

YOUR



TRANSAT
Jacques
VABRE

NORMANDIE - LE HAVRE

2023

WITH

PAMELA
LEE

&

TIPHAINE
RAGUENEAU





TRANSAT
Jacques
VABRE

NORMANDIE – LE HAVRE

CAP pour ELLES

POURQUOI?

COURIR POUR :



- **To inspire** future generations of women.
- **To promote role-models** and gender equality.
- **To increase women's participation** in sport at all levels.
- **To create** an impact **beyond sport.**



TRANSAT Jacques VABRE

NORMANDIE – LE HAVRE

KNOWN AS THE “THE COFFEE ROUTE”, THIS IS :
**LA TRANSAT
JACQUES VABRE.**

- **Double-handed** (2 crew per boat) with high media exposure, which has been held every 2 years, **for 30 years.**
- **Departure from Le Havre** in October 2023 after **10 days of Race Village** (activations, meetings, events), and **arrival in Fort de France**, approximately ten days later.
- **160 skippers** in the running for this mythical race, well known to the **French and International** public, 10 000 competitors on the online version (Virtual Regatta).
- Launch of the project Pamela Lee & Tiphaine Ragueneau, “Ripple Racing” : **Spring 2023.**



WHO ARE WE ?

RIPPLE RACING.

- **WHAT.** Ripple Racing is a young, **professional ocean racing team** that hosts the Transat Jacques Vabre 2023 project of **Pamela Lee & Tiphaine Ragueneau**.
- **MISSION.** Ocean Racing? Yes, but **with a purpose!** As there is still a gender imbalance, Ripple Racing is focused on promoting role models to **inspire future generations of female athletes**, gender equality, and increasing inclusion of women in the world of sport.
- **VISION.** In the long term, we aim to continue developing **ocean racing projects for men and women**, and to activate sport as a tool for positive social change.

Just as ripples spread when a single pebble falls in the water, the actions of individuals can have far-reaching effects.

The Dalai Lama



2020

- 3 World Records
- Nominated for Irish Sailor of the Year
- HerSport Team of the Year.
- Magenta Project Mentee

2021

- 1st line honors, Figaro3, The Rolex Fastnet Race
- 2nd in 'Around Italy'
- Member of the Team Leyton x Magenta

2022

- 1st in Class40, 3rd line honors, Around Ireland
- Mentor for Irish Sailing

2023

- Nominated for Irish Sailor of the year
- Member of the team 'Famous Project' for the Jules Verne Trophy 100% Female

THE SKIPPER: PAMELA LEE.



- **Irish by birth**, but 'Lorientaise' by adoption, since she chose to become a professional skipper. "Pam" discovered sailing through her father and became hooked on the adventure, competition, pleasure and opportunity to surpass herself, that the sport provided.
- She holds **3 Round Ireland World Records**: double-handed, female crew and outright under 40ft.
- She has been a **professional sailor for over 6 years** as a part of renowned teams.



LA CO-SKIPPER : **TIPHAINE RAGUENEAU.**



- **Veterinarian and high level sports woman for five years,** Tiphaine is a hard worker who won a bronze medal at the World Championships and is European Champion in J80.
- **Tiphaine grew up with the sea :** winter in Normandy, summer in the Arachon basin. It is through surfing and horse riding that her competitive spirit was forged.
- She lives in Port la Forêt and now races in **Figaro 3 and in Class40.**

2018

- Youth World Champion J80

2019

- French Champion J80
- 3rd, World Championships J80
- 2nd, Women's Match Racing, French Championship

2020

- 1st Women's Cup J80
- 1st French Cup J80

2022

- European Champion J80
- French Champion J80
- 3rd, Mixed Double-handed Worlds, Figaro 3

AN INTERNATIONAL TEAM:

CAP POUR ELLE SELECTION.

- **The Transat Jacques Vabre and the Région Normandy** selected us due to our passion, professional approach and international team.
- They provide us with training facilities, a financial grant and **privileged media exposure.**
- **Samantha Davis**, Skipper of “Initiatives Coeur”, will be the nautical godmother of the crew and will share her experience and expertise in order to facilitate our quick progression.

OUR BOAT : The Class40 “154”

Has already proven itself since 2017 :

- 1^{er} – Route du Rhum 2018
- 2^{ème} – Les Sables Horta 2019
- 2^{ème} – Fastnet Race 2019
- 4^{ème} – Malouine Lamotte 2021
- 6^{ème} – Transat Jacques Vabre 2021



06





It takes an accumulation of Role Models - concrete examples of what women and girls can do when given the opportunity - to change entrenched attitudes.

Dr Ansary, UN Women
Global Champion

WOMEN IN SPORT, THE FIGURES

WHY INCLUSION ?

80%

of girls feel that they have no place in sport.

40%

of women working in sport feel less valued than men in the workplace, due to their gender.

61%

of women believe that it is more difficult for women to reach senior manager level.

34%

of women have had their job performance judged by their sporting ability.

45%

of women do sport once a week compared to 65% of men.

35%

of women do not participate in sport because of their lack of confidence.

WOMEN AND SPORT, THE FIGURES

WOMEN IN SAILING.

- The World Sailing Trust **in 2019 surveyed** the discrimination faced by women in sailing
The figures prove that **it is time for change..**

80%

of female sailors feel that there is a lack of parity within the sport.

59%

of female sailors have already experienced discrimination on the basis of their gender.

71%

of female sailors aged 26 - 30 have already experienced discrimination.

- **FEMALE SKIPPERS IN 2022** : 7 out of 138 Skippers in the Route du Rhum 2022 (**4%**), 1 out of 48 Skippers in the Class40 Championship (**2%**).





AN EPIC JOURNEY, ACROSS AN OCEAN

10

SPORTING CHALLENGE.

- A double-handed, Transatlantic race filled with the world's best ocean racers. Our sailors, will take on this epic challenge of competition and human endurance for the first time.

2

sailors on each boat, a Skipper and a Co-Skipper

4350

nautical-miles, non-stop, in the longest of the ocean transatlantic races.

20

days at sea, or more. Without a break, racing neck and neck through-out.

7

complex navigational and tactical waters to negotiate. The English Channel, The Bay of Biscay, Cape Finistere, The Cape Verde Islands, The Doldrums and Diamont Rock.

SEASON PREPARATION.

SAILING

TRAINING & PREP – April, May, June 2023
[Lorient & Le Havre, France](#)

LES SABLES – HORTA – 27 juin 2023
[Les Sables d'Olonne, France](#) – [Horta, Azores](#)

HORTA – LES SABLES – 8 juillet 2023
[Horta, Açores](#) – [Les Sables d'Olonne, France](#)

TRAINING & PREP – July, August, Sept 2023
[Lorient & Le Havre, France](#)

TRANSAT JACQUES VABRE

START on 29 October 2023
[Le Havre >>> Martinique](#)

PUBLIC RELATIONS

BOAT LAUNCH – April 2023
[Lorient, France](#)

PRESS CONFERENCE – 26 September 2023
[Paris, France](#)

START RACE VILLAGE & BOAT CHRISTENING
– From 19 to 29 October 2023
[Le Havre, France](#)

ARRIVAL RACE VILLAGE
– Approx. 14 November 2023
[Martinique, France](#)



THE “OCEAN RACING” AUDIENCE

AN IMPORTANT, ENGAGED CSP+, AUDIENCE.

284 M+

enthusiasts follow sailing as a sport around the world.

71 M+

participating amateur sailors around the world.

1.3 M+

more spectators between the 2016 and 2020 editions of the Vendée Globe.

243 k+


press impressions during the 4 months of the Vendée Globe 2020

373 M+

of advertising revenue generated during the Vendée Globe 2020

- Full study on the CSP+ of the ocean racing audience here : <https://bit.ly/3ugN7Eh>





AUDIENCE FIGURES OF THE 2021 EDITION

THE TRANSAT JACQUES VABRE IN FIGURES.

- **450 000 visitors** at the start race village.
- **7 million viewers** of the race start through 53 broadcasters, covering 190 territories.
- **18 million page views** on the race website.
- **16 million views** across the race social media networks of the race.
- **300 000 boats took the the virtual start** of the race on the Virtual Regatta platform, and 70% managed to complete the race within 20 days.

6 REASONS TO JOIN US

MAKE A DIFFERENCE WITH OUR PROJECT.

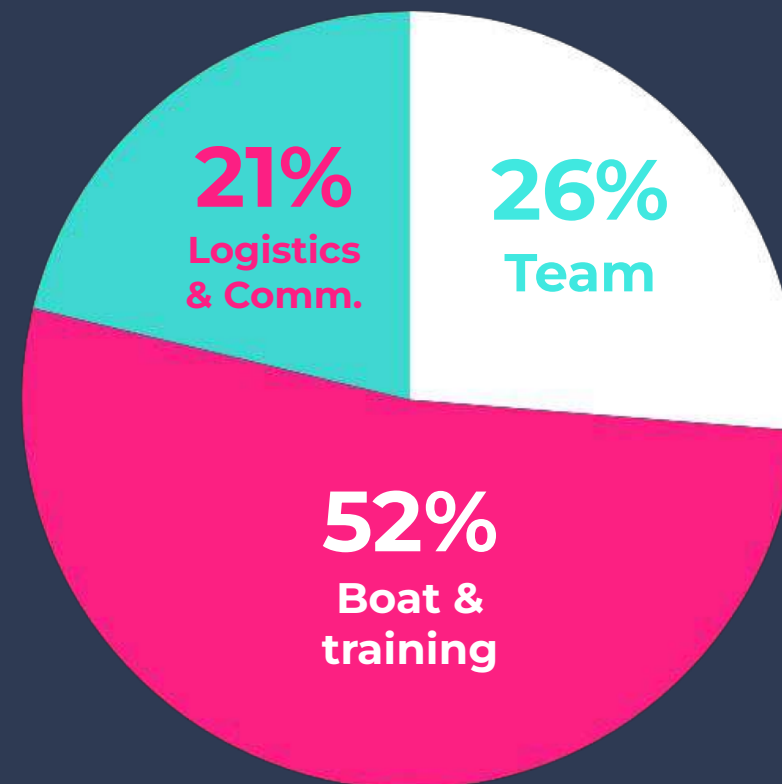
- **Relaunch and captivate**, your clients, your prospects and your partners via our exclusive partner club content.
- **Assert your brand** at international sporting events with high media coverage.
- Offer your team a collective adventure that brings them together, give your employees the opportunity **to experience intense excitement and emotions.**
- Invite your customers, prospects and teams, meet people and **sign deals.**
- Be associated with **a message that is committed and important** to society.





THE BUDGET = 250 000 € HT

OBJECTIVE.



TO JOIN US:

3 PARTNER OPPORTUNITIES.

TITLE PARTNER

110 000 €

MAJOR
PARTNER
1.

40 000 €

MAJOR
PARTNER
2.

40 000 €

MAJOR
PARTNER
3.

CAP
pour ELLES

CLUB PARTNER
20 000 €

16





JOIN OUR PROJECT, JOIN THE ADVENTURE :

TITLE PARTNER.

110 000 €

- **NAMING.** Our boat **bears the name of your brand**, which is present on the race entry, as well all media coverage.
- **BRANDING.** Your brand image covers 50% of our boat.
- **PR EXCURSIONS.** 4 sailing excursions or boat visits, with your VIPS onboard our boat, accompanied by our team.
- **VIP ACCESS.** 50% of the access badges to the pontoons for the boat christening event at the Race Village in Le Havre.
- **EXCLUSIVE CONTENT.** Captivate your network, your customers, your prospects and your employees with our content campaigns.



JOIN OUR PROJECT, JOIN THE ADVENTURE :

MAJOR PARTNER. 40 000 €

- **BRANDING.** Your logo is integrated into the total decoration of the boat, up to 15% of the surface is allocated.
- **PR EXCURSIONS.** 2 sailing excursions or boat visits, with your VIPS onboard our boat, accompanied by our team.
- **VIP ACCESS.** 15% of the access badges to the pontoons for the boat christening event at the Race Village in Le Havre.
- **EXCLUSIVE CONTENT.** Captivate your network, your customers, your prospects and your employees with our content campaigns.



JOIN OUR PROJECT, JOIN THE ADVENTURE :

19

CLUB PARTNER.

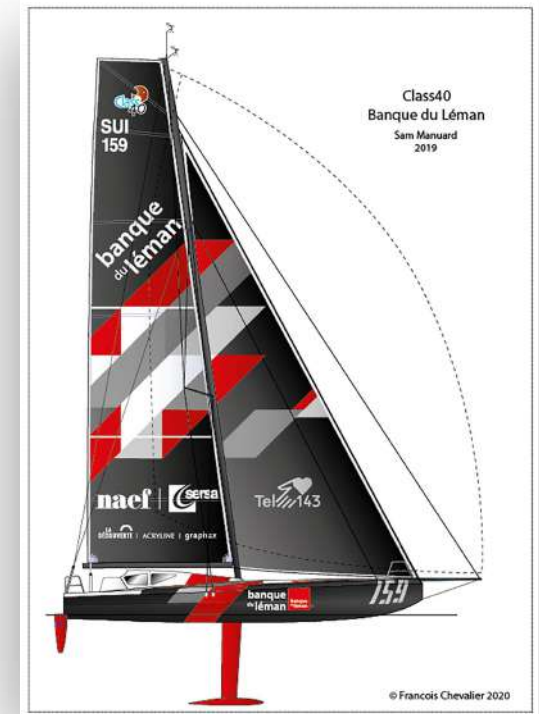
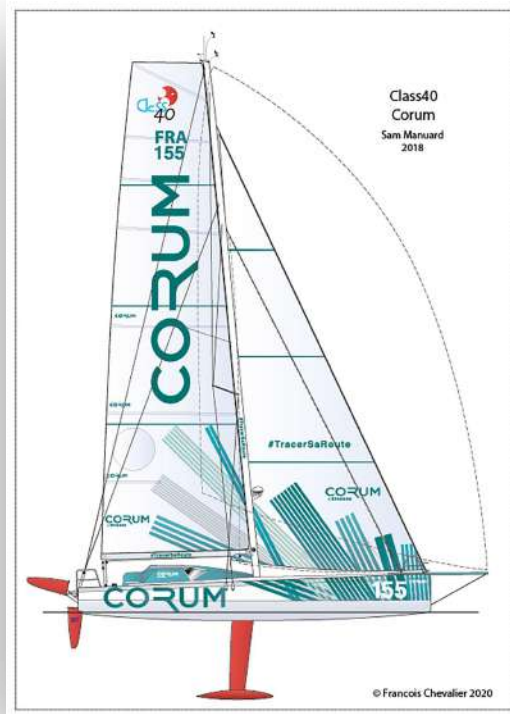
20 000 €

- **BRANDING.** Your logo is integrated into the cockpit and boom of our boat.
- **PR EXCURSIONS.** One sailing excursion or boat visit, with your VIPS onboard our boat, accompanied by our team
- **VIP ACCESS.** 5% of the access badges to the pontoons for the boat christening event at the Race Village in Le Havre.
- **EXCLUSIVE CONTENT.** Captivate your network, your customers, your prospects and your employees with our content campaigns.

EXAMPLES OF BRANDED BOATS.



EXAMPLES OF BRANDED BOATS.



NOTRE ÉQUIPE POUR VOUS ACCOMPAGNER.



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THANK YOU.