

THE CHERBOURG CHANTEREYNE CUP

CHERBOURG NAUTING

Salon nautique et plaisance

Bateaux neufs et occasions, pêche, plongée, vêtements, glisse, accessoires.

Entrée 1,50 € / Gratuit -12 ans cherbourg-nauting.com

Restauration possible sur place

Une réalisation OCM Évènements

#4

NOMBREUSES ANIMATIONS & INITIATIONS

Course de CLASS40 sur 3 jours

17 > 19 avril 2015
Port Chantereyne



Mercedes-Benz
Carentan-Cherbourg-Granville

LA PRESSE
DE LA MANCHE



CLSYSTEM
Concepteur de sociétés



Atelier | cotentin
l'enseigne | gravure



CCI CHERBOURG
COTENTIN



Port Chantereyne
Cherbourg

REGION BASSE
NORMANDIE



LA CUC
Communauté Urbaine de Cherbourg



Celtic Link
YOUR FERRY COMPANY

Class 40 Yacht Racing

The Cherbourg Boat Show Organisation, in conjunction with the Cherbourg Yacht Club, Chantereyne Marina and City of Cherbourg, has arranged a special 3 day racing event for Class 40 Yachts. The races will take place on the 17th, 18th and 19th April 2015 as part of Cherbourg's Boat Show. Prize money of 2000 euros will go to the winning skipper.

Competing Class 40 Yachts will be given free pontoon allocation within the Chantereyne Marina. The marina is well suited for this event being deep water, sheltered, modern, accessible at all points of tide and weather conditions. It is also ideally located next to the main boat show area.

Race courses, support and logistics will be handled by Cherbourg Yacht Club personnel who have previous experience organising high level racing regattas.

Three routes have been defined but may be amended later according to the weather forecasts.

Day 1 – Local race on the East side of Cherbourg.

Day 2 – Off shore race around Aurigny island, the “Casquets” and back.

Day 3 – Local race on the West side of Cherbourg to Omonville and back

Registration fees: 300 Euros

Advantages:

- A 2000 Euros cheque will be awarded to the winner
- Accommodation and breakfast are offered by the organiser to all skippers who live over 50 kilometers away from the race
- Free pontoon allocation for the racing boats to stay
- A free clubhouse for all skippers with a bar, a restaurant area, Wi-Fi, TV...
- A special evening event on April 16th for the opening of the race and boat show

Emphasis of the Class 40 race

Great means to promote the event will be implemented. Thanks to the experience earned by the three previous Cherbourg-Nauting events, we will be able to display a great communication.

Communication of the Event

A Poster Campaign

A major poster campaign is planned within Cherbourg and across the Region.

For Cherbourg-Octeville:

- Two huge advertising posters (4mX3m)
- Two 8m² posters will be put on the "Clear-Chanel" advertising medium in town
- Flyers and smaller posters will be handed out in the (CUC) Communauté Urbaine de Cherbourg (meaning in Cherbourg-Octeville and surrounded towns)

The West Region and Manche Department:

- A3 advertising posters and flyers will be given out in tourist offices as well as in harbour master's offices from FECAMP to ROSCOFF
- Advertising posters will be displayed in the main marinas and towns of the Manche department.

Internet:

- A web site dedicated to the Boat show "the Nauting" will be running before the event in order to promote it. It will also include reports, pictures and other documents.
- Links to the event's partner's websites will be included.
- Our Facebook page and Twitter account will active passing on information about the boat show.
- We will also write and post an article on "Nautismeinfo.fr" website, as this website addresses to nautical professionals who would have registered to the newsletter first to then receive our article by email.
- This will happen before the event in order to present it and to invite professionals and amateurs. Later on, another article will be posted on "Nautismeinfo.fr" in order to make an assessment of the event.

The Press

The press is a media that is efficient and allows communication to a local targeted area.

- The CUC magazines (such as Convergences – 42 000 copies)
- The city of Cherbourg-Octeville magazines (23 000 copies)
- The Regional Council magazines (Reflets – 700 000 copies) as well as the General Council magazines (Manche-Mag – 220 200 copies) will allow us to inform the people of Cherbourg, of the Manche department and of the rest of the Western region.

We will work closely with the Presse de la Manche newspaper to target the North Cotentin area and with the Manche Libre newspaper to inform the rest of the department.

The Ouest France newspaper will also work with us to cover the areas of the South of the Manche department, the Calvados department and part of Brittany such as Rennes and its region.

We will also release articles in national nautical magazines such as “Voile Magazine, Argus du Bateau, Moteur Boat”, etc...

Promotion of the Cherbourg Boat event at the Paris Boat Show

We were at the PARIS BOAT SHOW to promote the “Cherbourg-Nauting” event.

This is important as Cherbourg is close to many big cities such as Deauville (2 hours), Paris (3 hours), Caen (1 hour), Rennes and Rouen (2 hours and 30 minutes).

The Radio

There will be radio advertising campaigns with frequent adverts and reports before the event and during the show. These adverts will be broadcasted on France Bleu radios of Basse-Normandie and Armorique, on Tendance Ouest radio and local ones too.

We are also working on a radio game on France Bleu and Tendance Ouest to win trips to Ireland.

Table Mats

We are making table mats with adverts of many restaurants and cafes in Cherbourg.

15 000 copies will be printed.

Television

A TV-report will be made during the Boat Show and then locally or even regionally broadcasted by France 3 Basse-Normandie and Normandy TV.

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