



LA
SAINTE
LYON

POUR AMATEURS ÉCLAIRÉS

from November 29 & 30 to December 1st, 2019

— Partner file —



For enlightened amateurs

02

We no longer present the SaintéLyon, the race of all superlatives. The oldest with 66 editions on the clock; the most atypical with its winter, nocturnal, luminous, urban and wild spirit at the same time; the most unmissable with its 17,000 runners in 2018 which make it the biggest French nature race in number of runners.

So many qualifiers that make the SaintéLyon the end of the season cult rendez-vous for all runners. The race to do "at least once in a lifetime". In 2019, 17,000 runners from all the French departments and about 60 countries are expected on the various formulas.

At the heart of an exceptional arrival site, the prestigious Halle Tony Garnier, more than 120 exhibitors and nearly 35,000 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.*



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

03

7 formulas

SAINTÉLYON — 72 km — solo
starting: Parc Expos Saint-Étienne
11:30 pm on 11/30/19

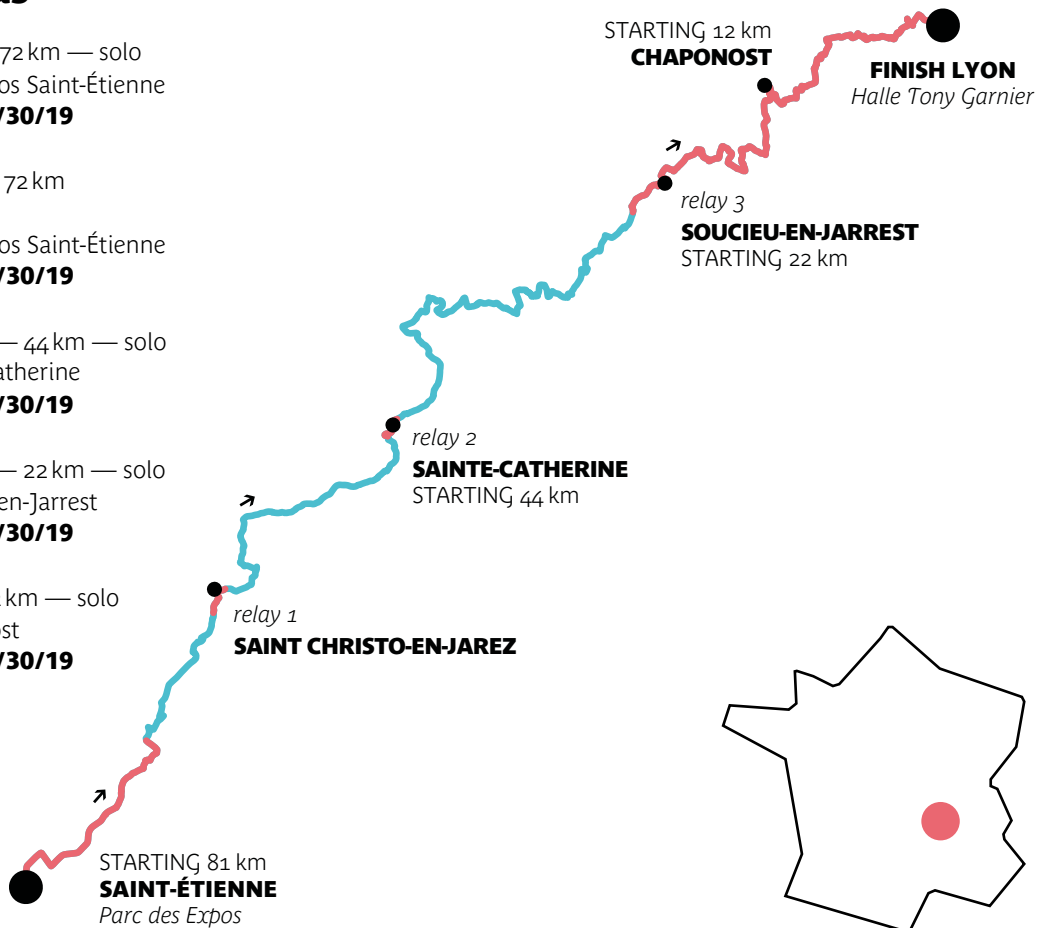
SAINTÉLYON — 72 km
RELAY 2, 3 or 4
starting: Parc Expos Saint-Étienne
11:30 pm on 11/30/19

SAINTEXPRESS — 44 km — solo
starting: Sainte-Catherine
11:00 pm on 11/30/19

SAINTÉSPRINT — 22 km — solo
starting: Soucieu-en-Jarrest
11:00 pm on 11/30/19

SAINTÉTIC — 12 km — solo
starting: Chaponost
10:30 pm on 11/30/19

.....
— paths
— roads





SaintéLyon, key figures

04

17,000 runners

1st Trail Running Event in France

21 nationalities represented

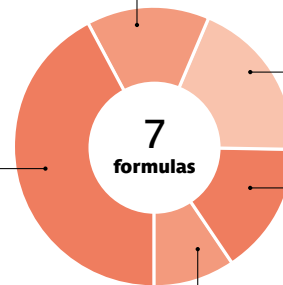
40 average age

77% men

23% women

2,400
72 km Relay
2, 3 or 4
SaintéLyon in Relay

7,200
72 km solo
SaintéLyon



3,200
44 km
SaintExpress

2,600
22 km
SaintéSprint

1,600
12 km
SaintéTic

16% of runners from Île-de-France region

3% from Hauts-de-France region

5% from Bourgogne-Franche-Comté region

3% from Occitanie region

53% from Auvergne-Rhône-Alpes region

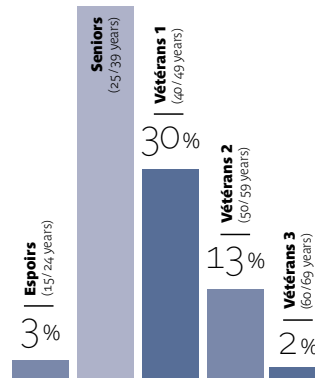
4% from Provence-Alpes-Côte d'Azur region



3% foreigners


76 French departments represented

52%







A few datas


900
VOLUNTEERS


76%
OF PARTICIPANTS
KNOW SAINTÉLYON BY
WORD OF MOUTH*


76%
NEW PARTICIPANTS
each year (2018/ 2017)


69%
OF PARTICIPANTS
ARE ABC1 (NRS
social grade) **

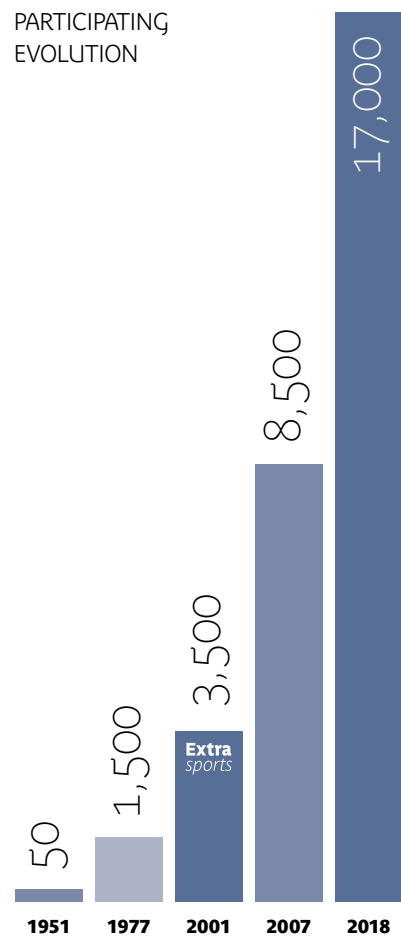

80%
OF THE PARTICIPANTS
PUT FORWARD THE
PERSONAL CHALLENGE
as the main motivation
to run the SaintéLyon*


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

* Source: 2018 runners Satisfaction Survey

** Professional / managerial occupations (42%); Intermediate occupations (19%); Craftsmen, tradesmen and entrepreneurs (8%)

PARTICIPATING
EVOLUTION



arrival
of Extra Sports



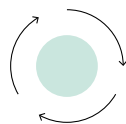
SaintéLyon, a concept and a unique image

06

SaintéLyon is the oldest and the largest french nature race. It links two metropolises with 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, its strong personality and its different formulas, 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.

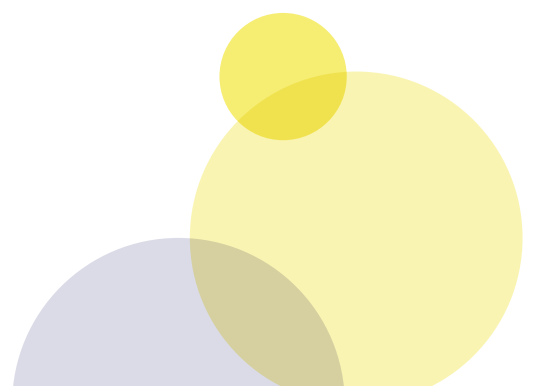


Like the world of natural running, the SaintéLyon conveys a virtuous image in environmental matters and sustainable development. Many actions, in collaboration with the Auvergne-Rhône-Alpes region, are set in place on the event: preventive communication, green brigade, eco-responsible cup system, organized 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

589,624
VISITS* including
428,840
UNIQUE VISITORS*
2,367,839
PAGE VIEWS*



* From 03/12/17 to 01/12/18


Newsletter

 140,000
QUALIFIED CONTACTS



Réseaux Sociaux

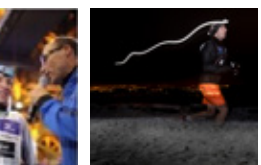
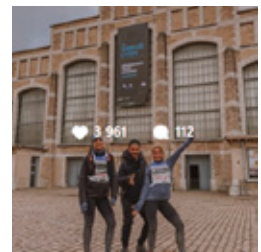
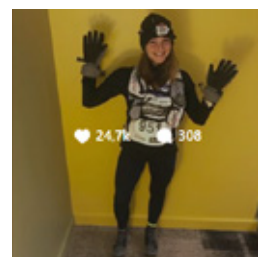
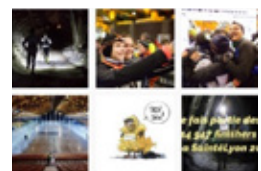
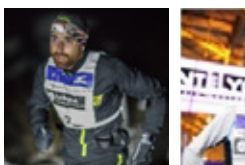
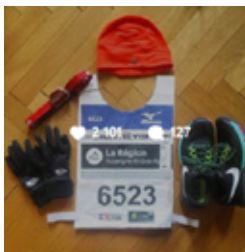
 36,000
FANS

 6,260
FOLLOWERS

1,681,000
REACH**

147,000
VIDEO VIEWS**

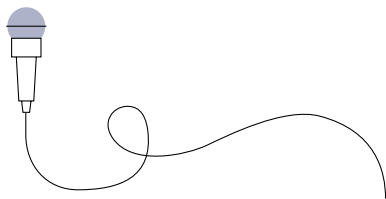
** From 15/11/18 to 05/12/18





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

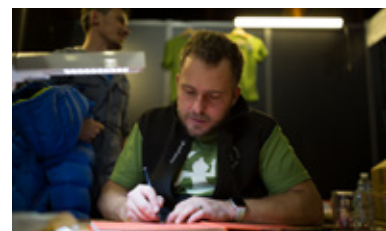




SaintéLyon, 2019 communication plan

09

Budget:
€100,000 HT



BEFORE THE 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 JC Decaux network of Lyon
- Purchase of advertising space in magazines and specialized websites
- 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 and arrival areas
- Salon, hospitality and animations (speaker, conferences, music)

AFTER THE EVENT

- Photo transmission to the press and partners
- Diffusion 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


5th EDITION

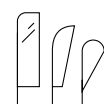

1 REMARKABLE PLACE:
the Halle Tony Garnier

5,000 m²
DEDICATED


2 DAYS
of exposure


35,000
VISITORS
(open to all,
free access)

*Nov. 29
from 12 am
to 8 pm &
Nov. 30 2019
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

12

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.



88 %

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

90 %

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



+ de 50 %

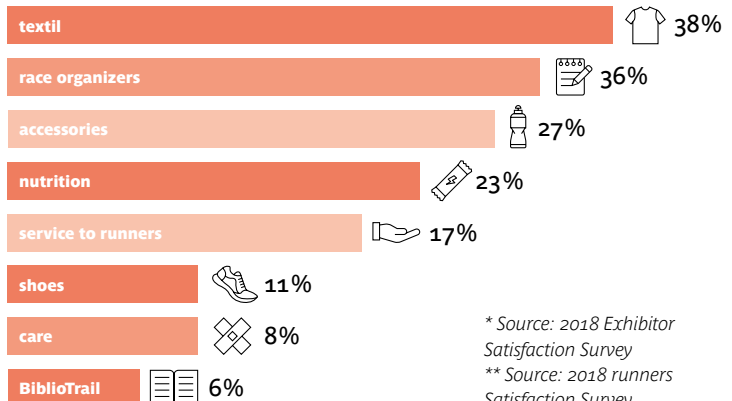
OF RUNNERS made a purchase at the Salon du Trail Running in 2018**

+ de 10 %

OF RUNNERS made a purchase ≥ 50 euros**

42.90 EUROS
of average basket**

PRODUCTS OR SERVICES THAT HAVE BEEN USEFUL TO PARTICIPANTS**



* Source: 2018 Exhibitor Satisfaction Survey

** Source: 2018 runners Satisfaction Survey



Le Salon du Trail Running, a remarkable site: the Halle Tony Garnier

13

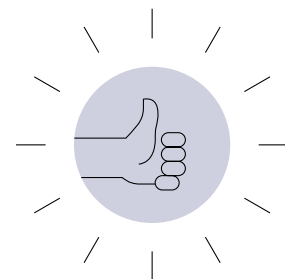
The Halle Tony Garnier of Lyon and its 17,000 m² offer an exceptional welcoming quality for visitors, partners and exhibitors:

- 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

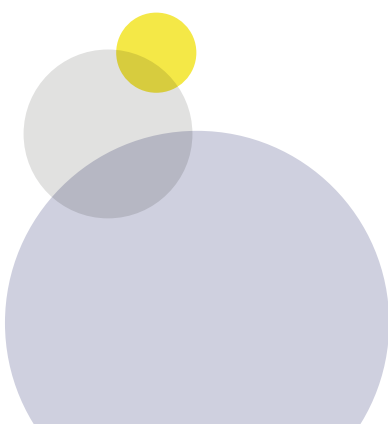
The main aisle, reserved for partners and equipment manufacturers, has a double pass, round trip, for all visitors.



96 %
OF EXHIBITORS
are satisfied with
their location*

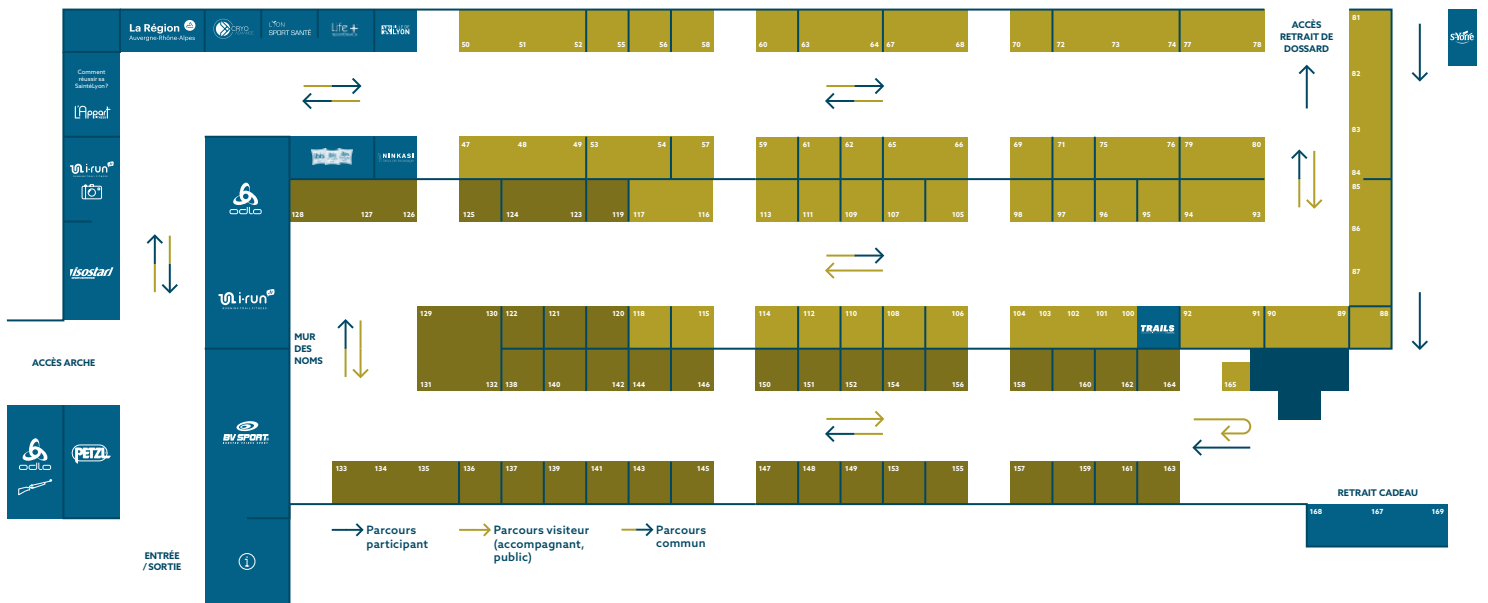
100 %
OF EXHIBITORS
are satisfied with
the Salon du Trail
Running homepage*

* Source: 2018 Exhibitor Satisfaction Survey



SALON DU TRAIL-RUNNING 2018

Halle Tony Garnier — Lyon

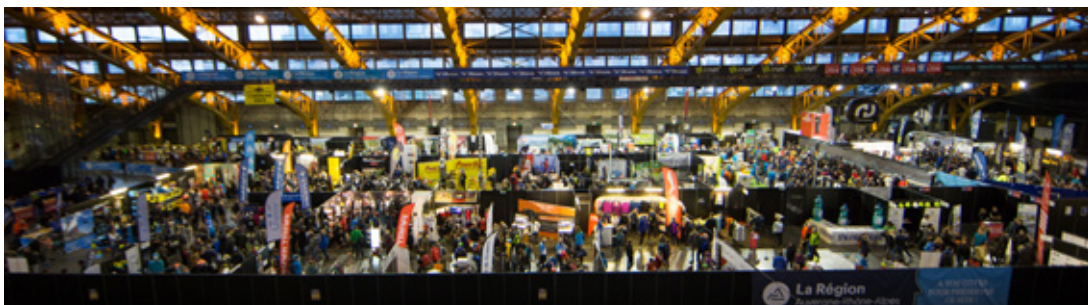


PARTENAIRES

| | |
|---------|---------------------------------|
| 1 à 4 | POINT INFOS |
| 5 à 7 | PETZL |
| 8 à 15 | BV SPORT |
| 16 à 21 | I-RUN.FR |
| 22 à 30 | ODLO |
| 31 à 33 | ISOSTAR |
| 34 | L'APPART FITNESS |
| 35 | COMMENT RÉUSSIR SA SAINTÉLYON ? |
| 37-38 | RÉGION AUVERGNE-RHÔNE-ALPES |
| 39 | CRYOADVANCE |
| 40 | LYON SPORT SANTÉ |
| 41 | LIFE+ SPORTDEVICE |
| 42-43 | IBIS |
| 44 | NINKASI |
| 45 | VILLE DE LYON |
| 46 | ST-YORRE |
| 99 | TRAILS ENDURANCE MAG |
| 166-169 | CADEAU COUREURS |

ÉQUIPEMENTIERS • DIÉTÉTIQUE • SERVICES • SOINS • PRESSE

| | | | | | |
|---------|-------------------------|-------|-----------------|---------|--------------------------------|
| 47 à 49 | CIMALP | 71 | SHAPEHEART | 98 | OXSTITIS |
| 50 à 52 | KALENJI | 72 | MELTONIC | 100-104 | BIBLIOTRAIL |
| 53-54 | RAIDLIGHT | 73-74 | GORE WEAR | 105 | STIMIUM |
| 55 | STREETSTEPPER | 75-76 | BAUME DU TIGRE | 106 | GU ENERGY |
| 56 | FREEXION | 77 | SIDAS | 107 | ULTIMUM SPORT |
| 57 | DOUZALEUR | 78 | X-SOCKS | 108 | ART AND RUN |
| 58 | LA BOUTIQUE DU BATON | 79-80 | CRAFT | 109 | ERGYSPO |
| 59 | UNCHAIN SPIRIT | 81-84 | ON RUNNING | 110 | DOTVISION MOTION |
| 60 | LA CHAUSSETTE DE FRANCE | 85 | CAMELBAK | 111 | HAPPY PLANTES |
| 61 | STOOTS | 86 | LED LENSER | 112 | GOSENSE |
| 62 | TOPO DE TRAIL | 87-88 | BUFF | 113 | SPIRULINE DU DAUPHINÉ |
| 63-64 | KARI TRAA | 89-90 | SHOCK ABSORBER | 114 | BAOUW! ORGANIC NUTRITION |
| 65 | LHOTSE 8516M | 91-92 | OVERSTIM.S | 115 | DEHORS - CONCIERGERIE SPORTIVE |
| 66 | DRYHEAT | 93-94 | SKINS | 116-117 | NJUKO |
| 67-68 | BERG OUTDOOR | 95 | BETRAIL | 118 | NATURE TRAIL |
| 69 | FENIX | 96 | TRAIL THE WORLD | 165 | ACCUEIL EXPOSANTS |
| 70 | VERJARI | 97 | EXAEQUO VOYAGES | | |



LE SALON DU TRAIL-RUNNING
HALLE TONY GARNIER · LYON

Halle Tony Garnier,
20 pl. des Docteurs Charles
et Christophe Mérieux
69 007 Lyon



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 print media of the event: poster/flyer/brochure/diploma/background/bib (naming)

DIGITAL

- roadbook
- a page in the event roadbook
- 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
- four 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 photo pack***** transmitted after the event

GROUND

- your logo on the giant screen commercial (3X frequency)
- your logo on the SaintéLyon arches, banners and banner flags in the departure/ arrival area (rank 1)
- your arch, banners and banner flags in a supply zone (rank 1)
- an exhibition space of 200m² in the partner zone of the Salon du Trail Running
- 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 press media of the event: advertisement / press kit
- a half 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/backdrop/bib (upper banner)

DIGITAL

- roadbook
- a page in the event roadbook
- 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
- three ads / shares on the event's Facebook page
- two announcements in the newsletters 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 banner flags in the zone of departure/arrival (rank 2)
- your arch, banners and banner flags in a supply zone (rank 2)
- an exhibition space of 100m² in the partner zone of the Salon du Trail Running
- 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 press media of the event: 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/backdrop/bib (upper banner)

DIGITAL

- roadbook
- a half page in the event roadbook
- 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 newsletters 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 banner flags in the zone of departure / arrival (rank 3)
- your arch, banners and banner flags 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 press media of the event: 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/backdrop/bib (upper banner)

DIGITAL

- roadbook
- a quarter page in the event roadbook
- 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 ad /share on the event's Facebook page
- one announcement in the newsletters 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 banner flags 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 ad /share 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 banner flag in the departure / finish area (rank 5)
- an exhibition area of 12m² in the partner zone



Visibility grid

20

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

| Visibility Grid | OFFICIAL SUPPORTER | OFFICIAL SUPPLIER | PARTNER OFFICIAL | MAIN PARTNER | TITLE PARTNER |
|---------------------------------------|---|-------------------------------------|---|--|--|
| PRESS | Advertisement - | Logo | Logo | Logo | Naming |
| | Press kit - | Logo + 1 ad (1/8 page) | Logo + 1 ad (1/4 page) | Logo + 1 ad (1/2 page) | Naming + 1 ad (1 page) |
| PRINT | Poster / Brochure / Flyer / Diploma - | Logo | Logo | Logo | Naming |
| | Bib - | - | Logo (lower banner) | Logo (upper banner) | Naming |
| DIGITAL | Website Logo | Logo + Advertisement Banner (1X) | Logo + Advertisement Banner(2X) + Carrousel (7 j.) | Logo + Advertisement Banner (3X) + Carrousel (2 x 7 j.) + Registration Background (7 j.) | Naming + Advertisement Banner (3X) + Carrousel (3 x 7 j.) + Registration Background (2 x 7 j.) |
| | Facebook Page 1 ad | 1 ad | 2 ads | 3 ads | 4 ads |
| | Newsletter Logo | Logo + 1 ad | Logo + 2 ads | Logo + 2 ads + Partner Newsletter | Naming + 3 ads+ Partner Newsletter |
| | Roadbook - | Logo + 1 ad (1/4 page) | Logo + 1 ad (1/2 page) | Logo + 1 ad (1 page) | Logo + 1 ad (1 page) |
| | Live Tracking / Results - | Logo | Logo | Logo | Logo |
| PUBLIC RELATIONS | Invitations 6 | 16 | 40 | 80 | 160 |
| | Hospitality - | - | Private Space 25 m ² | Private Space 50 m ² | Private Space 100 m ² |
| | Photo pack ★ | ★★ | ★★★ | ★★★★ | ★★★★★ |
| GROUND | Partner Zone in the Salon 12 m ² Space | 25 m ² Space | 50 m ² Space | 100 m ² Space | 200 m ² Space |
| | Halle Tony Garnier Area - | Logo + Giant Screen Commercial (1X) | Logo + Giant Screen Commercial(2X) + Banners (Rank 3) | Logo + Giant Screen Commercial (3X) + Banners (Rank 2) | Logo + Giant Screen Commercial (3X) + Banners (Rank 1) |
| | Departure and Finish Zone Banners + Banner Flags (Rank 5) | Banners + Banner flags (Rank 4) | Logo on the Arch of the Event + Banners + Banner Flags (Rang 3) | Logo on the Arch of the Event + Banners + Banner Flags (Rank 2) | Arch Naming + Banners + Banner Flags (Rank 1) |
| | Supply Zone - | - | Arch + Banners + Banner Flags (Rank 3) | Arch + Banners + Banner Flags (Rank 2) | Arch + Banners + Banner Flags (Rang 1) |
| Financial Endowment in € (excl tax) > | 5 000 € | 12 000 € | 30 000 € | 60 000 € | 120 000 € |
| Material Endowment in € (excl tax) > | 2 500 € | 6 000 € | 15 000 € | 30 000 € | 60 000 € |

The partners of SaintéLyon 2018

MAIN PARTNER



OFFICIAL PARTNERS



OFFICIAL SUPPLIERS



OFFICIAL SUPPORTERS



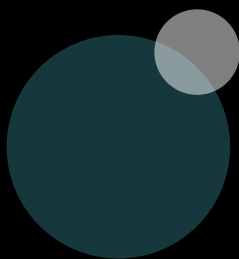
ORGANIZER / COORDINATOR



SOLIDARITY PARTNER



MEDIAS PARTNERS



LA SAINTÉ LYON

POUR AMATEURS ÉCLAIRÉS

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Extrasports

*Organization, coordination
and marketing of the event*

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