



IZMIR CUP in its fifth edition

- The fifth edition of the Izmir cup (ex-Cap Istanbul) will be run between **9th September and 30th September 2012**
- A challenge of 2925 km (1580 sea miles) from the West to the East of the Mediterranean covering 4 countries and 3 leg cities
- Important ports on the Mediterranean: **South of France - Syracuse (Sicily) - Athens - Bodrum - Izmir**
- 5 seas:** Mediterranean Sea, Tyrrhenian Sea, Ionian Sea, Aegean Sea and Marmara Sea
- Nearly 35 skippers from different countries among which are world famous sailors: **Gildas Morvan, Sébastien Josse, Nicolas Berenger, Erwan Tabarly and Fabien Delahaye...**
- 35 international companies sponsoring these racing boats in Figaro Beneteau Class: **Generali, Artemis, Luisina, Cercle Vert, Macif, Banque Populaire, Nacarat...**
- A total prize of **150.000 Euros** to be awarded to the first 10 boats in general classification
- Having provided an advertisement return of **22 million dollars** through 1.423 news outlets for its sponsors in 2010, Izmir Cup targets to meet wide masses of people via effective media tools again this year.





Sponsors backed by the wind

The international sailing tradition reflecting man's struggle with nature through clean, transparent and ecological practices is combined with state-of-the-art technology. Thanks to the strong attributes it presents, providing an opportunity for an effective and media-oriented communication, sailing has common ideals with companies competing on an international basis.

If your company and brand value qualities such as courage, innovation, risk-taking, performance, determination and responsibility, IZMIR CUP is an effective organization for solidly reinforcing such goals for you.

Using the entire Mediterranean as a communication platform and expressing sportive challenge through sailing, this organization meets all the targets you may desire.

Let IZMIR CUP wind blow your sails!





IZMIR CUP 2012 media plan

The images filmed from a helicopter, from the production boat following the race and from land throughout the race will enable to produce:

- daily videos ready-for-broadcast in VNR format
- video reports (15 minutes) of each leg
- production of 26 minute-video report of the entire race which will be broadcasted by our TV partners and internationally

Printed Media

Press releases issued in three languages (French, Turkish and English) during the race will be distributed to international media along with daily race photographs.

Press Conference

At the press conference to be organized in France, detailed information on the program and the course of CAP ISTANBUL, and the competitors and the sponsors of the race will be promoted.

Press Tour

In addition to the sports media in charge to cover France, Turkey, Italy and Greece during the race, important members of the media interested in economical and cultural relationships will be invited to cities of departure, arrival and legs, provided with the opportunity of watching the race on location and make special interviews.

Outdoor Activities

City Decoration: In the departure city in South of France, Izmir, the arrival city and leg cities, Syracuse, Athens, outdoor works will be published on billboards, racquets, urban ornaments and overpasses. More than 5000 visual materials will be printed in order to inform the public about the race and paint the cities with the colors of IZMIR CUP.



The screenshot shows the website for the Cap Istanbul 2008 race. At the top, there is a navigation menu with categories like 'Actualités', 'Multimédia', 'Cap Istanbul', 'Marsammi', 'Aghia Nikolaos', 'Buccarda', 'Gallipoli', and 'Istanbul'. Below this is a header with 'European Capital of Culture Cap Istanbul 2008' and a progress bar showing the distance from Nice to Istanbul as 1,660 miles. The main content area features a large photo of sailboats at the start, a 'Classement 2008' sidebar, and a central article titled 'La Cap Istanbul 2010 se pare de ses plus beaux atours...'. Below the article are sections for '12/10/2008 Remises de prix de l'édilion 2008' and '11/10/2008 Cumali VARER (Organisateur de la Cap Istanbul), le bilan 2008'. A 'Classement & Cartographie' section on the right includes a map and a 'Bulletin météo' for the race. At the bottom, there are logos for 'Istanbul CAPITAL 2010', 'Le projet environnemental', and 'Orange sport'. Red arrows point from text labels to various parts of the website: 'Daily press releases' points to the main article; 'Daily race photographs' points to the photo gallery; 'Radio conference' points to the bottom news section; 'Map and satellite system enabling live monitoring of the race' points to the map; 'Daily race videos' points to the video section; and 'Virtual race' points to the bottom right area.

Daily press releases

Daily race photographs

Radio conference

Map and satellite system enabling live monitoring of the race

Daily race videos

Virtual race

On the internet site published in three languages (French, English and Turkish), daily issued press releases, day-to-day video shots, daily race photographs, radio conferences, interviews and newflash will be broadcast throughout the world and the entire world media shall be able to download and use these materials.

The status of each boat will be monitored in real-time and the race will be tracked live via the map and satellite system.

Virtual Race: Hundred of thousands of people from all over the world attending the virtual race game on the new media channel izmircup.net will experience this one-to-one challenge with the top sailors of the world.



IZMIR CUP 2010 event plans

Racing areas

Public IZMIR CUP racing areas will be set in start, finish and leg cities.

Boats taking part in the race will also be displayed in these areas, where several events will be held around the race and boat sponsors with attendance of managers, employees and customers.



Invitations

A welcome dinner for 500 persons will be held, during which the award ceremony for daily show races in South of France will also take place. In addition to leg award ceremonies to be held in Syracuse, Athens and Bodrum, a gala dinner will host 500 guests along with the award ceremonies for Izmir Trophy in Izmir and the general ranking award ceremony of IZMIR CUP.



Monitoring Boats

VIP boats to take place in starting city and Izmir Trophies, as well as our partners and invited press representatives will be able to follow the race closely at the start and finish points.

Vehicle Sponsorship – Chronometer/ Watch Sponsorship – Transportation and Accommodation Sponsorship – Communication Sponsorship

- A banner with the co-sponsor's logo (100 x 150 cm), which will be attached at start, leg and finish ports, will appear on each racing boat.
- A banner with the co-sponsor's logo will appear on the committee and press boat monitoring the race (100x150).
- Race areas to be set at start, leg and finish ports will be decorated with 5 banners with co-sponsor's logo (120/80 cm).
- Official website of the race will be marked with the co-sponsor's logo, and links will be provided to their website.
- Co-sponsor's logo will appear (billboards, placards, rackets, banners, etc.) at any outdoor events to be held in start, leg and finish cities.
- Co-sponsor's logo will appear on the placards to be used in press conferences held within the race, boat show booths, official dinners and award ceremonies, on backstage and interview boards, as well as welcoming desks.
- Any race-related printed materials (invitations, letterheads/envelopes, press releases and press files, event costumes, etc.) will carry the co-sponsor's logo.
- Co-sponsors will be eligible to set a booth at race areas to be built on leg points (South of France, Syracuse, Athens, Bodrum and Izmir)
- Accreditation for 10 individuals will be granted for attendance to all official dinners and award ceremonies to be held in start, leg and finish cities

