



## Ras Cefnfor Volvo yn dod i Gaerdydd

Ymunwch â ni

27 Mai – 10 Mehefin 2018

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## The Volvo Ocean Race is coming to Cardiff

Get on board!

27 May – 10 June 2018

[volvooceanracecardiff.com](http://volvooceanracecardiff.com)



# What is the VOR?

One of sailing's most **prestigious** events  
*alongside the Olympics and Americas Cup*

Round the world race for professional sailors  
*- a nine month human **adventure***

The world's longest and toughest sporting events  
*- a test of **skill and endurance***

A **unique** global event  
*- 12 host destinations across 4 continents*

[volvooceanrace\*\*cardiff\*\*.com](http://volvooceanracecardiff.com)







A major sporting event





But it's also an emotional journey





It's where World Class Sport  
Meets Human Adventure



Sport

Adventure

Obsession

Innovation

Inclusivity / Diversity

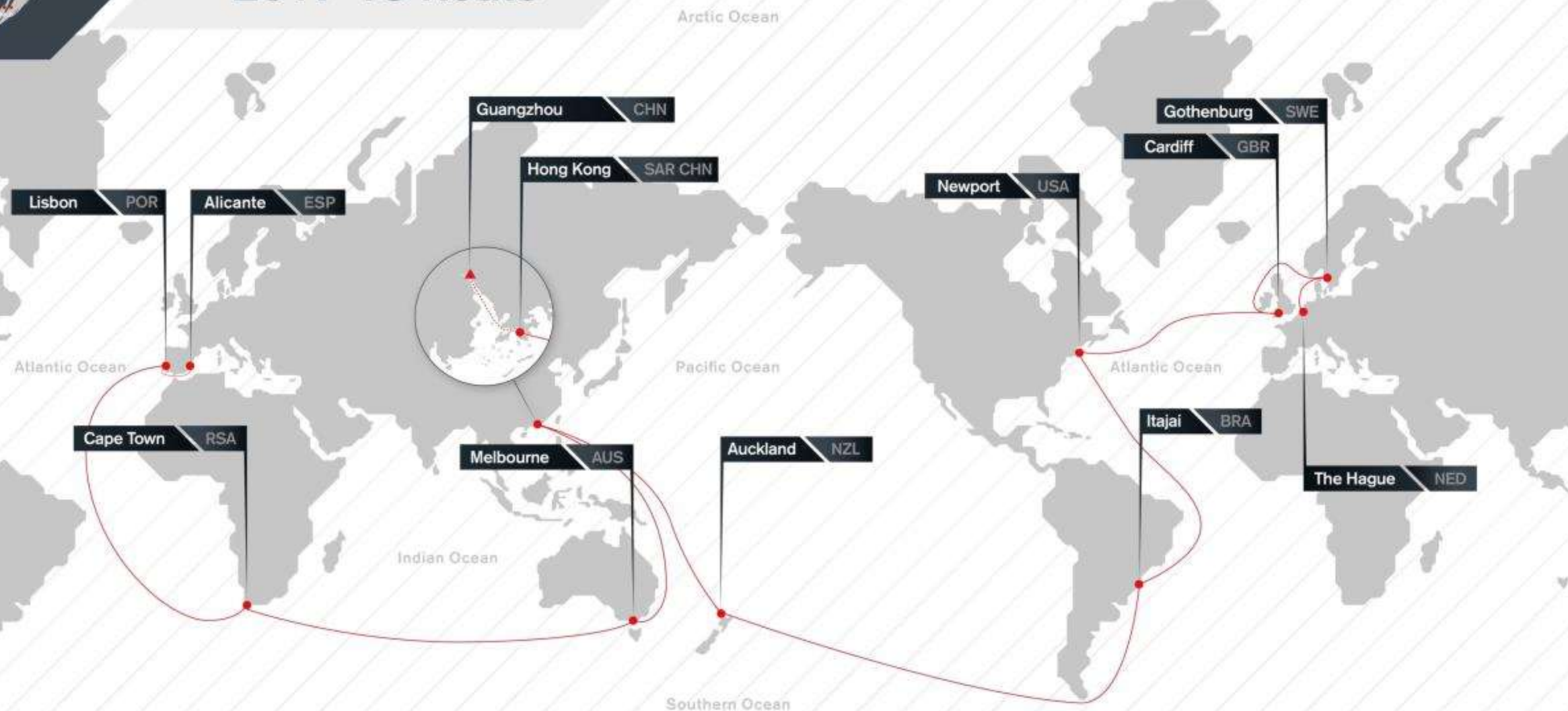
Sustainability

Commercial value





# 2017-18 Route




Start	Port	Alicante	Lisbon	Cape Town	Melbourne	Hong Kong	Guangzhou	Auckland	Itajai	Newport	Cardiff	Gothenburg	The Hague	Finish
Race Village Opens		Oct. 11, 2017	Oct. 31, 2017	Nov. 24, 2017	Dec. 27, 2017	Jan. 17, 2018	Jan. 31, 2018	Feb. 24, 2018	Apr. 05, 2018	May 08, 2018	May 27, 2018	Jun. 14, 2018	Jun. 24, 2018	
In-Port Race		Oct. 14, 2017	Nov. 03, 2017	Dec. 08, 2017		Jan. 27, 2018	Feb. 04, 2018	Mar. 10, 2018	Apr. 20, 2018	May 19, 2018	Jun. 08, 2018	Jun. 17, 2018	Jun. 30, 2018	
Leg Start		Oct. 22, 2017	Nov. 05, 2017	Dec. 10, 2017	Jan. 02, 2018	Feb. 07, 2018	Feb. 05, 2018	Mar. 18, 2018	Apr. 22, 2018	May 20, 2018	Jun. 10, 2018	Jun. 21, 2018		
Racing to		Lisbon	Cape Town	Melbourne	Hong Kong	Guangzhou	Auckland	Itajai	Newport	Cardiff	Gothenburg	The Hague		
Distance		700 NM	7,000 NM	6,500 NM	6,000 NM	100 NM	6,100 NM	7,600 NM	5,700 NM	3,300 NM	1,300 NM	1,700 NM		



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The infographic is overlaid on a background photograph of two men in yellow Volvo Ocean Race team shirts sitting on a boat deck, surrounded by spectators. The central element is a grey circle labeled 'Volvo Ocean Race core fans'. Six white circles are arranged around it, each containing a statistic. The background image shows a sunny day on a boat with various people, including a woman in a blue and white striped shirt and a man in a dark jacket, looking towards the camera or the boat.

**82%**

ABC1 social class

**83%**

improved their  
opinion of  
sponsor brands  
after the race

**21%**

> €115,000  
annual household  
income

**Volvo  
Ocean  
Race core  
fans**

**28%**

has been a fan for  
15 years or more

**€88k**

average gross  
household  
income

**74%**

is the chief  
household  
income earner



# The race village



2.4 million race village visitors





A global trade fair



Pit lane







Team bases



# Boatyard





# Sailors Terrace

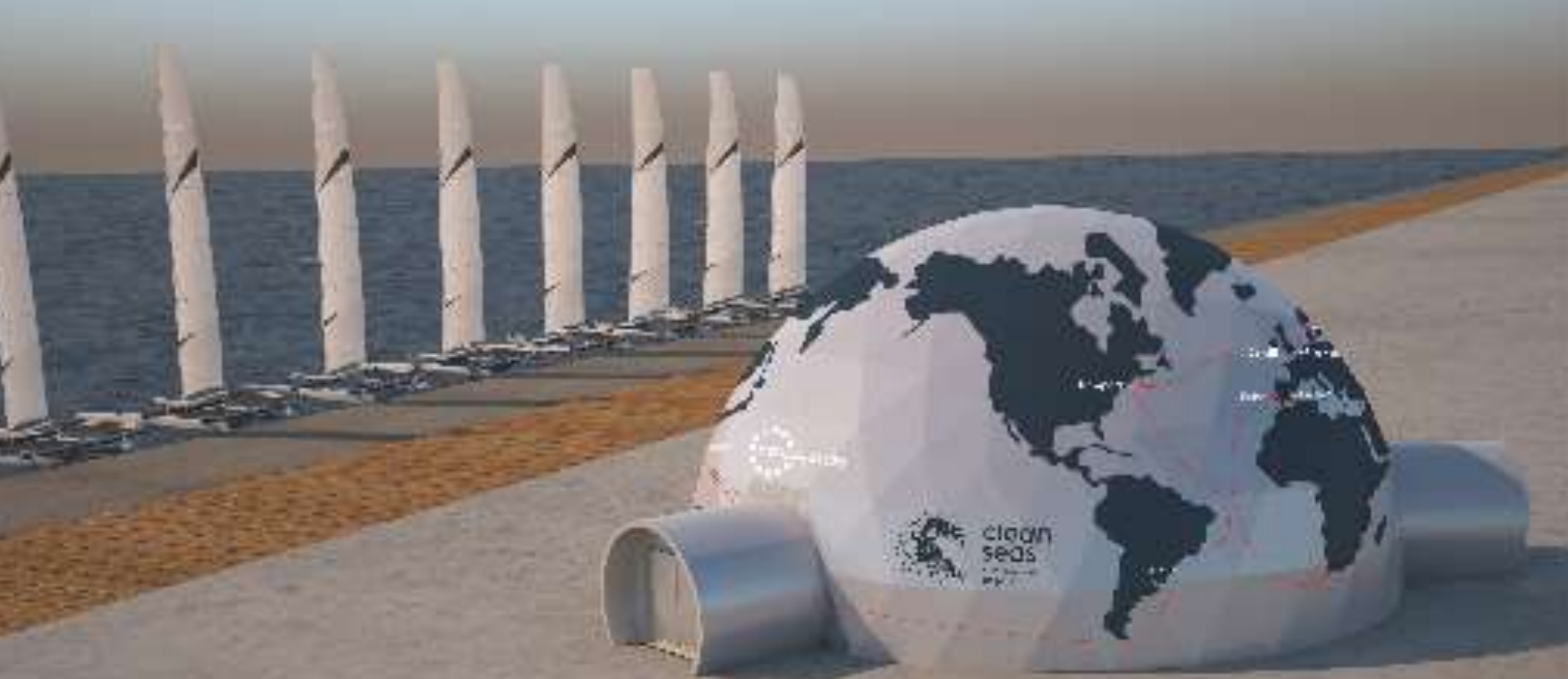




# Volvo pavilion







# The Globe





The Boat Experience





# Events

## Race Village Opening Ceremony



# Team Arrivals







Boat maintenance





School Programme





# Sustainability

Minimise  
footprint

Maximise  
impact

Positive  
legacy



# Race village programme







Catamaran - Guest & Pro-am sailing



# In-Port Race







Departures



Leg Start







# Awards Night





Guest Experience





70,000 Corporate Guests



# Hospitality







Spectator boats





Boat tours





Guest on Board programme





Pro-Am Race





Business content





On-board reporter

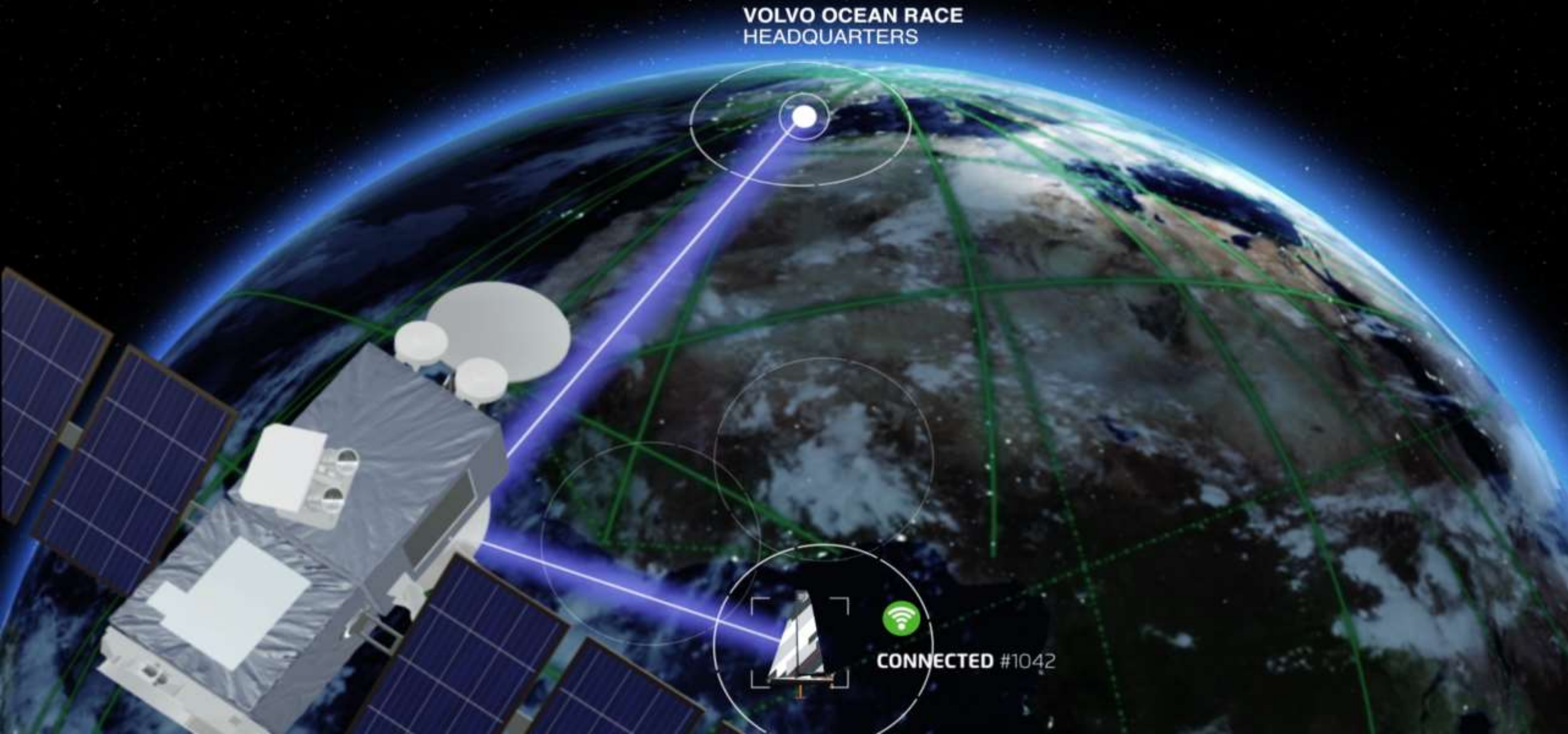


# Each image travels 37,000 km





# From Boat to Audience







Race control

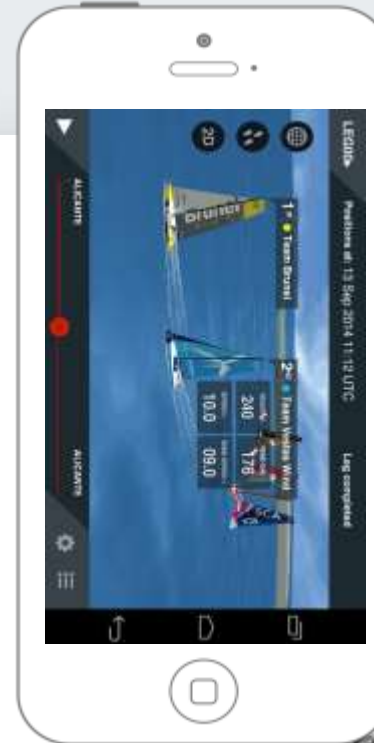
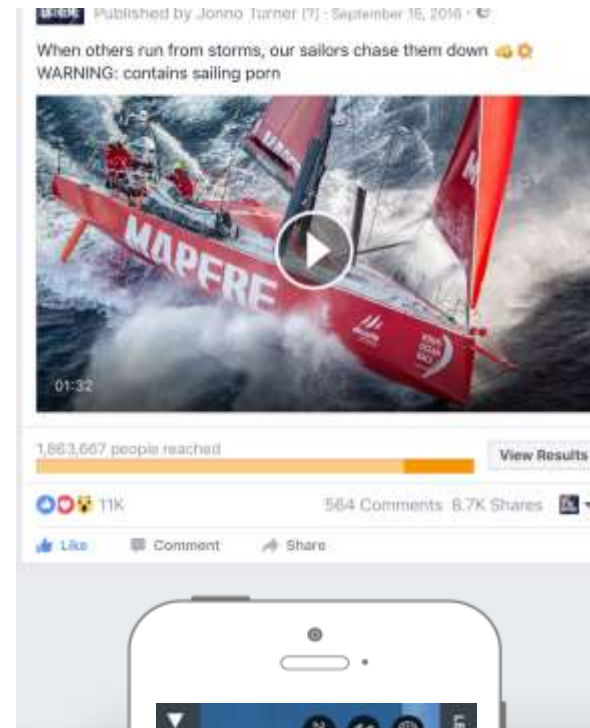




Crew communicator

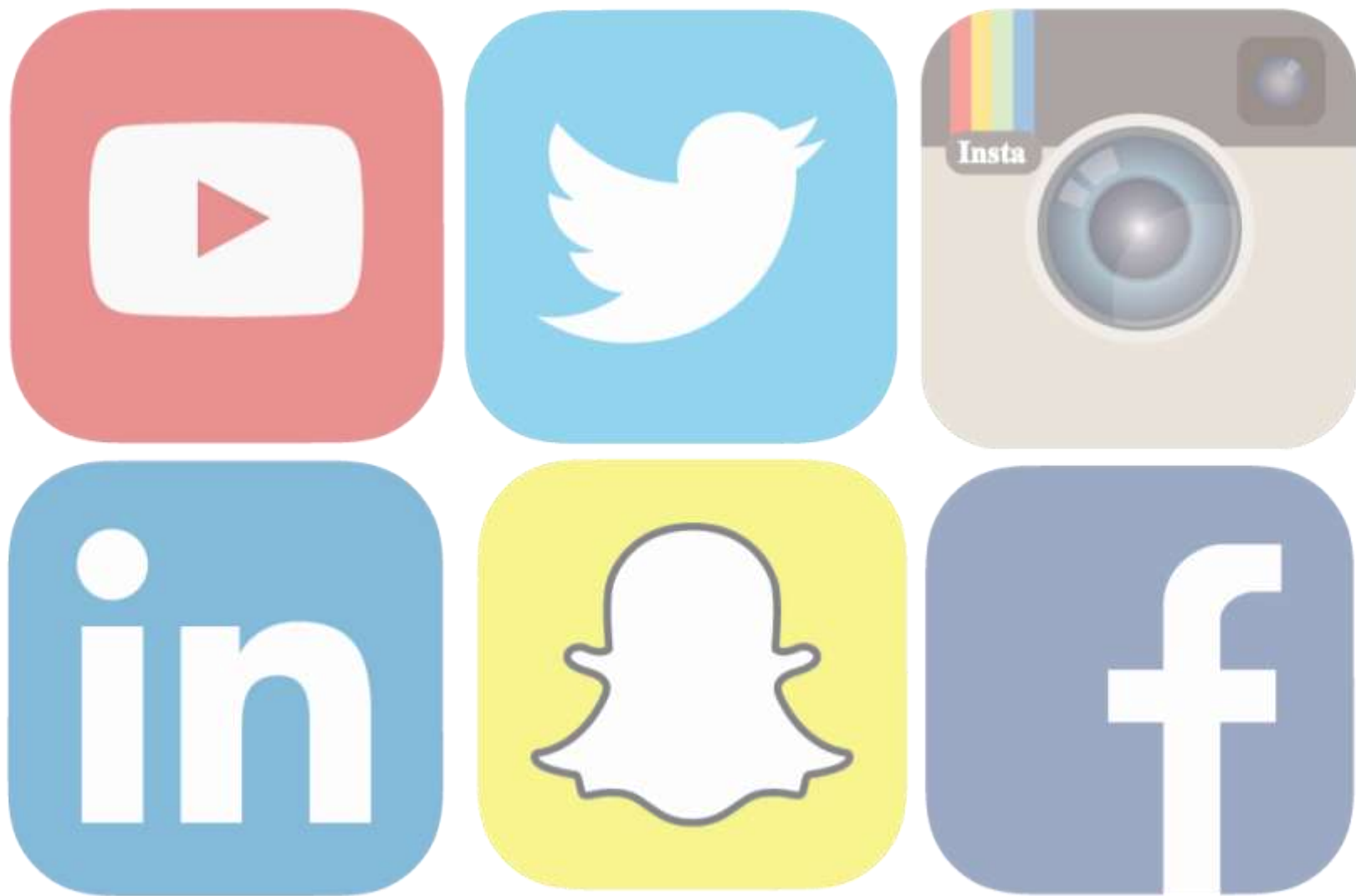


# How to follow the race ....



volvooceanracecardiff.com

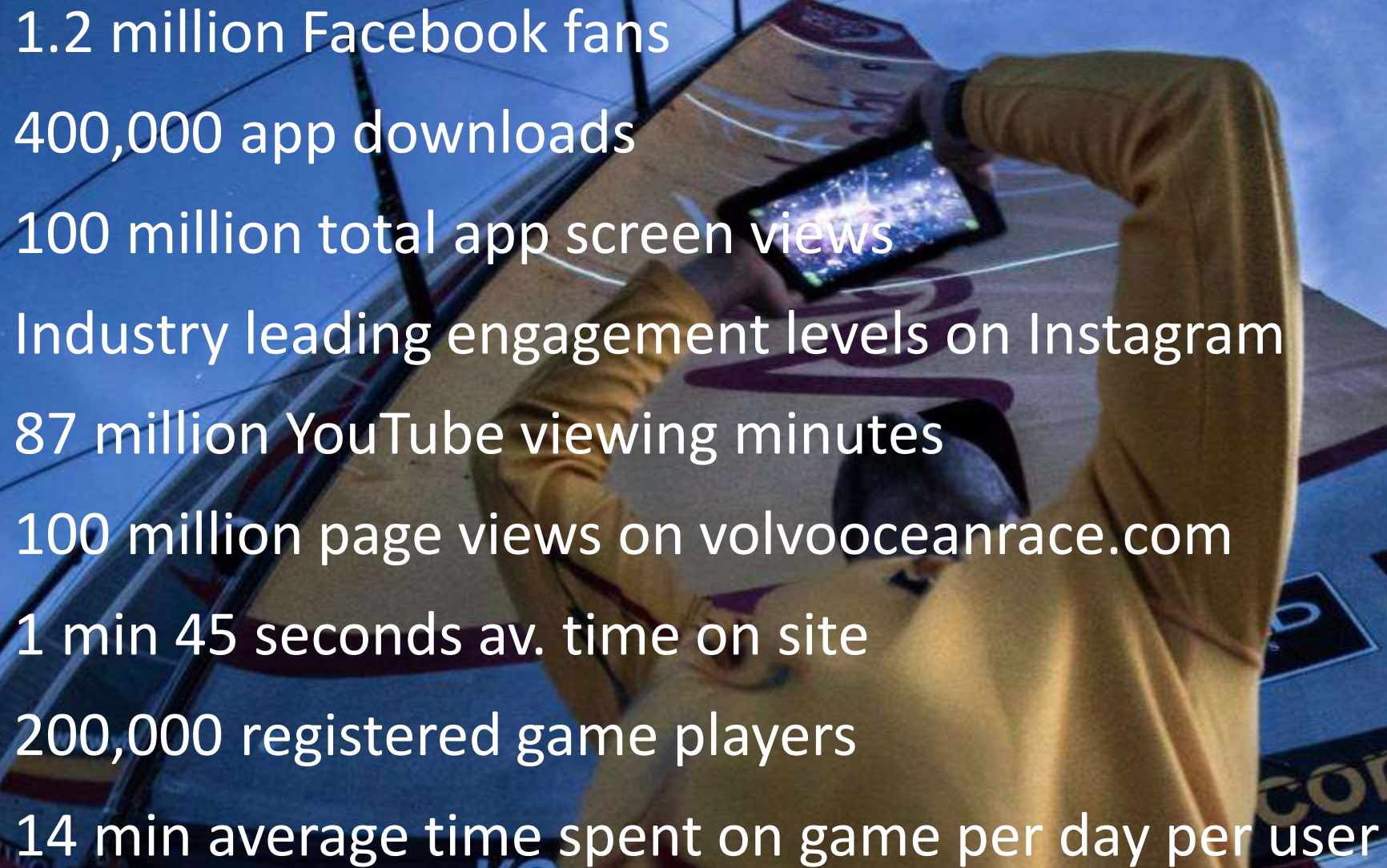




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A low-angle, wide-lens photograph of a sailboat deck. In the foreground, a person wearing a bright yellow jacket is seen from the back, holding a tablet computer high above their head with both hands. The tablet screen displays a vibrant, colorful abstract pattern. The sailboat's mast and sails are visible, with logos for 'IWC', 'volvo.com', and 'ETIHAD' on the sails. In the background, another person is visible on the deck, and the ocean and sky are visible in the distance.

1.2 million Facebook fans  
400,000 app downloads  
100 million total app screen views  
Industry leading engagement levels on Instagram  
87 million YouTube viewing minutes  
100 million page views on [volvooceanrace.com](http://volvooceanrace.com)  
1 min 45 seconds av. time on site  
200,000 registered game players  
14 min average time spent on game per day per user





TV broadcasting



# Live TV





FINANCIAL TIMES



China Inc finds that sports sponsorship can float its boat

A

MARCA

Un esprint de seis días



Diário de Notícias



O que fazem os jornalistas de bordo na Volvo Ocean Race?

stern



DER SPIEGEL



„Besser im Multitasking“

Wegen der hohen Kosten...



Le Monde



Les mystères de « Dongfeng »

La Gazzetta dello Sport



Festa a Nettuno, in attesa del vento

A festa a Nettuno, in attesa del vento...



DI WEEKEND



as



人民日报



四十一周年纪念 中国东风

四十一周年纪念 中国东风

The Daily Telegraph



The Boston Globe



Print 2011-12 vs. 2014-15

	2011-12	2014-15	Difference
Event publicity value	€ 35.6M	€ 48.4M	▲36.0%
Total articles	13,266	7,252 <sup>1</sup>	▼45.3% <sup>1</sup>

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CARDIFF  
CAERDYDD

VOLVO  
OCEAN  
RACE  
BOUND THE WORLD





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