



ALL AMERICAN OCEAN RACING

www.allamericanoceanracing.com



THE MISSION

Represent a sponsor. Generate return.
Lead headlines. Step up. Stand out.
Become the youngest team to compete
in the Volvo Ocean Race.

THE TEAM TO WATCH

All American Ocean Racing's sights are clear – become the first **"All Under 30"** team to win the world renowned Volvo Ocean Race, achieve the **highest rate of return on investment** in the history of the Race, and **inspire youth involvement** in professional sports.

We have a **proven track record** of delivering media content while racing; an effort we prioritized before it was accepted practice in competitive sailing. Our team has consistently **focused on media integration** and will ensure that on-water, on-shore, and Race-village content are delivered daily to print, online, TV, radio, and new media outlets during the 2014-2015 Race. This unique mission will achieve the **most team coverage**, recruit the greatest amount of new Race viewers, and share the Race experience with our audience.



LEADING THE NEXT GENERATION



THE OPPORTUNITIES

A GLOBAL PLATFORM FOR GROWTH

SPONSORSHIP BENEFITS

Invest in one product that spans across **5 continents** and **10 global markets**

Benefit from a worldwide **corporate hospitality platform**

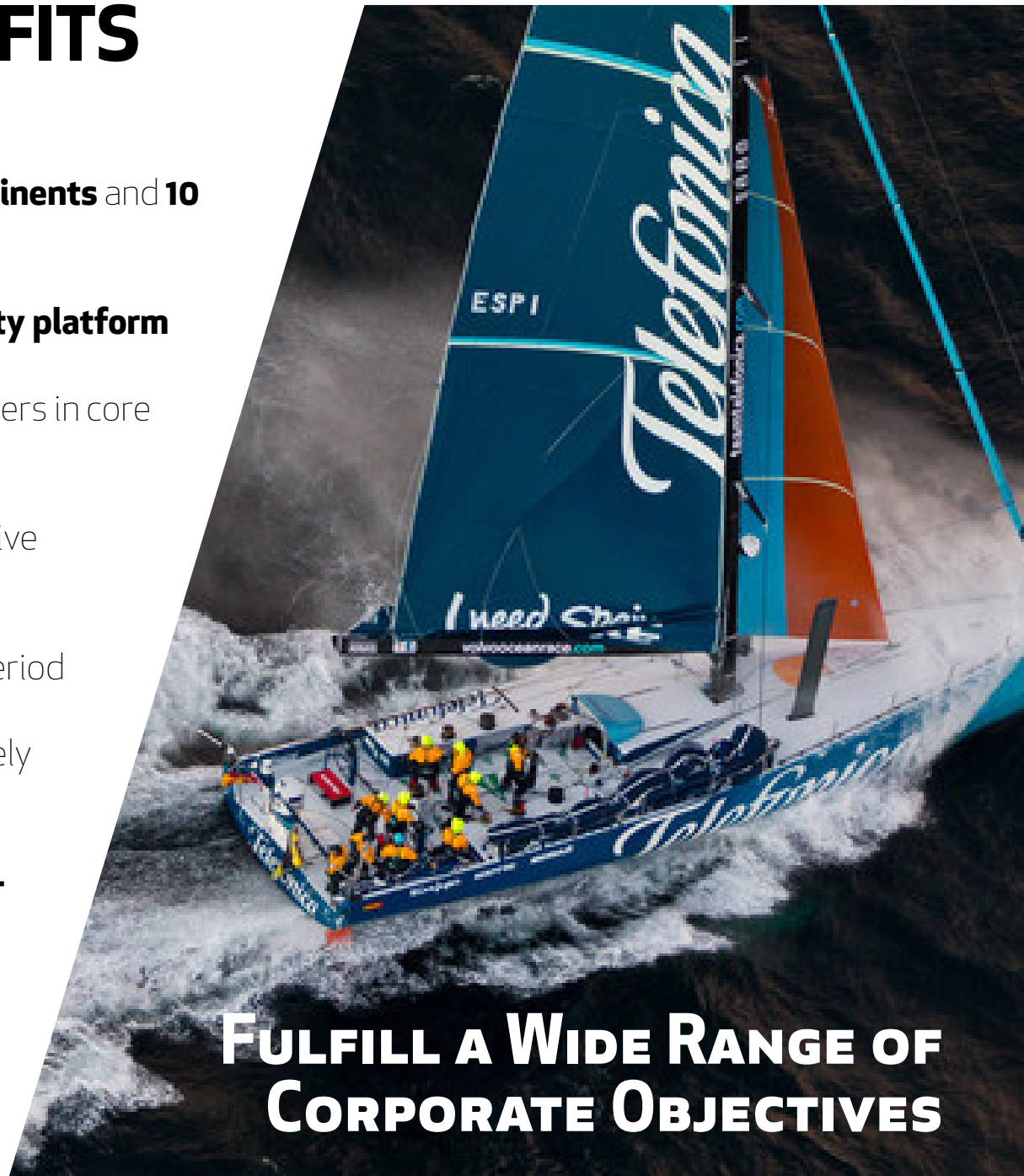
Advertise to an audience of **1.2 billion** consumers in core markets

Promote products in Race villages with exclusive brand, merchandising, and promotion rights

Deliver **daily media content** over a 9 month period

Capitalize on an audience cited to feel positively about sponsors in the Volvo Ocean Race

Achieve a rate of return on investment of **200-300%**



FULLFILL A WIDE RANGE OF CORPORATE OBJECTIVES

CASE STUDIES

"Puma's participation in the race was the most innovative marketing campaign the company has ever launched. It proved to be an extremely successful starting signal for our sailing category with the investment having been more than paid off."

-Jochen Zeitz
Chairman CEO, Puma

"It is very hard to find a better and more efficient platform for meeting and spending quality time with our customers."

-Bert Norberg
Executive VP, Ericsson



A NEW MARKETING APPROACH



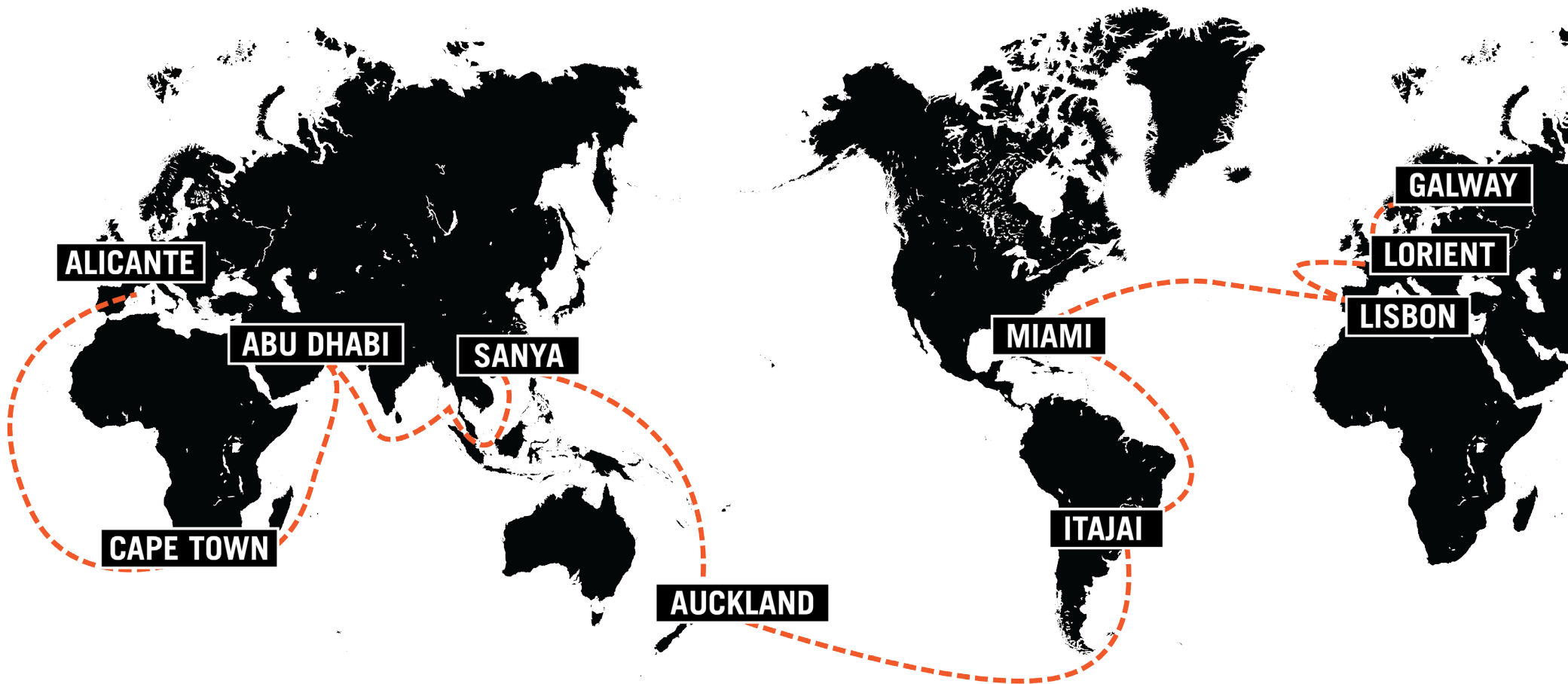
THE RACE

LIFE AT THE EXTREME

A GLOBAL RACE

10 stopovers
5 continents
1 global event
37,000 nm
(NAUTICAL MILES)

40 years of racing
the fastest boats
in the world.



HOST PORTS

The Volvo Ocean Race Stadium

Sponsors of boats in the Volvo Ocean Race each have rights to **promotional space** in the host-port Race villages to fulfill their **sales** and/or **corporate hospitality** goals. Puma Ocean Racing set up a “Puma” retail outlet and party bar that has turned out to be a social highlight of past and current Race festivities. Likewise, Ericsson, a business-to-business sponsor in the 2008-2009 Race, created a corporate entertainment pod that positively influenced the \$1.7 billion in deals signed with Chinese mobile operators.



**3.9 MILLION SPECTATORS
VISITING RACE VILLAGES**

AUDIENCE

Volvo Ocean Race

60% of the race's followers occupy senior managerial positions

37% of those aware of the race are categorized as ABC1

People interested in sailing are **2.5 times more likely** to be in the highest earning group than average

Active, outdoor, and extreme-sport oriented individuals

All American Ocean Racing

Fan base that encompasses "The Facebook Generation"

People who follow and support **inspirational movements**



THE VOLVO 70



No of Crew: **11**
(includes 1 to undertake Media Duties only)

No of Sails: **24 maximum**
(biggest headsail covers a tennis court)

Average Speed: In 2008, Ericsson 4 set the current **24 hour** monohull record at **596.6 nautical miles** (an amazing average speed of 24.86 nautical miles per hour)

Top Speed: Can top speeds of more than **40 knots or 46 miles per hour**



THE TEAM

YOUNG. QUALIFIED. DRIVEN.



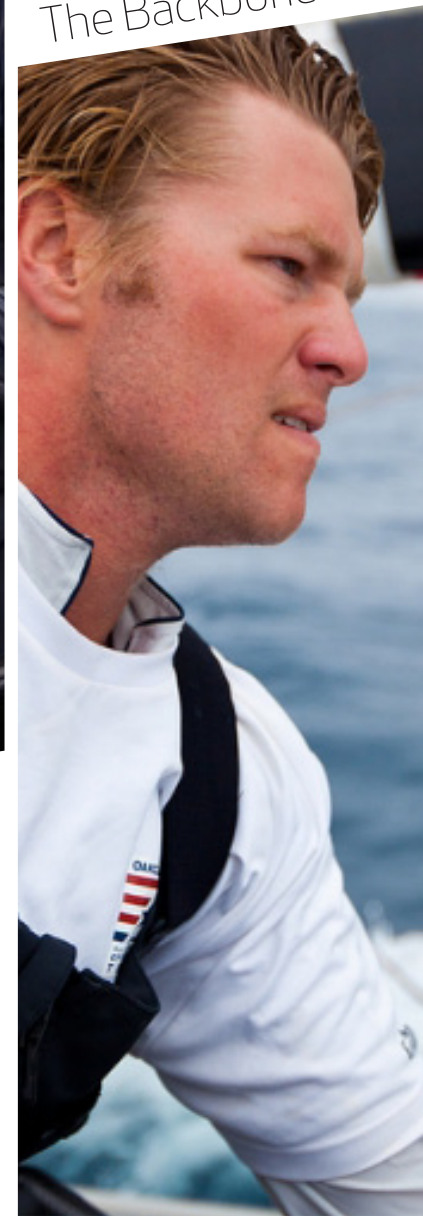
CHRIS BRANNING
The Strategist



CHRIS WELCH
The Utility Man



JESSE FIELDING
The Backbone



MARK TOWILL
The Manager



KEY TAKEAWAYS

An innovative **marketing campaign**

A robust corporate hospitality platform

5 continents, **10** global markets

A shared experience

1.2 billion consumers in core markets

200-300% rate of return on investment

Deliver daily media content over a **9 month period**

First **"All Under 30"** team in race history

Young. Qualified. Driven.

**THE YOUNGEST TEAM TO COMPETE
IN THE VOLVO OCEAN RACE**



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