

#### 4.3 OBLIGATIONS OF THE ORGANIZATION

4.3.1 The competitor's audiovisual representative may expressly request, with justification, the removal of an image from the photo database. All requests should be sent to [media@med-max.org](mailto:media@med-max.org)

4.3.2 Photographs taken by the organizers will be made available (1200 pixels max. medium definition) to the teams to illustrate their official websites, social networks and newsletters, with copyright credits and a distribution ban.

4.3.3 Access to these photos will be via the organization's press area by the Teams' audiovisual referent. This person must be accredited to this press area in order to guarantee traceability.

#### 4.4 RIGHTS OF USE OF PHOTOS BY THE ORGANISATION

The organization owns the economic rights to all photos taken by its own teams before, during and after the race.

### 5 VIDEOS

#### 5.1 MANDATE

The organizers of the MED MAX I Occitanie - Saïdia Resorts will commission one or more audiovisual production companies (hereinafter referred to as "the production") to carry out the executive production of the event.

This mandate will cover the following tasks:

- The production of video images of the event in close collaboration with the competitors and/or their representatives before, during and after the event.
- Setting up technical means for distributing images, with secure access to images.
- Setting up direct departures and, if possible, arrivals.

#### 5.2 PRODUCTION PRINCIPLES AND RESOURCES IMPLEMENTED BY THE ORGANIZATION

The shooting format chosen for the entire race (including images supplied by the teams) is 4K UHD.

Setting up broadcasting agreements with the media in collaboration with a distribution agency in order to optimize audiovisual broadcasting of the race in France and abroad.

Referencing , by production, of all competitors' on-board video systems from 31 august 2024

From 31 august 2024, installation of a reception server or a centralized system for receiving images sent by competitors.

The addresses and/or links of the reception server or centralized reception system will be sent to all competitors and their representatives before 31 August 2024.

From the start of the race until the competitors cross the line: reception of images sent from the boat by the competitors on the Production image reception server or on the centralized reception system.

For Class40, a single e-mail address will be set up and managed by the production team. Competitors who do not have an onboard system enabling them to upload images to the Production team's FTP will be able to send their videos to this address. The total weight of attachments must not exceed 15 MB.

The email address is: [media@med-max.org](mailto:media@med-max.org)

For all the competitors, the production team is introducing the possibility of sending video files via an instant messaging service (such as WhatsApp or Telegram) chosen by the production team. A group will be created for each boat wishing to use this method.

In Port Camargue, the production team will film the preparations and the competitors' departure.

From the opening of the village in Port Camargue, until the arrival of the podium of all the classes and thereafter with a frequency at the discretion of the organization, the production team will be able to produce a PAD program on race news, 26 minutes or even a 52 minute program on the 1st edition of the MED MAX I Occitanie - Saïdia Resorts.

Details of broadcasting and frequency will be set out in an addendum to this appendix.

The images sent by the skippers will be given priority for this program.

From the opening of the village in Port Camargue, until the arrival of the podium for all the classes, and thereafter at a frequency to be determined by the organizers, the production team will produce compilations of images (or bears) of race news for free distribution to all media.

5.2.8 The organization will produce an international signal distributed to broadcasters who have stipulated a distribution agreement with the MED MAX I Occitanie - Saïdia Resorts of the start of the race distributed to several national and international broadcasters.

Boats equipped with a live transmission system (such as Ektacom) may be chosen by the organizers to be included in the international start signal.

The organizers reserve the right to produce and distribute Facebook live broadcasts in the start village and also live broadcasts of the finish in Saïdia Resorts. The terms and conditions will be detailed in an amendment to this appendix.

During the race, the production team will upload all the images sent by the competitors onto the video server.

At the finish, the production will film at least the podium finish of each class at sea and/or on the pontoons.

Setting up a free video distribution server for use by accredited media, race partners and each competitor. This server will remain open for 1 month after the arrival of the last competitor.

### 5.3 COMPETITORS' MEANS OF PRODUCTION

Prepare, in 4K UHD format before the race and using the official race markings, a bank of onboard images (lasting 10 minutes) and a bank of aerial images (lasting 10 minutes), if possible at different speeds and in different weather conditions: calm weather, strong winds.

Each competitor undertakes to provide the organizers with a variety of images, including at least :

- Sailing the boat in different directions and at different speeds (upwind and downwind);
- Each skipper in sailing gear in action, at the helm and maneuvering single-handed;
- Double-handed skippers in sailing gear, in action, maneuvering;
- the daily life of the skippers on board (day and night).

In order to optimize filming, we recommend focusing on a variety of the following shots:

- tight ;
- broad ;
- depth of field ;
- close-up details ;
- looks and complicity between the two skippers.

At least one HD waterproof mobile camera on board (a latest-generation waterproof smartphone can fulfil this function).

To have at least one image editing and compression program on board and to know the principles of pre-editing and sending images in compressed format via the on-board transmission system.

Required format: 1920x1080 or at least 1280x720 - 25 frames / second - Codec mp4, h264 or h265 – Minimum bit rate 3Mb/s - Audio 128kb/s

Have on board their boat Inmarsat transmission equipment or any other system with global coverage (e.g. fleet antennas, Bgan, Openport, Iridium Certus, Starlink, Openport etc.) enabling images and sound to be sent.

Provide the production team with reception facilities adapted to the on-board system using a system other than FTP (such as Ektacom, LiveView, etc.).

Types of production reception accounts in order of priority :

1. FTP or other centralized reception system
2. instant messaging chosen by the production team (WhatsApp or Telegram type)

The 16:9 HD format is imperative.



Types of production reception accounts in order of priority :

1. FTP or other centralized reception system
2. instant messaging chosen by the production team (WhatsApp or Telegram type)
3. mail (media@med-max.org)

#### 5.4 TECHNICAL OBLIGATIONS

The entire filming, editing, compression and transmission chain on board each boat must be tested and validated with the production before 27 September 2024. It must be compatible with the reception systems set up by the production team.

#### 5.5 OBLIGATIONS OF COMPETITORS

Appoint a video referent for the entire race, who must be authorized by the production team. These people must register themselves on the video server in order to generate their own password. These referees must be contactable during the production's on-call hours (5am-11pm CET), throughout the race, including week-ends .

Not to enter into any exclusive agreement, commercial or otherwise, with any publisher, producer or broadcaster, irrespective of the type of media used, for a period between and the arrival or withdrawal of the competitor. An exclusivity agreement is defined as a competitor reserving images on an exclusive basis for a broadcaster.

Notify the organizers (edito@transatjacquesvabre.org) of any specific, non-exclusive audiovisual and media agreements prior to the start of the race, with a view to informing race fans.

Transmit their image banks to production in two stages:

- an initial 10-minute compilation (5' onboard and 5' overhead) before 31 August 2024
- a second 10-minute compilation (5' on board and 5' in the air) the day after your arrival in Port Camargue for departure.

These images must be sent to the production department in the form of a file by FTP or other sharing system or on a hard disk or any other suitable means of transmission in 16:9 4K UHD format: UHD mp4 or .mov files at 25 frames per second. Codec: H264 (330mbs), H265 (330mbs), ProRes (880mbs) Image size: 3840x2160 (UHD) Audio AAC/mp3 - 48kHz

Participate in filming sessions organized by the production.

In Port Camargue and at the finish, the competitors undertake to make themselves available to take the images required for the race communication.

Competitors equipped with the necessary equipment must send their program via Inmarsat or any other transmission system, exclusively by FTP to the reception server or to the centralized reception system, by instant messaging (WhatsApp or Telegram type). Each competitor must send a minimum of 2X2 minutes during the race telling the story of the race and of editorial interest to the public. The video team reserves the right to broadcast only these images on the media server if the content does not correspond to the editorial line.

Quality is preferred to quantity.

These sequences, edited or not, must be sequences that tell a story, preferably accompanied by an audio narration that relates moments of navigation, life, exchanges between skippers, reflections on your race (strategy, tactics, problems, incidents, doubts, questioning...), an event that happened and that represents an anecdote, a snapshot, a story to share...

Notify the race organizers and the Race Direction of any information relating to the general interest of the race and its media coverage, given in an interview or videoconference, within two hours.

Priority will be given to welcoming a film crew from the organizers on board after the finish line has been crossed. The role of this team will be to collect the first images and sounds of the competitor in order to broadcast them to all the media.

## 5.5 OBLIGATIONS OF THE ORGANISATION

The Organization authorizes Competitors to communicate directly by videoconference with any broadcasters or media of their choice during the event, after informing the Organization and the production team.

The production team undertakes to consult the competitor's video referent when receiving images from his/her boat via Inmarsat or another onboard system of the images sent by the Competitor. Secure access will be provided for the boats' communication referents.

Reminder of the protocol: the competitor's video referent is informed by telephone call or text message that the images sent by his or her boat have been received on the official MED MAX I Occitanie - Saïdia Resorts reception server.

Between 05:00 and 23:00 (French time), the video referent has 45 minutes to view and validate the images. This validation will be carried out by e-mail and/or telephone (call or text message). If there is no response from the video referee after 45 minutes, this will be deemed to be approval. The images will be in low definition to enable the video referee to view them quickly, and in high definition for downloading by the media.

## 5.6 RIGHTS OF USE OF IMAGES BY THE ORGANISATION

The organizer is the owner of all images filmed during the race by its production teams.

Uses relating to audiovisual coverage and promotion of the race, excluding all commercial or advertising uses.

Competitors, their sponsors and shipowners cede their image bank to Escondida SAS free of charge for use in the press, for royalty-free broadcasting of "news, magazines and reports" and any program produced and distributed by the organization.

Competitors, their sponsors and shipowners cede to Escondida SAS and its main partners, free of charge, the exploitation rights for an unlimited period:

- images filmed by the competitor and sent to Production before and during the race;
- footage shot by the competitor and not sent during the race, handed over to the production company after the finish in the form of rushes or end-to-end footage. A selection will be made by the video production company.

These rights are assigned as part of :

- broadcasting news, magazines, reports, documentaries and any program produced and distributed by the organization;
- internal use by the Organization and its partners
- the promotion of the race by the Organizers;
- any use in external communications to promote the race by the Organizers.

## 5.7 RIGHTS OF USE OF IMAGES BY COMPETITORS

Images filmed on board the boats by the competitors will remain their property. The use by a competitor and his main partners of images filmed by the Organization, whether internally or externally, is subject to the legislation in force concerning the right to the image of others. The use by a competitor and/or his sponsor of images representing other competitors will therefore require the authorization of the latter, and the Organization will not be able to substitute itself for this request for authorization.

### 5.7. 1 Internal use

Escondida SAS transfers to the competitor and its main partners, free of charge, all images filmed by the Organization for all internal uses. This transfer applies to any medium, any territory and for an unlimited period, from the date of publication of the audiovisual appendix, excluding any commercial or advertising use. These images will only be made available to competitors on the race video server for a period of one month after the arrival of the last competitor (technical costs will be charged after this period).

### 5.7. 2 External uses with no potential revenue

Escondida SAS transfers free of charge to the competitor and its main partners the compilations of images (or bears) on race news distributed by the Organization for all external uses without potential income. This transfer applies to any medium, any territory and for an unlimited period, from the date of publication of the audiovisual appendix, to the exclusion of any commercial or advertising use. These images will only be made available to competitors on the race video server for a period of one month after the arrival of the last competitor (after this period, technical costs will be invoiced).

## 6 SOCIAL NETWORKS

### 6.1 OBLIGATIONS OF COMPETITORS AND THEIR REPRESENTATIVES

In order to maximize publicity for the event, the skippers, crews, teams and their sponsors (the whole ecosystem) in a spirit of reciprocity, competitors undertake to mention the MED MAX I Occitanie - Saïdia Resorts accounts in every post linked to the event by means of cross promotion with the official @ and # depending on the social network used.

Below are the official mentions and the Cross Promotion Social Media charter for the MED MAX I Occitanie - Saïdia Resorts.

Systematically, the #s and accounts to be identified are :

#MEDMAX #MEDMAX2024

@ MED MAX I Occitanie - Saïdia Resorts

Merci de ne pas utiliser @MedMax

Details by platform are given below:

**For Instagram :**

@medmaxrace

and the following #:

#sailing

#classe/s (concerned)

#instasail

#offshoresailing #coursaulage #mediterranee

The MED MAX I Occitanie – Saïdia Resorts partners, classes and skippers involved in the post in question will be identified on the photo(s).

**For Facebook :**

#MEDMAX

#MEDMAX2024

@ MED MAX I Occitanie - Saïdia Resorts

**For LinkedIn**

#MEDMAX

#MEDMAX2024

@MED MAX I Occitanie - Saïdia Resorts

For partners, teams and/or skippers posting about the MED MAX I Occitanie – Saïdia Resorts, please mention the proposed accounts!

Below are the official accounts of MED MAX I Occitanie - Saïdia Resorts:

<https://twitter.com/MedMaxRace>

<https://www.instagram.com/medmaxrace/>

<https://www.linkedin.com/company/medmaxrace/>

<https://www.facebook.com/MedMaxRace>

Inform the organizers of the organization of the live event on the competitor's social networks or those of its partners.

Publish the live replay on the competitor's social networks or those of its partners, mentioning the Organization with the @ and # depending on the social network used.

In a spirit of reciprocity, open up the rights to cross-post videos on Facebook in order to reciprocally increase the visibility of the competitor, its partners and the race, with mention of the accounts (competitor and race).

All photos published on the competitor's or partner's social networks must be sent by e-mail to [media@med-max.org](mailto:media@med-max.org)

Any photo published by the Organization on its networks may not be published on the competitors' social networks without mention of the copyright.

Share posts to increase the visibility of the competitor and the race.

To be available for requests from the race's editorial and digital team.

## 6.2 OBLIGATION OF THE ORGANISATION

In order to maximize the visibility of the event, the skippers, crews, teams and their sponsors (the whole ecosystem) in a spirit of reciprocity, the Organization undertakes to mention the competitors' accounts in every post linked to the event and the competitor in question by means of cross promotion with the official

@ and # according to the social network used.

Interact with competitors' accounts using the @ official and # official competitor accounts whenever a competitor is mentioned.

In a spirit of reciprocity, open up the rights to cross-post videos on Facebook in order to reciprocally increase the visibility of the competitor, its partners and the race, with mention of the accounts (competitor and race).

The Organization will cross-post content specific to the Organization (lives).

The Organization will only cross-post videos for which it has the rights with the account of the competitor concerned.

All photos from the competitors' image bank posted on the race's social networks will mention the copyright, unless this is included in the photo's properties.

Share posts to increase the visibility of the competitor and the race

## 6.3 LIVE FACEBOOK

The organizers reserve the right to carry out Facebook live broadcasts. Details of the Organization will be set out in the rider to this appendix.

## 7 UPDATES

Any modification by the Organization of this appendix will be the subject of an amendment or amendments published and communicated to all competitors.

## 8 CONCLUSION

Escondida SAS is putting in place teams and resources to communicate about the event, the race and the competitors. Each competitor is therefore asked to contribute to the media coverage of the event by sending videos, photos and texts in order to bring the race to life not only for the media, but also for the general public, supporters, families, etc.

## 9 CONTACTS

In order to optimize your contacts on all the audiovisual subjects contained in this appendix, we have simplified your contacts, interlocutors and emails:

[media@med-max.org](mailto:media@med-max.org) : for all general content / production / distribution issues, as well as those clearly identified in this appendix;