



[ YOUR COMPANY ]  
SAILING VIDEO AWARD

# CELEBRATING THE WORLDS' BEST SAILING VIDEOS







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# OVERVIEW



The **Sailing Video Award** is the **world's premier video competition** dedicated to the sport of sailing. Unique in the world, this annual contest aims to recognise the best sailing videos produced each year and their authors. It is open to professional cameramen, directors, editors and TV production companies from all over the world, as well as to professional sailors who film their achievements whilst racing. The contest aims to celebrate high achievement in sailing imagery, filming, editing and story telling.

The **Sailing Video Award** has been founded in 2017 by MaxComm with the support of Swiss private bank Mirabaud, who are giving up their position as title partner in order to focus on the international sailing photo competition, the Mirabaud Yacht Racing Image award, also organised by MaxComm.





# PRIZE GIVING AND HOSPITALITY

The **Sailing Video Award prize giving** takes place during the **Yacht Racing Forum**, the leading annual conference for the business of sailing and yacht racing.

The **Forum** reassembles the **sports's key players** from all around the world in a prestigious venue (since 2008: Monaco, Lisbonne, Gothenburg, Barcelona, Geneva, Malta, Aarhus, Lorient, Bilbao and Portsmouth). The winners are invited to collect their prizes and are celebrated by the international sailing community.

[www.yachtracingforum.com](http://www.yachtracingforum.com)







# PRESS RELEASES

Press releases (event announcement, awards ceremony...) are distributed in English and French to our database comprising 10'000+ targeted contacts throughout the world.

The contest benefits from a sustained marketing campaign with our media partners, who publish all information related to the contests as well as promotional advertisements.



What is the best sailing video of the year?



The third edition of the Mirabaud Sailing Video Award competition is launched!

Film & video professionals, as well as sailors who record their achievements during races are invited to join the 2019 edition of the event and submit their best edit.

Last years' contest was won by Rob Dickinson, thanks to his [great video featuring team AkzoNobel](#) during the Volvo Ocean Race. Who will succeed him this year?

The winners will be announced and celebrated on 26 November at the Yacht Racing Forum in Bilbao (ESP).

The objective of the Mirabaud Sailing Video Award is to celebrate the best sailing videos produced each year, as well as their authors. The winners will be selected by an international jury according to the following criteria:



MIRABAUD SAILING  
VIDEO AWARD

Mirabaud Sailing Video Award - Les votes  
sont ouverts !

Quelle est la meilleure vidéo de voile produite cette année ? Le concours [Mirabaud Sailing Video Award](#) récompense ses réalisateurs. Le public est invité à voter dès aujourd'hui et jusqu'au 18 novembre [en ligne](#).



**Le 25 octobre 2019** - Le concours international Mirabaud Sailing Video Award invite le public à découvrir les meilleures vidéos de voile produites cette année, et à voter pour sélectionner la meilleure de la troisième édition du concours !

34 réalisateurs issus de 10 pays ont soumis une vidéo de leur choix. Ouvert aux réalisateurs professionnels, monteurs ou cameraman ainsi qu'aux régatiers professionnels, le Mirabaud Sailing Video Award vise à célébrer le sport et le travail fourni par les professionnels du métier.

Cette année, des vidéos impressionnantes d'Imoca, de la Classe Ultime, de Sail GP, d'Olympisme ou de Golden Globe Race ont notamment été envoyées. Des marins prestigieux, à l'image de Franck Cammas, Sam Davies, Jérémie Boyou ou encore Armel Le Cléac'h sont les acteurs de certains des vidéos soumis.

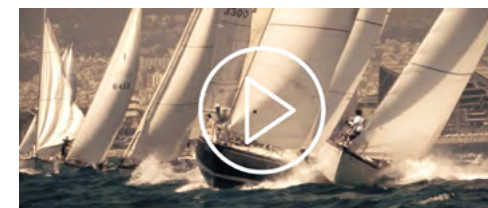
Les vainqueurs seront célébrés lors d'une cérémonie officielle à Bilbao (ESP), le 25



MIRABAUD SAILING  
VIDEO AWARD

Mirabaud Sailing Video Award- una  
celebración de la vela clásica

Gran éxito de la tercera edición del Premio Mirabaud Sailing Video Award en la que han concursado 34 videos producidos por directores profesionales provenientes de diez países y que resumen maravillosamente un año de vela rico y variado en todo el mundo. Manuel Llario (ESP) se lleva el premio principal otorgado por el jurado internacional, mientras que el también español José Cigarrán logra el premio del público. Ricardo Pinto (POR) gana el "premio especial".



© Manuel Llario

**Bilbao, 25 de noviembre 2019** – Resumir un año de vela gracias a los videos y honrar a los mejores directores y cámaras profesionales de todo el mundo es el objetivo del Mirabaud Sailing Video Award. Un fin que se ha alcanzado en la tercera edición del concurso, que ha reunido a 34 videos ilustrativos de la vela olímpica, la vela oceánica, la navegación en solitario o por equipos, sin olvidar a los veleros clásicos: el ADN de nuestro deporte y que está perfectamente representado.

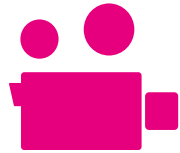
El premio principal ha sido seleccionado por un jurado compuesto por seis conocidos nombres del mundo de la vela : Nathalie Quéré, Nic Douglas, Elena Otekin, Nicolas Mirabaud, Nico Martinez y Nacho Gómez-Zarzuela.



# STATISTICS



[ YOUR COMPANY ]  
SAILING VIDEO AWARD



**40**  
Videos  
submitted (2020)



**17**  
Countries  
represented



**875'683**  
Pages viewed on  
the website



**59'000**  
Votes on  
the event website



# WEBSITE

www.sailingvideoaward.com

**121'091**  
SESSIONS

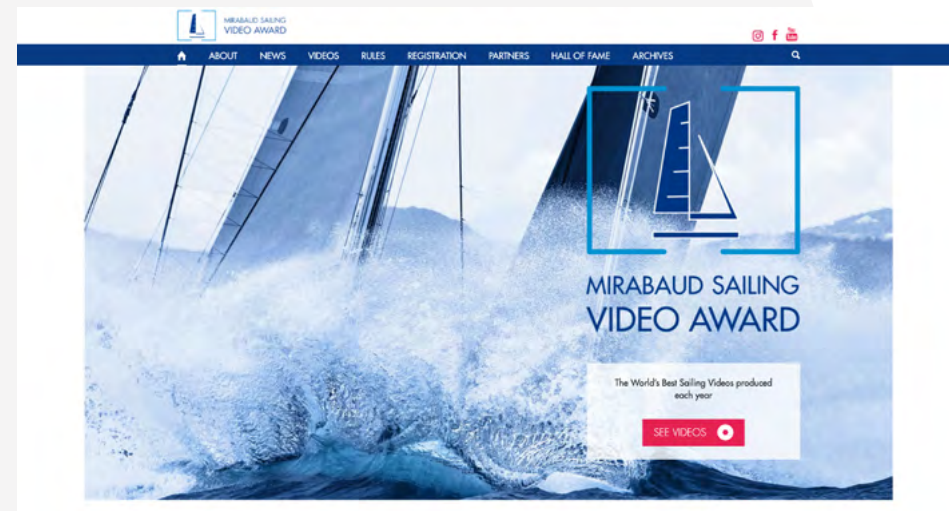
**96'537**  
VISITORS

**342'878**  
PAGES VIEWS

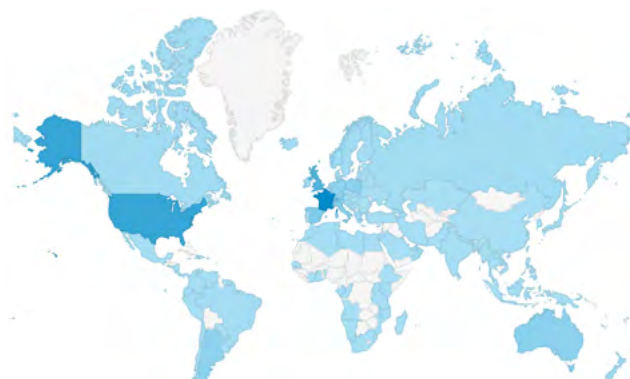
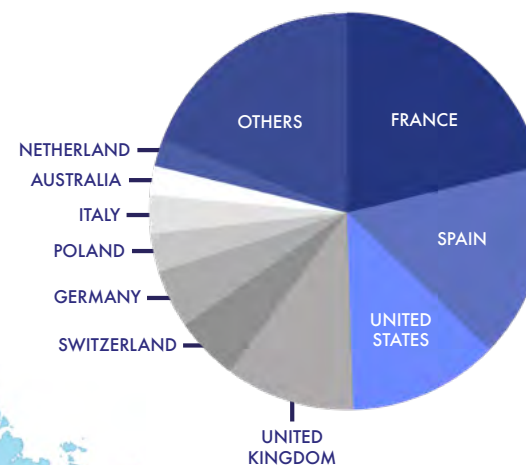
**1'51**  
AVERAGE LENGTH  
OF SESSIONS

**70,28 %**  
BOUNCE RATE

**9'459**  
SESSION  
RECORD  
Nov 12, 2020



## VISITS PER COUNTRY







## FACEBOOK

[www.facebook.com/sailingvideoaward](https://www.facebook.com/sailingvideoaward)

### TOTAL REACH

Number of people who have seen any content associated with the contest

**1'453'976**

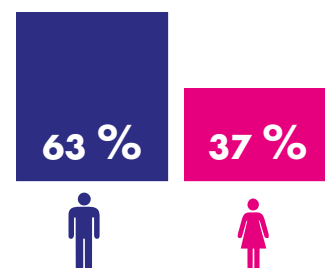
Taking video shares into account, **millions of people** have seen the videos submitted for the Sailing Video Award.



### TOTAL LIKES

**4'774**

### FACEBOOK PAGE FANS



### NUMBER OF POSTS

published in 2020

**83**

### NUMBER OF VIDEOS VIEWS

**435'735**

### TOTAL MINUTES VIEWED


**147'833**

## TOP FACEBOOK VIDEO POSTS

1

**Mirabaud Sailing Video Award**  
Publié par Bernard Schopfer · 28 septembre ·

**\*\*THE VOTES ARE OPEN\*\***  
Discover the world's best sailing videos produced in 2018 !  
Vote on [www.sailingvideoaward.com](http://www.sailingvideoaward.com) ... [Afficher la suite](#)



The world's best sailing videos produced in 2018  
00:46  
[www.sailingvideoaward.com](http://www.sailingvideoaward.com)

**Performances de votre publication**

**112 029** Personnes atteintes

**59 823** Vues de vidéos

**150** Réactions, commentaires et partages


Réaction	Sur la publication	Sur les partages
J'aime	104	76
J'adore	2	2
Haha	1	1
Wouah	5	4
Commentaires	1	0
Partages	37	37

**112 029** Personnes touchées  
**676** Interactions  
[Booster à nouveau](#)

2

**Mirabaud Sailing Video Award**  
Publié par Bernard Schopfer · 24 octobre 2017 ·

An interesting boat, showcased in this video produced by Patrick Guerne, from Studio 444, depicted by its author as « a new vision for the future: an inflatable rig. Revolutionary invention of a Flying Wing Designer. ». The product is called: IWS Inflated Wing Sails.



IWS Inflated Wing Sails  
01:40

**Plus de J'aime, de commentaires et de partages**  
En boostant cette publication, vous la montrerez à plus de monde.

**116 952** Personnes touchées  
**12 072** Interactions  
[Booster la publication](#)

**116 952** Personnes touchées  
**12 072** Interactions  
**123** Réactions  
**7** commentaires  
**438** partages

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### Mirabaud Sailing Video Award

Publié par Sophia Urban · 17 octobre 2019 ·

Early morning behind Belle-Ile, catching [Voile Banque Populaire IX](#) with an ARRI fixed under the Thierry Leygnac Helicopter. Magicals moments with lights, speed and emotions ! Operator : Franck ESCUDIER.

© BPCE - JAGUANUM

Votes open on Friday 25th : [www.sailingvideoaward.com](http://www.sailingvideoaward.com)



4

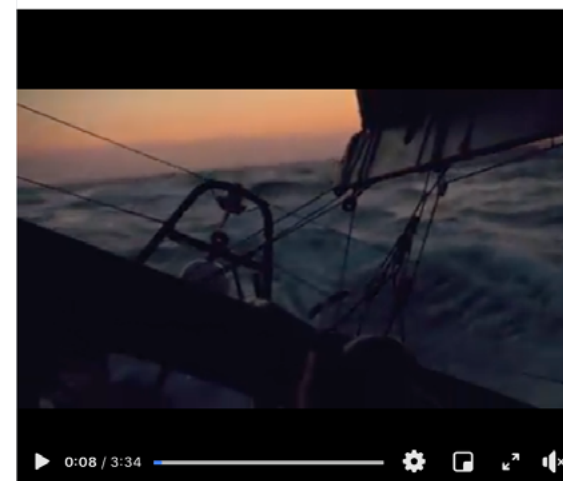


### Mirabaud Sailing Video Award

Publié par Sophia Urban · 23 novembre, 18:03 ·

And the winner is... Martin Keruzoré ([Air Vide et Eau productions](#)) and his beautiful video "Vues du Large" win the Mirabaud Sailing Video of the Century !

"Compiling this footage in three minutes was a complicated exercise that took me a long time, but I wanted to show another vision of offshore racing," says the winner, who summed up more than 200 days at sea as an onboard reporter. "I took advantage of the quarantine this spring to edit this video. The rules of this specia... [Afficher la suite](#)



3

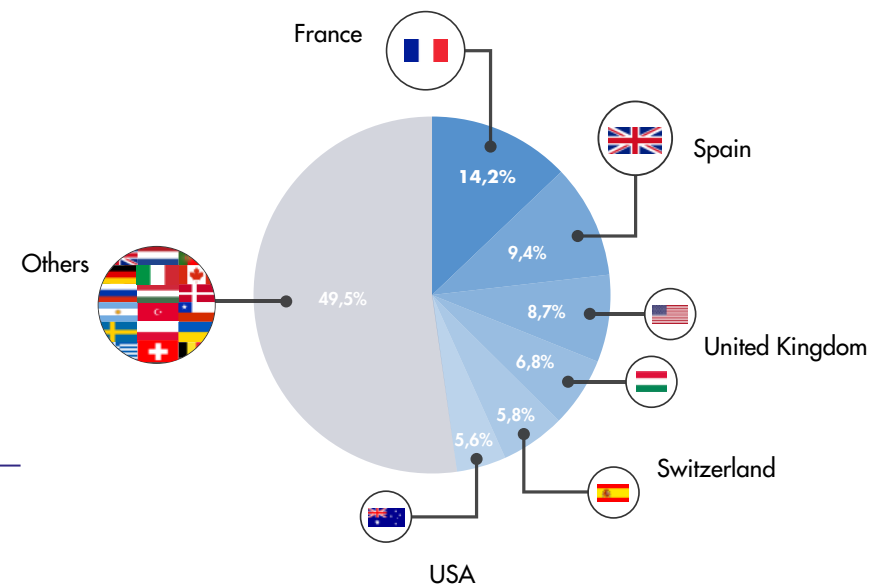


# INSTAGRAM

[www.instagram.com/mirabaudsailingvideoaward/](https://www.instagram.com/mirabaudsailingvideoaward/)  
Instagram account was open on January 2019



## INSTAGRAM PAGE DEMOGRAPHICS:



## NUMBER OF POSTS

75

## NUMBER OF STORIES

94

# MEDIA COVERAGE

The **Mirabaud Sailing Video Award** benefits from a good media coverage.

Some mainstream publications regularly cover our event, including CNN, Ouest France, Bild or La Gazzetta dello Sport. Most sailing media worldwide report about the event, whilst literally all online sailing publications cover the event, year after year.





# SPONSORSHIP STRUCTURE AND OPPORTUNITIES

The **Sailing Video Award** is supported by one title partner, up to three co-sponsors / official suppliers, as well as media partners

## **TITLE PARTNER**

The event's title partner is exclusive in its field. The title partner is visible on all the events' communication supports, as well as on all the videos submitted to the contest and spread virally on the social networks.

## **CO-SPONSORS AND OFFICIAL SUPPLIERS**

The event is open to three co-sponsors, in different and non-competing fields, who will be featured on all communication supports. See our detailed offer on page 16.

## **MEDIA PARTNERS**

The Sailing Video Award welcomes media partners from all over the world, on a non financial, « visibility exchange » basis. The media partnerships provide visibility to the event and its partners. The media partners undertake to publish at least one article announcing the events, and to announce the winners as soon as possible after the end of the contest.

# VALUE OF THE PARTNERSHIP

## OPTIONS AVAILABLE

(Note: the sponsorship packages are valid for one year but we highly recommend a minimum duration of three years with 15% annual discount)

### TITLE PARTNER – SAILING VIDEO AWARD (25,000 €)

#### ENTITLEMENT:

- Named: [your brand] Sailing Video Award
- Sponsorship category exclusivity

#### VISIBILITY:

- Partner's logo, company profile and link placement on the Sailing Video Award website
- Logo placement on all videos (intro & extro billboard)
- Logo placement on all press releases and newsletters
- Logo placement on Yacht Racing Forum's main backdrop
- Logo placement on Yacht Racing Forum's speaker lectern
- Logo added to the html invitation ticket to the event
- Logo placement on winners' certificates
- Logo placement on the Yacht Racing Forum event program
- Award partners are featured during the Yacht Racing Forum evening reception

#### MARKETING:

- Press release announcing partnership + social networks & website
- Partner's name in all post-event coverage
- Event promotion through our network of media partners
- Event promotion on online sailing media and social networks
- Interview with partner's CEO published on Sailing Video Award website and social media networks
- 1 full page advertisement in the Yacht Racing Forum event brochure

#### EVENT AND HOSPITALITY:

- Exhibition stand decorated at the partners' colors at the Yacht Racing Forum event with display of the videos on a TV screen.

Note: the co-sponsors will also be visible on the stand, to a lesser extent.

- 5 invitation passes to attend the Yacht Racing Forum
- 5 invitation passes to the Yacht Racing Forum evening reception and Sailing Video Award prize giving ceremony

#### BE PART OF THE INTERNATIONAL JURY:

- Partners' CEO or top-level management is included in the international jury every year

#### PRIZE GIVING:

- Opportunity to make a brief speech from the stage
- Opportunity to present the winner with the prize. (Prize money of 2 K is included with the possibility for the partner to increase the amount or to offer a branded gift to the winner)
- Partner's recognition during official speeches

#### ALLOWANCE TO USE THE VIDEOS:

- For internal use only: company website and social media, office decoration etc. The use of the images for commercial purposes, advertisement etc is not included in this partnership

Free access to photos and videos from the event



Note: The forum might take place online if the sanitary context requires, in which case some of the options will be substituted for the digital ones (e.g. virtual stand, digital brochure etc)

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## **CO-SPONSORS – SAILING VIDEO AWARD (7,000 €)**

### **ENTITLEMENT:**

- Named: co-sponsor of the Sailing Video Award
- Sponsorship sector exclusivity

### **VISIBILITY:**

- Partner's logo, company profile and link placement on the Sailing Video Award website
- Logo placement on all videos (extro billboard)
- Logo placement on all press releases and newsletters
- Logo placement on Yacht Racing Forum's main backdrop
- Logo placement on winners' certificates
- Award partners are featured during the Yacht Racing Forum evening reception

### **MARKETING:**

- Press release announcing partnership + social networks & website
- Partner's name in all post-event coverage
- Event promotion through our network of media partners
- Event promotion on online sailing media and social networks
- 1/2 page advertisement in the Yacht Racing Forum event brochure

### **EVENT AND HOSPITALITY:**

- Visibility on the exhibition stand at the Yacht Racing Forum with the display of the videos on a TV screen.
- 2 invitation passes to attend the Yacht Racing Forum
- 2 invitation passes to the Yacht Racing Forum evening reception and Sailing Video Award prize giving ceremony

### **BE PART OF THE INTERNATIONAL JURY:**

- Partners' CEO or top-level management is included in the international jury set every second year

### **PRIZE GIVING:**

- Opportunity to make a brief speech from the stage
- Opportunity to present gifts to the winners
- Partner's recognition during official speeches

### **ALLOWANCE TO USE THE VIDEOS:**

- For internal use only: company website and social media, office decoration etc. The use of the images for commercial purposes, advertisement etc is not included in this partnership

Free access to photos and videos from the event









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