

TEAM RESILIENCE



VENDÉE GLOBE 2028

Driven by resilience, powered by innovation

Team Resilience is a unique human adventure

I would like to introduce you to Team Resilience, an ambitious project driven by my passion for innovation, adventure and ecological commitment. My goal is to participate in the Vendée Globe 2028, the most prestigious solo round-the-world race, and to make it a unique platform to promote strong values.

Why is Team Resilience an opportunity for you?

Exceptional global visibility:

- The Vendée Globe attracts an international audience of millions of spectators.
- Your brand would benefit from unique media exposure through TV broadcasts, social networks, and exclusive content produced during the race.

A project aligned with strong values:

- Innovation: As a skipper, I am committed to integrating advanced technological solutions on board to improve the performance and impact of the project.
- Sustainability: Team Resilience places the preservation of the oceans at the heart of its priorities, raising public awareness of the importance of responsible practices.
- Resilience: This project symbolizes surpassing oneself and the ability to take on challenges, values that we probably share with your company.

A tailor-made collaboration:

- Your involvement could include the presence of your logo on the boat (sails, hull), mentions in media activities, or the organization of joint campaigns highlighting your initiatives.

Join an exceptional adventure

By supporting Team Resilience, you become an actor in an inspiring human and technological story, while offering your brand visibility and global impact. You will find in the attached file all the details on partnership opportunities, the calendar of events, and the advantages that we can build together.

I would be delighted to talk with you to discuss collaboration possibilities and answer your questions.

With my sincere greetings,

Florian Rubeli

Skipper and leader of the Team Resilience project



PRESENTATION OF THE TEAM RESILIENCE PROJECT

- **Mission:** Sail solo around the world in the Vendée Globe 2028, with the aim of representing resilience and innovation.
- **Vision:** Inspire a wide audience by proving that any challenge can be met with determination and passion.
- **Objectives:**
 - - Main: Become a Finisher of the Vendée Globe 2028, an achievement in itself for a first commitment to this legendary race.
 - - **Additional ambition:** With rigorous preparation and solid support, aim for a place among the top 25 skippers, demonstrating that resilience and commitment can compete with the best.
- **Key figures for the Vendée Globe:** Legendary race followed by millions of fans. More than 15 nationalities represented, a global impact.
- **Media return estimated** at 300 million euros (globally).





THE SKIPPER: FLORIAN RUBELI

- **Background:** Adventurer (former musher for 15 years, then globetrotter having traveled the world backpacking for 5 years), now, VTC driver on the Côte d'Azur, DJ Producer, Filmmaker and DGAC Drone pilot
- **Inspirational story:** From coastal and virtual navigation (4th in the 2016-2017 virtual Vendée Globe). From VTC driver to an ambitious project for 2028.
- **Unique experience:** Former Musher from 1988 to 2003, I faced extreme environments, learned to manage a team in hostile conditions, and developed exceptional resilience. These skills are directly reflected in my preparation for the Vendée Globe.



Worths:

Resilience after a stroke in 2024, determination at 59, and commitment to the environment

WORTHS OF TEAM RESILIENCE

- **Innovation:** Team Resilience adopts advanced technologies (hydrogenerators, solar panels) for efficient and sustainable navigation.
- **Sustainability:** The project raises awareness about the preservation of the oceans and the fragility of ecosystems.
- **Resilience:** This adventure reflects the ability to overcome obstacles and innovate in the face of challenges.

AN INNOVATIVE TECHNICAL COMPONENT

In addition to traditional sponsorship opportunities, Team Resilience wants to offer a unique technical and scientific collaboration by allowing various structures to test and promote technologies on the IMOCA. This platform can accommodate:

- Sensors for data collection in extreme conditions.
- Innovative energy systems aligned with sustainability issues.
- Advanced solutions for optimizing maritime performance.



OPPORTUNITIES FOR OUR SUPPORTERS

- **Global visibility:**

- The Vendée Globe offers an international audience with:
 - **150 million viewers** via TV broadcasts.
 - **50 million engagements** on social networks.
 - **Massive media coverage** across more than 60 countries.
 - -Logo on the hull and sails of the IMOCA.
 - -Mention of SBM OFFSHORE in all communications (press, social networks, videos).
- **-Participation in qualifying events:** The boat will already wear the colors of SBM Offshore for flagship races such as the Route du Rhum 2026 and the Transat Jacques Vabre 2027, ensuring increased visibility well before the Vendée Globe.

Content creation:

- Video capsules on the skipper's daily life, promoting innovation and mobility.
- Partnership for exclusive content broadcast on the platforms of partner companies.

Internal commitment:

- Team building events around the project (navigation simulations, meetings).
 - Mobilization of employees and customers of sponsoring companies



BUDGET ET BESOINS

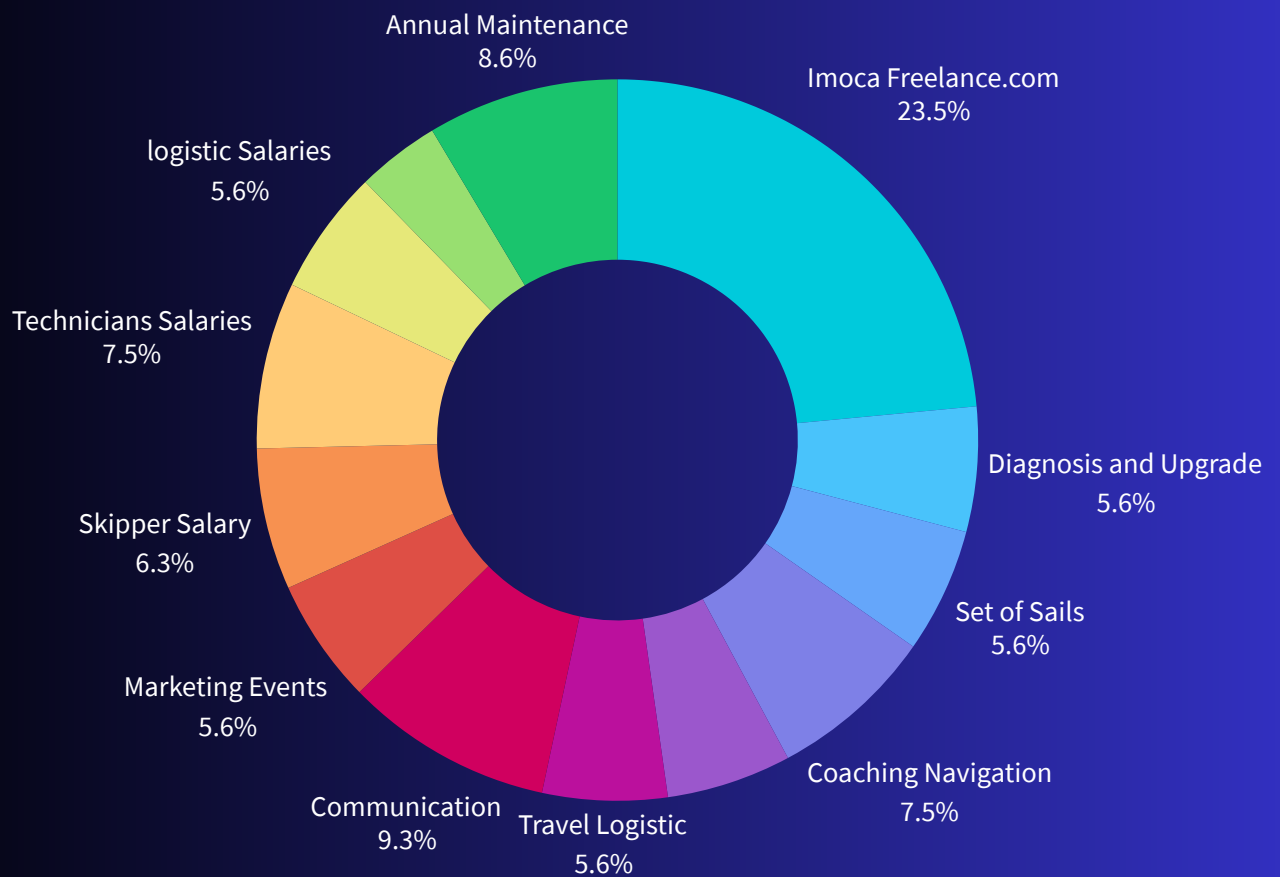
Poste de dépense	Description	Montant
Acquisition of IMOCA (Boat)	Purchase of IMOCA (currently Freelance.com)	630'000€
Preparation	Diagnosis and upgrade (hull, rigging)	150'000€
	New set of sails	150'000€
Training and practice	Coaching and navigation on IMOCA	200'000€
Qualifications	Participation in preparatory races	150'000€
Logistics and communication	Travel logistics (team, equipment)	150'000€
	Communication (content, videos, social networks)	250'000€
	Marketing and Sponsored Events	150'000€
Team salaries	Skipper Salary	170'000€
	Salaries of technicians, preparers	200'000€
	Salaries for logistics support	150'000€
Equipment and maintenance	Electronic and security systems (beacons, radars)	100'000€
	Annual maintenance	100'000€
Fund for the Unforeseen	Budget reserve (10% of the total excluding unforeseen events)	230'000€
TOTAL		2'780'000€

Total budget €2,780,000 spread over 4 years

Main Partner: 60% of the total budget (€1,668,000 million).

- Other partners: 40% spread over secondary sponsors.

BUDGET DISTRIBUTION



A solution of sharing the Main Sponsor is also possible.

In that case:

• First Main Partner: 40% of the total budget or €1,112,000

• Second Main Partner 40% or €1,112,000

• Other partners: 20% distributed among secondary sponsors

VISIBILITY PLAN AND ROI

- Main sponsor displayed on the hull and sails
- Secondary sponsors displayed on the secondary sails, boom, mast, in the cockpit and helm station
- Audience: Worldwide coverage of the race with 1.3 million fans on Vendée Globe social networks and millions of viewers.
- Media exposure: TV reports, articles, podcasts, Vlogs, Social networks
- Targeted advertising: Creation of campaigns associated with Uber on the theme of resilience and innovation.

CALENDRIER DU PROJET

Etape	Date
Project launch	January 2025
Acquisition of IMOCA	July 2025
Technical site	september 2025
Getting started, starting training	November 2025
Participation in the Route du Rhum	November 2026
Participation in the Transat Jacques Vabre	October 2027
Training and qualifications	2025-2027
Participation in the Vendée Globe 2028	November 2028



ANNEXE

Coordonnées

Team Résilience

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Team Resilience is committed to a proactive ecological approach:

- Use of renewable energy on board (hydrogenerators, solar panels).
- Optimization of routes to limit the carbon impact during team travel.
- Partnership with an environmental association to raise awareness about ocean preservation.

