



# VENDÉE GLOBE CHALLENGE

PARTNERSHIP OPPORTUNITIES

Team  
**Ireland**  
Vendée Globe Challenge



# Team Ireland Vendée Globe Challenge

Team Ireland Vendée Globe Challenge is a professional sailing team that will see the first ever Irish sportsman compete in sailing's most difficult race, the Vendée Globe. A strong team of professionals, volunteers, and partners is working to ensure the Team's skipper, Enda O'Coineen, has the best chance possible of completing this non stop, unassisted, extreme sailing race around the globe.

Our Challenge will be partnered with a schools education programme, self-sufficiency in the environment, alongside connecting with our Irish Diaspora globally. North, South, East and West the Irish Diaspora are scattered to the four corners of the world, and what better way to link Diaspora than an Irish boat circumnavigating the world.

Our campaign is also part of a larger funding promotion for The Atlantic Youth Trust Charity. The charity helps connect youth, inspire adventure in maritime and the spirit of Irish excellence and adventure all around the world.

To make a project like this happen we need a broad base of skills, technical expertise and management know how, so we ask you to become a part of our community, be it as a sponsor, a partner or just a passionate supporter. Come and share the fun, the excitement and be part of something ground breaking in this personal odyssey and our contribution to the greater good.

We thank you in anticipation and look forward to seeing you on our great journey.

*Enda O'Coineen*





# KEY PROJECT OBJECTIVES

- Be the first Irish entrant into The Vendée Globe Round The World Challenge
- Complete The Vendée Globe, the 'Everest of the sea'
- Inspire the next generation of young sailors
- Build a strong foundation for future Irish Vendee Campaigns through the Atlantic Youth Trust

The Kilcullen Voyager project is committed to supporting the Atlantic Youth Trust to become the best youth development maritime organisation in the world.

The Atlantic Youth Trust plans to offer young people on the island of Ireland, and our diaspora, the best possible youth development and educational opportunities at sea.

The core objectives of the trust are

1. Youth Development
2. Peace Building
3. Maritime Education & Economy
4. Ambassadorial roles

Included in The Atlantic Youth Trusts plans are opportunities for peace and reconciliation, job creation, travel and tourism, enterprise and adventure. This is currently being achieved through the development of a 145 foot tall ship which will give over 1,000 youths a year an opportunity to experience the ocean life.





## The Boat

IMOCA 60-foot monohulls are among the fastest modern racing monohulls. Built using composite materials, they are designed to be as light as possible (speed gains) while at the same time being solid enough to withstand the worst conditions you can find when racing on the open seas.

They combine performance, simplicity, endurance and safety. Each and every one of the innovations in this boat have been designed with this in mind.

Our boat is very broad in the beam. The bows have fine entry lines but the hull quickly flares out to give volume and provide extra security in a following wind. She is of carbon fibre construction for the lightest, strongest platform possible. Built to the highest standards in New Zealand and designed by OwenClarke Design. She is of proven racing pedigree and highly competitive.

## Digital Leverage and Media

As the majority of the challenge is conducted offshore and beyond the reach of the naked eye and helicopters, the yachts are fitted with the latest HD Cameras for gathering video footage and sound-bites from life on board.

Life on board, the highs the lows and the challenges of day to day life on board are communicated to both the dedicated IMOCA media channels and their team's respective outlets.

The result is an unforgettable adventure that the sailors share with a massive global audience. Two satellite domes on the boat connects the boat to the outside world 24/7.

It becomes addictive for the fans, who access the challenge through dedicated social media platforms from where the story is told: YouTube, Facebook, Instagram, DailyMotion, Vimeo and a race app.

## Schools Program

The Race runs through the school year and it will be linked with a Schools Program, highlighting geography, history, marine studies, design and adventure themes running through modules distributed online.



# UNITE EMPLOYEES



**Communicate inspirational corporate values:** Courage, commitment, solidarity, innovation, ambition.

**Teambuilding:** Increase quality of relationships between peers, superiors, and subordinates, through sailing days

**Management Leadership Development:** Develop essential skills in leadership and multi-disciplined teamwork

**Unite Employees Globally:** Communicate internally a unique and highly engaging story that bring employees together around a common story

**Increase Staff Motivation:** Stimulate professional talents with new and exciting environments



# EXCEPTIONAL GLOBAL REACH

Step change in recognition for Partners around Vendée Globe

Media Value	€411 Million
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Worldwide Attendees	4.6
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Print Articles	52,647
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Accredited Media	4,309
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TV Hours	816
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## GLOBAL HOSPITALITY

Develop B2B relationships through a mobile technology platform

B2B hospitality in iconic worldwide maritime venues around the globe

Tailored global tour to engage clients, media, customers and employees and activate target markets

"Money can't buy," sailing experiences to develop client relationships through active and emotional engagement



## The Challenge is backed by a strong professional team and a larger network of volunteer supporters

### Team Founder & Skipper | **Enda O'Coineen**

In December 2015, Enda took a Podium Position in the World Masters Ocean Series Trans Atlantic Race. This was also qualifier for the Vendee. A safe and proven pair of hands at the helm, this is the pinnacle of a lifetime of ocean experience, adventure and success in maritime sport.

Enda is also a successful Businessman and the Author of 4 books. He has sailed Solo across the Atlantic (twice) in a 15ft inflatable dinghy and experimental sailing liferaft. He has raced the Atlantic solo in a 21ft yacht, competed 5 fastnet races and 6 Round Ireland Races, the Sydney to Hobart Race, the Miami to Montego Bay Race, the Whitbread Around the World Race (in part) and the BOC Round the World Race.

### Project Director | **Marcus Hutchinson**

A highly accomplished racing sailor, coach and manager he is one of Ireland's most experienced sailing professionals. Marcus has lead large communications teams for inshore, offshore, and America's Cup Sailing around the world. He has also developed some of the strongest sailing teams in recent years. His expertise is invaluable to Team Ireland.

### Commercial Director | **Gordon Ritchie**

Gordon has been involved in Sports Marketing for thirty years and has managed some of the largest and most prestigious sports projects to date, including the Commonwealth Games Bid, NFL Europe and UEFA Champions League. His major sailing projects include The Scottish entry with Clipper Ventures since 2003, the PWA tour and Laser European Championships.

### Communications Director | **John McDonald**

As Managing Director of Mediateam, a leading Irish publishers, peer group managers and event organisers, John brings a wealth of knowledge, experience, and contacts to this complex project.

### Engagement Director | **Neil O'Hagan**

A former Public Relations professional and now Executive Director of Team Ireland's Charity Partner, Atlantic Youth Trust, Neil will ensure the Team reaches out to a wide audience and shares the key youth development and Irish diaspora messages.

### Reserve Skipper | **Sean McCarter**

Sean has sailed around the globe twice, most recently Skippering the Derry-Londonderry-Doire entry in the Clipper Round the World Race.

### Reserve Skipper | **Dave Kenefick**

A champion dinghy sailor and accomplished offshore Figaro sailor, Dave has emerged as a young talent with the passion, expertise and ability to Skipper the Team in the future.

# JOIN US FOR THIS EXTRAORDINARY ADVENTURE

For more information on the Vendée Globe Challenge  
Please contact the team or find us at [teamireland.ie](http://teamireland.ie)

**Gordon Ritchie**  
Commercial Director

+44 (0)7973 101 534  
[gordon.ritchie@teamireland.ie](mailto:gordon.ritchie@teamireland.ie)

**Neil O'Hagan**  
Engagement Director

+353 864 095 225  
[neil.ohagan@teamireland.ie](mailto:neil.ohagan@teamireland.ie)

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