

— Extrasports —



LA
**SAINTE
LYON**

POUR AMATEURS ÉCLAIRÉS

from November 30 to December 2, 2018

— Partners file —



For light amateurs

02

We no longer present the SaintéLyon, the race of all superlatives. The oldest with 65 editions on the clock; the most atypical with its winter, nocturnal, luminous, urban and wild character at the same time; the most essential with its 17,000 runners in 2017 which make it the biggest French nature race in number of participants.

So many qualifiers that make the SaintéLyon the rendezvous cult of the end of the season for all runners. The race to do "at least once in a lifetime". In 2018, 17,000 runners from all the French departments and about 60 countries are expected on the various formulas offered.

At the heart of an exceptional arrival site, the prestigious Halle Tony Garnier, more than 120 exhibitors and nearly 40,000 visitors are expected in 2018.

*The Salon
du Trail Running
held 2 days before
the event, is already
a reference in the
world of running
and outdoor.*



Saintelyon, a mixed race (60% trail / 40% road)

03

7 formulas

SAINTÉLYON — 81 km — solo
starting: Parc Expos Saint-Étienne
23H30 on 01/12/18

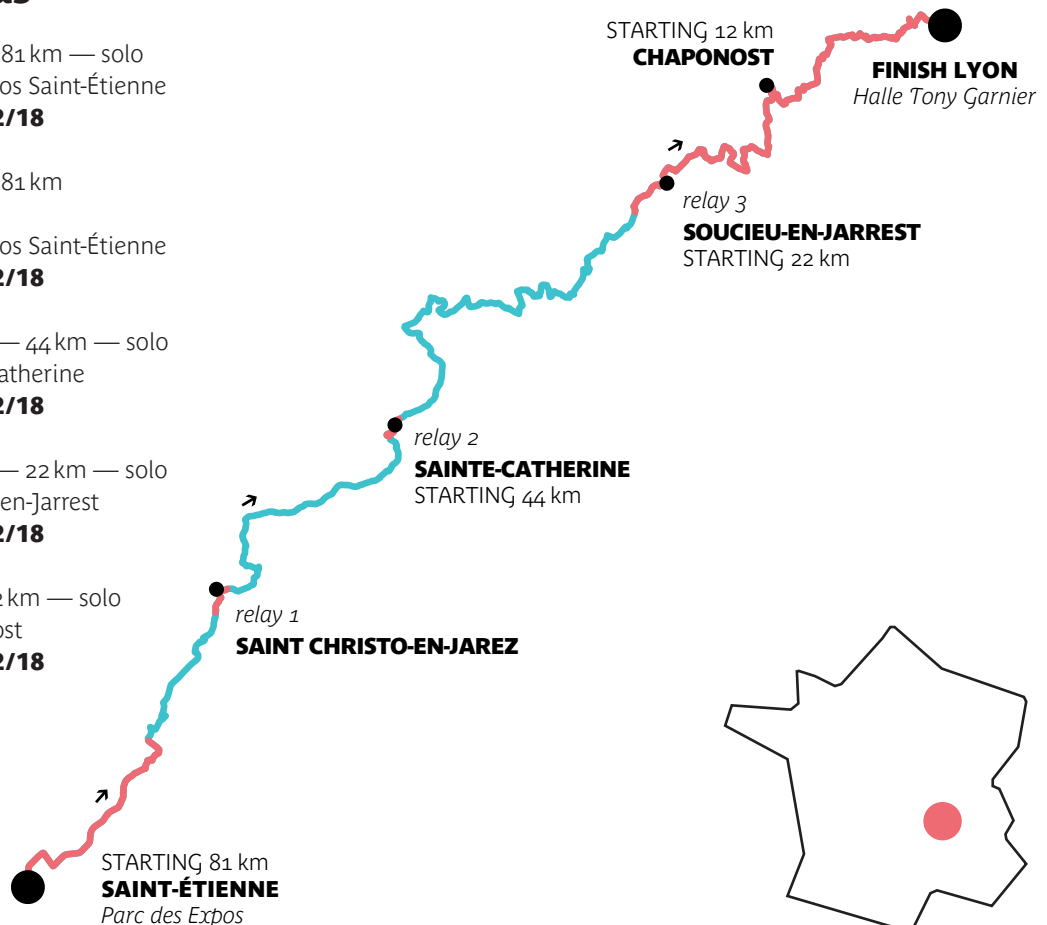
SAINTÉLYON — 81 km
RELAY 2, 3 or 4
starting: Parc Expos Saint-Étienne
23H30 on 01/12/18

SAINTEXPRESS — 44 km — solo
starting: Sainte-Catherine
23H00 on 01/12/18

SAINTÉSPRINT — 22 km — solo
starting: Soucieu-en-Jarrest
23H00 on 01/12/18

SAINTÉTIC — 12 km — solo
starting: Chaponost
22H30 on 01/12/18

.....
— paths
— roads





SaintÉlyon, key figures

04

17,000 participants

1st Trail Running Event in France

36 nationalities represented

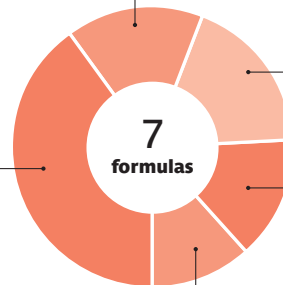
38 average age

77% men

23% women

2,500
81 km Relay
2, 3 or 4
SaintÉlyon in Relay

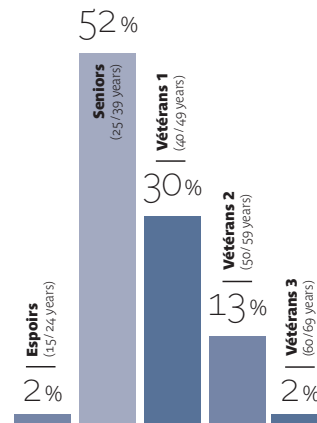
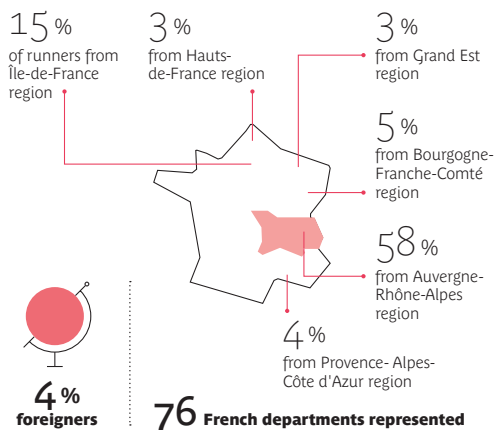
7,000
81 km solo
SaintÉlyon



3,000
44 km
SaintExpress

2,500
22 km
SaintÉlyon

2,000
12 km
SaintÉlyon







A few datas

05


800
VOLUNTEERS


77%
OF PARTICIPANTS
KNOW SAINTÉLYON BY
WORD OF MOUTH*

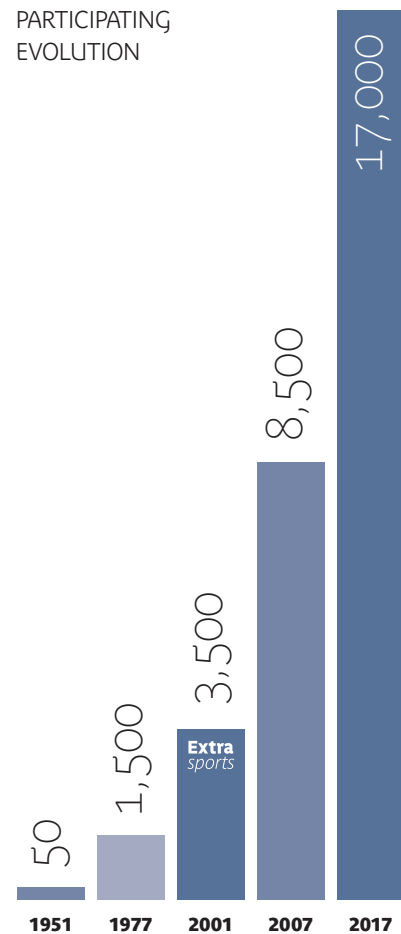

77%
NEW PARTICIPANTS
each year (2017/2016)


69%
OF PARTICIPANTS
ARE CSP + **


81%
OF THE PARTICIPANTS
PUT FORWARD THE
PERSONAL CHALLENGE
as the main motivation
to run the SaintéLyon*


94%
OF PARTICIPANTS
ARE SATISFIED
with the course
(interest, difficulty,
markup and
security)

PARTICIPATING
EVOLUTION



* Source: 2017 Participant Satisfaction Survey
 ** Professional / managerial occupations (42%); Intermediate occupations (19%); Craftsmen, tradesmen and entrepreneurs (8%)

arrival
of Extra Sports



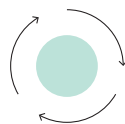
SaintéLyon, a concept and a unique image

06

SaintéLyon is the oldest and the largest french nature race. It links two metropolises to the historical rivalry, Lyon (69) & Saint-Étienne (42).



SaintéLyon is an event which, by its atypical winter and nocturnal configuration, differs from the vast majority of running events. With its history, this strong personality and the different formulas on offer, SaintéLyon has become the ultimate end of season event. This event develops true values of surpassing oneself, solidarity and sharing, while remaining accessible to the greatest number.

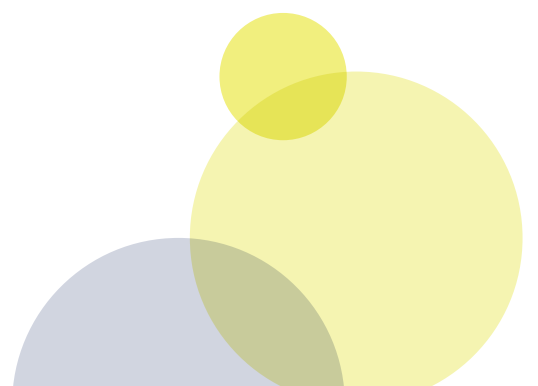


Like the world of natural running, the SaintéLyon conveys a virtuous image in environmental matters and sustainable development. Many actions, in collaboration with the Auvergne-Rhône-Alpes region, are put in place on the event: preventive communication, green brigade, eco-responsible cup system, organized waste sorting with dedicated team on all sites, "Green ballad" to clean the race...



The mixed nature of the event (60% of trails and 40% of road) allows to touch at the same time the universe of the Trail but also more widely Running.

Sometimes, the extreme conditions (night, cold, snow, mud...) of the event also create a gateway to the world of Outdoor and Mountain.





SaintéLyon, digital – key figures

07

Website

778,600

VISITS* including

432,300

UNIQUE VISITORS*

2,490,900

PAGES VIEWS*

 New website in 2018



* From 05/12/16 to 04/12/17

Newsletter



140,000
QUALIFIED CONTACTS



Social Média



30,000
FANS

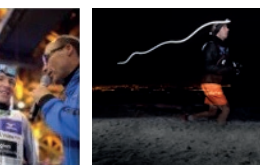
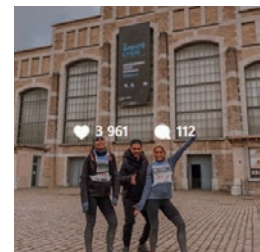
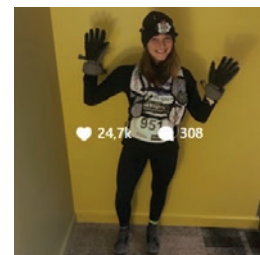
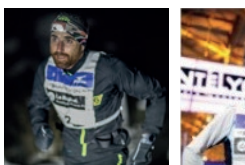
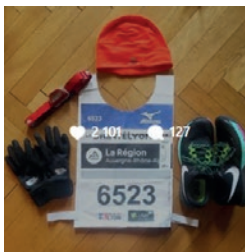


2,900
FOLLOWERS

1,650,000
REACH**

470,000
VIDEO VIEWS**

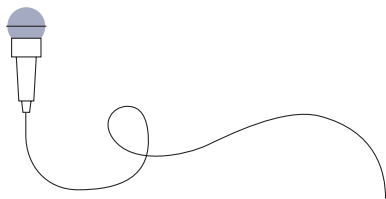
** From 29/11/17 to 05/12/17





SaintéLyon, media – key figures

08



80

ACCREDITED
JOURNALISTS/
MEDIA

€817,330

SPARE PURCHASE
EQUIVALENT*

9,720,000

CONTACTS GENERATED
by a media spin-off*

* Source: Kantar Media
SaintéLyon 2017 study

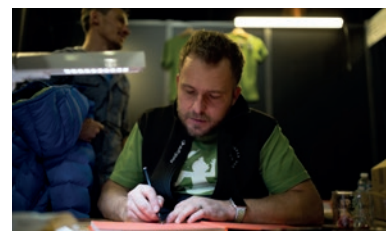




SaintéLyon, 2018 communication plan

09

Budget:
€100,000 HT



BEFORE EVENT

- Creation of the graphic charter and the visual of the event
- Transmission of 5 press releases and a press kit
- Distribution of 100 junior posters (120x176cm) on the network of Lyon JC Decaux
- Purchase of advertising space in magazines and specialized website
- Referencing and updating the website
- Community management on the facebook and Instagram pages of the event
- Send 4 SaintéLyon newsletters based on Extra Sports contact (140,000 qualified contacts) and 1 "Practical information" newsletter sent to all registrants

DURING THE EVENT

- Management of press relations and animation of accredited journalists
- Invitation and participation of influencers, ambassadors...
- Distribution of 17,000 participating envelopes (bib, roadbook...)
- Setting up banners and banner flags in the departure areas and arrival
- Salon, hospitality and animations (speaker, conferences, music)



AFTER THE EVENT

- Photos transmission to the press and partners
- Dissemination of results and photos on the website
- Reportage in the specialized press and the local press
- Radio interviews and TV reports





Le Salon du Trail Running, key figures

11


4th EDITION



1 EXCEPTIONAL PLACE:
the Halle Tony Garnier

4,000 m²
DEDICATED


2 DAYS
of exposure


40,000
VISITORS
(open to all,
free access)

*Nov. 30
from 12 am
to 8 pm &
Dec. 1st 2018
from 9 am
to 7 pm*


120
EXHIBITORS:

- 80 BRANDS
(Equipment suppliers,
Accessories, Services,
Dietetics, Care)
- 40 ASSOCIATIONS
& COMMUNITIES
(Race Organizers,
Territories, Stations)



Le Salon du Trail Running, an opportunity for brands and associations

Participants seek to complete their equipment for the event and to benefit from advice.

Visitors are looking for novelties and opportunities for Christmas shopping or pre-season shopping (upstream of winter sales).

Visitors are sensitive to the discovery of new events or territories.



84%

OF THE EXHIBITORS are satisfied with the listening and the receptivity of the visitors*

76%

OF EXHIBITORS are satisfied with the business conducted at the Salon du Trail Running*



+ de 50%

OF PARTICIPANTS made a purchase at the Salon du Trail Running in 2017**

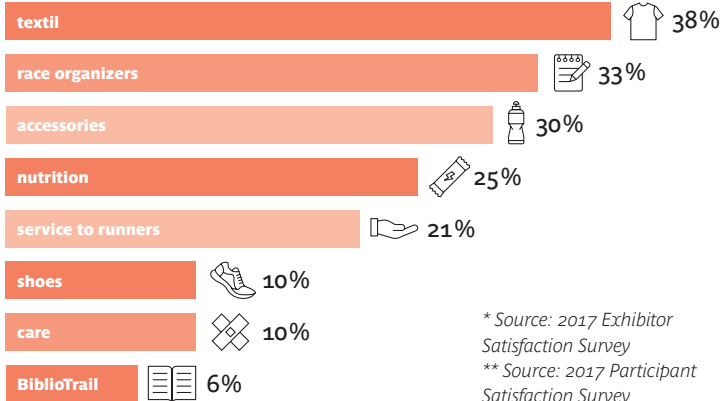
+ de 15%

OF PARTICIPANTS made a purchase ≥ 50 euros**

38.7 EUROS

of average basket**

PRODUCTS OR SERVICES THAT HAVE BEEN USEFUL TO PARTICIPANTS**



* Source: 2017 Exhibitor Satisfaction Survey
 ** Source: 2017 Participant Satisfaction Survey



Le Salon du Trail Running, an exceptional site: the Halle Tony Garnier

13

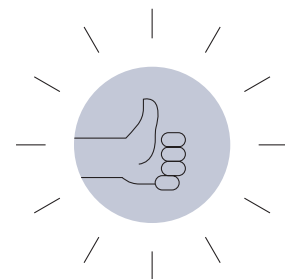
The Halle Tony Garnier of Lyon and its 17,000 m² offer an exceptional quality of welcome for visitors, partners and exhibitors:

- A prestigious site in the heart of the city, easily accessible by public transport (metro, tramway, bus) and by car (near the motorway, underground parking)

- Building closed, heated and secure with a uniform surface and an easily passable unloading area

- 800 m² dedicated exhibitor / press area ideal for catering and your BtoB appointments

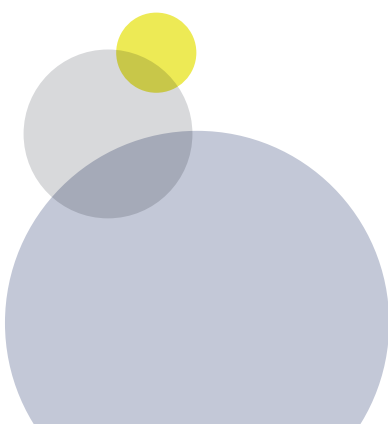
The main aisle, reserved for partners and equipment manufacturers, has a double pass, round trip, for all visitors.



96 %
OF EXHIBITORS
are satisfied with
their location*

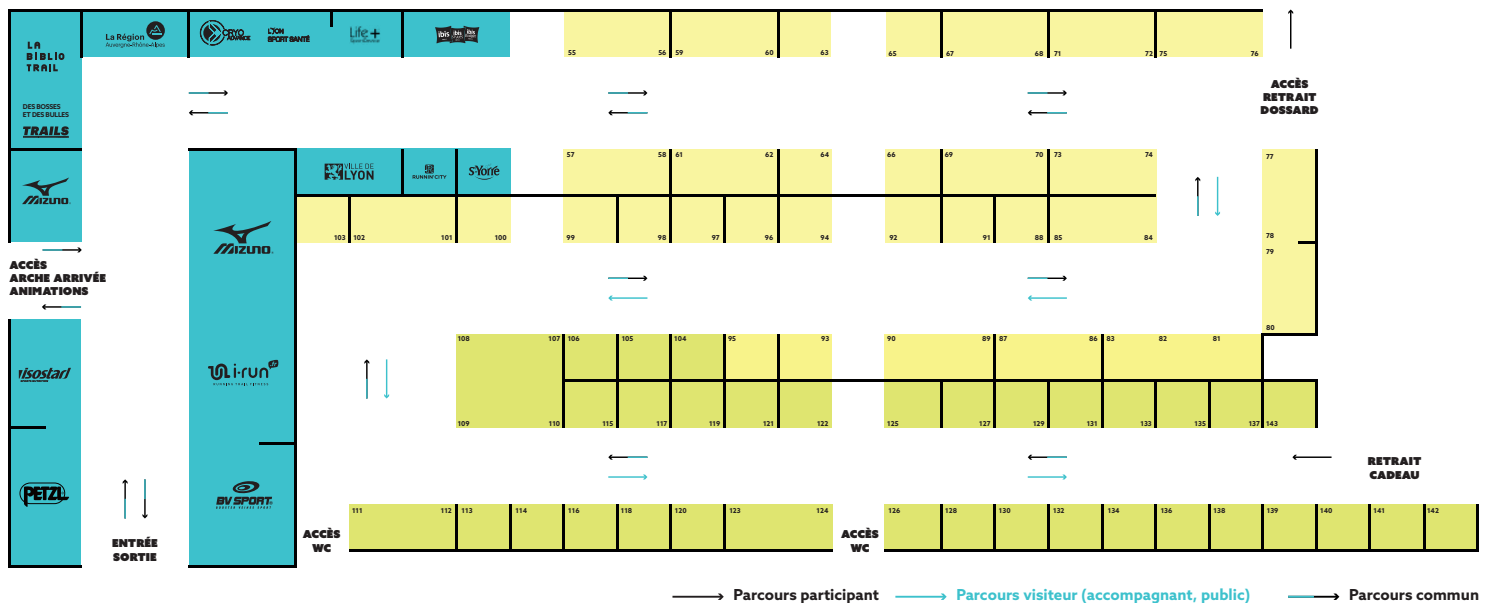
100 %
OF EXHIBITORS
are satisfied with
the Salon du Trail
Running homepage*

* Source: 2017 Exhibitor Satisfaction Survey



SALON DU TRAIL-RUNNING 2017

Halle Tony Garnier — Lyon



→ Parcours participant → Parcours visiteur (accompagnant, public) → Parcours commun

PARTENAIRES

1 à 3	PETZL
4 à 9	BV SPORT
10 à 12	ISOSTAR
13 à 18	I-RUN.FR
19 à 30	MIZUNO
31	TRAILS ENDURANCE MAG
32	DES BOSSSES ET DES BULLES
33 à 43	LA BIBLIOTRAIL
44-45	RÉGION AUVERGNE-RHÔNE-ALPES
46	CRYOADVANCE
47	LYON SPORT SANTE
48	LIFE+ SPORTDEVICE
49-50	VILLE DE LYON
51-52	IBIS
53	RUNNIN'CITY
54	ST-YORRE

ÉQUIPEMENTIERS • ACCESSOIRES • SERVICES • DIÉTÉTIQUE • SOINS

55	CRAFT
56	SALMING
57-58	NIKE
59-60	CIMALP
61-62	LI-NING
63	DOUZALEUR
64	TOMTOM

65	LA CHAUSSETTE DE FRANCE
66	KIWAMI TRAIL INNOVATION
67-68	KARI TRAA
69-70	KALENJI
71-72	UGLOW
73-74	RAIDLIGHT
75	SIGVARIS SPORTS
76	SUPRABEAM
77-78	HOKA ONE ONE
79	ON RUNNING
80	OVERSTIM.S
81	ODLO
82	NATHAN SPORTS
83	MELTONIC
84-85	EPITACT SPORT
86	EZYSHOES
87	FITLETIC
88	NATURAL PEAK
89-90	POWERBAR
91	COMPTOIR DES BORNES
92	OXSITIS
93	GU ENERGY
94	TAPING STORE
95	NUTONIC
96	ERGYSPORT
97	RUNCOLLECT
98	YOUTHDRINK
99	BIERES GEORGES
100	EST IMPRIM
101-102	NJUKO
103	DOTVISION

ORGANISATEURS DE COURSES • TERRITOIRES • STATIONS

104	ULTRA MARIN RAID GOLFE DU MORBIHAN
105	ÉCOTRAIL PARIS
106	ÉCOTRAIL FLORENCE – FIRENZE URBAN TRAIL
107 à 110	JURA TOURISME
111-112	TRAIL DES FORTS DE BESANÇON – GRAND TRAIL DU SAINT-JACQUES – ARDÉCHOIS TRAIL
113	ULTRA TRAIL CÔTE D'OR
114	O'XYRACE
115	ULTRA 01 XT EXPERIENCE
116	TRAIL DES ALLOBROGES
117	LES PORTES DU SOLEIL
118	6000D
119	LES 2 ALPES SNOW RUNNING CHALLENGE
120	TRAIL NIVOLET REWARD
121	RÉSEAU DES STATIONS DE TRAIL
122	UT4M
123-124	TRAIL DES PASSERELLES DU MONTEYNARD

125	LES DRAYES DU VERCORS
126	CAPRI RAID
127	LA FOULÉE DES MONTS D'OR – EKIDEN DE LYON
128	TRAIL DES COURSIÈRES
129	SANG POUR SANG SPORT
130	VOLVIC VOLCANIQUE EXPERIENCE
131	CORRÈZE DESTINATION TRAILS
132	GRAND RAID DES PYRÉNÉES
133	TRANS AUBRAC
134	LOZÈRE TRAIL
135	FESTA TRAIL PIC SAINT LOUP
136	TRAIL DE HAUTE PROVENCE
137	SERRE CHEVALIER SNOW TRAIL
138	AZUR RUNNING TOUR
139	RESTONICA TRAIL
140	COUREURS SANS FRONTIÈRES
141	MONTREUX TRAIL FESTIVAL
142	LE PAIN DU MONTAGNARD



saintelyon

LA SAINTÉ LYON
POUR AMATEURS ÉCLAIRÉS



Enter the partner club of Saintélyon!

15

Select your level of partnership

Title Partner
Financial endowment:
€120,000 HT
Material endowment:
€60,000 HT*

* Valuation of endowment products (eg food, podium gift, equipment participant/staff...) and/or service delivery (eg animation, technical assistance, vehicle loan...)

Counterparties

- The right to use the title of "Title Partner of Saintélyon" in your communication
- Integration of your brand/logo in the naming of the event
- Adaptation of the graphic charter of the event (visual, logo, color, website, etc.) to your graphic charter
- Association of your company with the communication strategy of the event

PRESS

- your logo (naming) on all press media of the event: commercial/press kit
- a page in the press kit of the event
- a partnership announcement press release in year 1

PRINT

- your logo (naming) on all media print event: poster/flyer/brochure/diploma/roadbook/background/bib (naming)
- a page in the event roadbook

DIGITAL

- your logo (naming) on the digital media of the event: newsletters/website/live tracking/results page
- a visual on the background of the registration page ("inscription background") for two times seven days
- a carousel (1,920x720 px) for three times seven days
- an advertising banner (300x250 px) frequency 3X on the website of the event
- six ads/shares on the event's Facebook page
- three announcements in the newsletters of the event and your dedicated newsletter

PUBLIC RELATIONS

- your private online space for an easier registration of your guests
- your participation in the "Challenge Entreprises"
- 160 invitations (bibs) to animate a competition and /or to make benefit your employees
- your 100m² hospitality area in the departure or arrival area on the day of the event
- a pack of photographs***** transmitted after the event

GROUND

- your logo on the giant screen commercial (3X frequency)
- your logo on the Saintélyon arches, banners and banners in the start/finish area (rank 1)
- your arch, banners and pennants in a supply zone (rank 1)
- an exhibition space of 200m² in the partner zone of the Salon de l'Event
- your participation in the prize presentation protocol with optional speaking



Enter the partner club of Saintélyon!

16

Select your level of partnership

Main Partner

*Financial
endowment:*

€60,000 HT

*Material
endowment:*

€30,000 HT*

* Valuation of endowment products (eg food, podium gift, equipment participant/staff...) and/or service delivery (eg animation, technical assistance, vehicle loan...)

Counterparties

- The right to use the title of "Main Partner of Saintélyon" in your communication

PRESS

- your logo (size 1) on all media event press: advertisement /press kit
- half a page in the press kit of the event
- a press release announcing the partnership in year 1

PRINT

- your logo (size 1) on all print media of the event: poster/flyer/brochure/diploma/roadbook/backdrop/bib (upper banner)
- a page in the event roadbook

DIGITAL

- your logo on the digital media of the event: newsletters/website/live tracking/results page
- a visual on the background of the registration page ("background inscription") for seven days
- a carousel (1,920x720 px) for two times seven days
- an advertising banner (300x250 px) 3X frequency on the website of the event
- four ads /shares on the event's Facebook page
- two announcements in the newsletter of the event + 1 specific newsletter of the partner

PUBLIC RELATIONS

- your private online space for an easier registration of your guests
- your participation in the "Challenge Entreprises"
- 80 invitations (bibs) to animate a quiz and / or to benefit your employees
- your 50m² hospitality area in the departure or arrival area on the day of the event
- a photo pack transmitted after the event****

GROUND

- your logo on the giant screen commercial (3X frequency)
- your logo on the Saintélyon arches, your banners and your banners in the zone of departure/arrival (rank 2)
- your arch, banners and pennants in a supply zone (rank 2)
- an exhibition space of 100m² in the partner zone of the Salon de l'Event
- your participation in the prize presentation protocol with optional speaking



Enter the partner club of Saintélyon!

17

Select your level of partnership

Official Partner

*Financial
endowment:
€30,000 HT
Material
endowment:
€15,000 HT**

* Valuation of endowment
products (eg food, podium gift,
equipment participant/staff...)
and/or service delivery
(eg animation, technical
assistance, vehicle loan...)

Counterparties

- The right to use the title of "Official Partner of Saintélyon" in your communication

PRESS

- your logo (size 2) on all media event press: advertisement /press kit
- half a page in the press kit of the event

PRINT

- your logo (size 2) on all print media of the event: poster/flyer/brochure/ diploma/roadbook/backdrop/bib (upper banner)
- a half page in the event roadbook

DIGITAL

- your logo on the digital media of the event: newsletters/website/ live tracking /results page
- a carousel (1,920x720px) for two times seven days
- an advertising banner (300x250px) 2X frequency on the website of the event
- two ads/shares on the event's Facebook page
- two announcements in the newsletter of the event

PUBLIC RELATIONS

- your private online space for an easier registration of your guests
- your participation in the "Challenge Entreprises"
- 40 invitations (bibs) to animate a quiz and /or to benefit your employees
- your 25m² hospitality area in the departure or arrival area on the day of the event
- a photo pack transmitted after the event***

GROUND

- your logo on the giant screen commercial (2X frequency)
- your logo on the Saintélyon arches, your banners and your banners in the zone of departure / arrival (rank 3)
- your arch, banners and pennants in a supply zone (rank 3)
- an exhibition space of 50m² in the partner zone
- your participation in the prize presentation protocol with optional speaking



Enter the partner club of Saintélyon!

18

Select your level of partnership

Official Supplier

*Financial
endowment:
€12,000 HT
Material
endowment:
€6,000 HT**

* Valuation of endowment
products (eg food, podium gift,
equipment participant/staff...)
and/or service delivery
(eg animation, technical
assistance, vehicle loan...)

Counterparties

- The right to use the title of “Official Supplier of SaintéLyon” in your communication

PRESS

- your logo (size 3) on all media event press: advertisement /press kit
- 1/8 page in the press kit of the event

PRINT

- your logo (size 3) on all print media of the event: poster/flyer/brochure/ diploma/roadbook/backdrop/bib (upper banner)
- a quart of page in the event roadbook

DIGITAL

- your logo on the digital media of the event: newsletters/website/ live tracking/results page
- an advertising banner (300x250px) 1X frequency on the website of the event
- one ads /shares on the event's Facebook page
- one announcements in the newsletter of the event

PUBLIC RELATIONS

- your private online space for an easier registration of your guests
- your participation in the “Challenge Entreprises”
- 16 invitations (bibs) to animate a quiz and / or to benefit your employees
- a photo pack transmitted after the event**

GROUND

- your logo on the giant screen commercial (1X frequency)
- your banners and banners in the start / finish area (rank 4)
- an exhibition area of 25m² in the partner zone of the Salon de l'Event



Enter the partner club of Saintélyon!

19

Select your level of partnership

Official Supporter

*Financial
endowment:*

€5,000 HT

*Material
endowment:*

€2,500 HT*

* Valuation of endowment
products (eg food, podium gift,
equipment participant/staff...)
and/or service delivery
(eg animation, technical
assistance, vehicle loan...)

Counterparties

- The right to use the title of "Official Supporter of Saintélyon" in your communication

DIGITAL

- your logo on the digital media of the event: newsletters/website
- one ads /shares on the event's Facebook page

PUBLIC RELATIONS

- your private online space for an easier registration of your guests
- your participation in the "Challenge Entreprises"
- 6 invitations (bibs) to animate a quiz and / or to benefit your employees
- a photo pack transmitted after the event*

GROUND

- your banners and banners in the start / finish area (rank 5)
- an exhibition area of 12 m² in the partner zone



Visibility grid

20

Select your level of partnership and enter the club partners of the SaintéLyon 2018!

Grille de visibilité	SUPPORTER OFFICIEL	FOURNISSEUR OFFICIEL	PARTENAIRE OFFICIEL	PARTENAIRE PRINCIPAL	PARTENAIRE TITRE	
PRESSE	Annonce	-	Logo	Logo	Logo	Naming
	Dossier de presse	-	Logo + 1 annonce (1/8 page)	Logo + 1 annonce (1/4 page)	Logo + 1 annonce (1/2 page)	Naming + 1 annonce (1 page)
PRINT	Affiche / Plaquette / Flyer / Diplôme	-	Logo	Logo	Logo	Naming
	Roadbook	-	Logo + 1 annonce (1/4 page)	Logo + 1 annonce (1/2 page)	Logo + 1 annonce (1 page)	Logo + 1 annonce (1 page)
	Dossard	-	-	Logo bandeau inférieur	Logo bandeau supérieur	Naming
DIGITAL	Site internet	Logo	Logo + Bannière pub (1X)	Logo + Bannière pub (2X) + Carrousel (7 j.)	Logo + Bannière pub (3X) + Carrousel (2 x 7 j.) + Background inscription (7 j.)	Naming + Bannière pub (3X) + Carrousel (3 x 7 j.) + Background inscription (2 x 7 j.)
	Page Facebook	1 annonce	1 annonce	2 annonces	4 annonces	6 annonces
	Newsletter	Logo	Logo + 1 annonce	Logo + 2 annonce	Logo + 2 annonces + Newsletter partenaire	Naming + 3 annonces + Newsletter partenaire
	Suivi live / Résultats	-	Logo	Logo	Logo	Logo
RELATIONS PUBLIQUES	Invitations	6	16	40	80	160
	Hospitalité	-	-	Espace privatif 25 m ²	Espace privatif 50 m ²	Espace privatif 100 m ²
	Pack Photographies	★	★★	★★★	★★★★	★★★★★
TERRAIN	Zone Partenaires Village expo	Espace 12 m ²	Espace 25 m ²	Espace 50 m ²	Espace 100 m ²	Espace 200 m ²
	Zone site d'accueil	-	Logo + Spot publicitaire écran géant (1X)	Logo + Spot publicitaire écran géant (2X) + Banderoles (Rang 3)	Logo + Spot publicitaire écran géant (3X) + Banderoles (Rang 2)	Logo + Spot publicitaire écran géant (3X) + Banderoles (Rang 1)
	Zone Départ & Arrivée	Banderoles + Oriflammes (Rang 5)	Banderoles + Oriflammes (Rang 4)	Banderoles + Oriflammes (Rang 3)	Arche + Banderoles + Oriflammes (Rang 2)	Arche + Banderoles + Oriflammes (Rang 1)
	Zone Ravitaillement	-	-	Arche + Banderoles + Oriflammes (Rang 3)	Arche + Banderoles + Oriflammes (Rang 2)	Arche + Banderoles + Oriflammes (Rang 1)
Dotation financière en € HT >	5 000 €	12 000 €	30 000 €	60 000 €	120 000 €	
Dotation matérielle valeur en € HT >	2 500 €	6 000 €	15 000 €	30 000 €	60 000 €	



The partners of Saintélyon 2017

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TITLE PARTNERS



MAIN PARTNERS



OFFICIAL SUPPLIER



MEDIAS PARTNERS



OFFICIAL SUPPORTERS



SOLIDARITY PARTNER



ORGANIZER



COORDINATOR





LA SAINTÉ LYON

POUR AMATEURS ÉCLAIRÉS

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