

2-3-4 DEC. 2022



asics
**SAINTE
LYON**

ATHLETE FILE



CRÉATION  2022



3 & 4
DÉC.
2022

asics SAINTÉLYON

POUR AMATEUR(RICE)S ÉCLAIRÉ(E)S

| 156 km | 78 km | 78 km RELAIS
| 44 km | 24 km | 13 km |

68^e ÉDITION

asics

SAINTÉLYON

For enlightened runners

03

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 2021 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".

At the heart of an exceptional arrival site, the prestigious Halle Tony Garnier, more than 100 exhibitors and nearly 30,000 visitors are expected in 2022.

*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) 04

8 formules

LYONAsics SaintéLyon — 156 km
— solo
starting: Halle Tony Garnier Lyon
09:30 am on 03/12/22

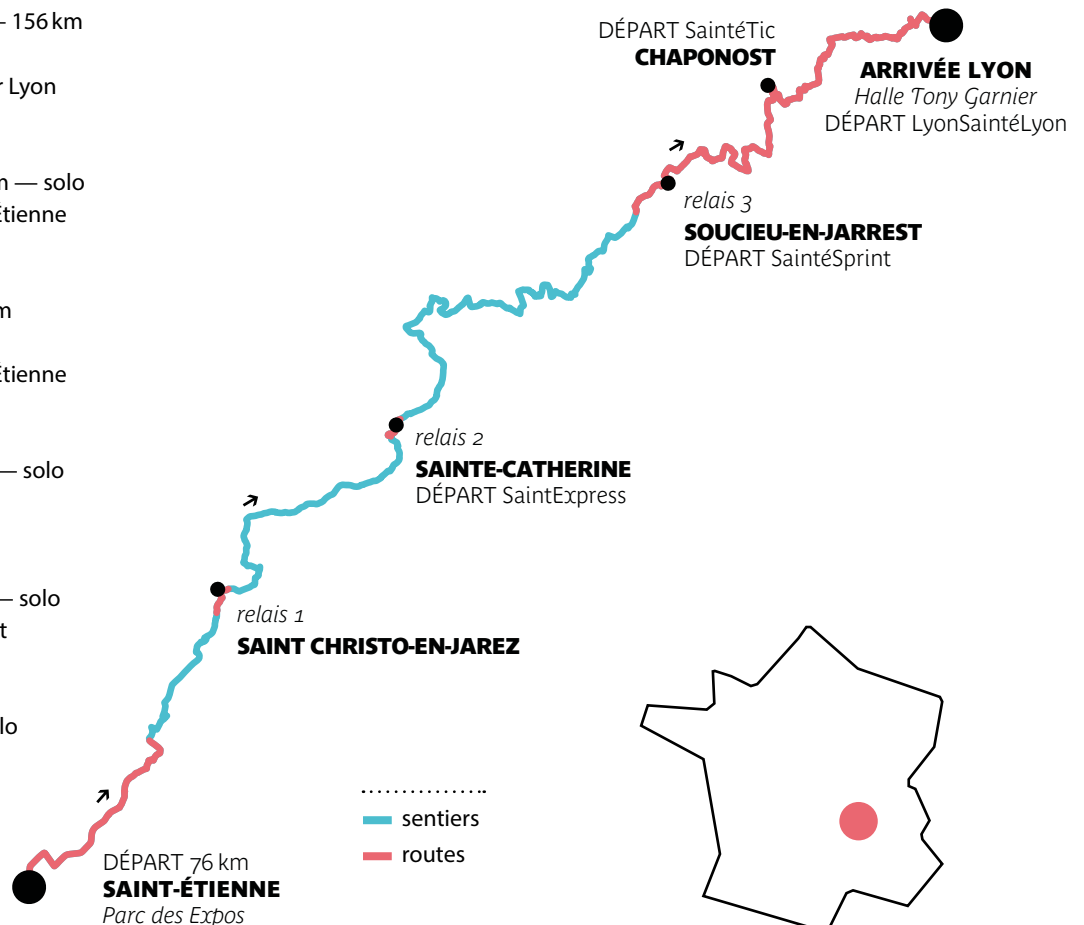
Asics SaintéLyon — 78 km — solo
starting: Parc Expos Saint-Étienne
11:30 pm on 03/12/22

Asics SaintéLyon — 78 km
RELAY 2, 3 or 4
starting: Parc Expos Saint-Étienne
11:30 pm on 03/12/22

SAINTEXPRESS — 46 km — solo
starting: Sainte-Catherine
11:00 pm on 03/12/22

SAINTÉSPRINT — 23 km — solo
starting: Soucieu-en-Jarrest
11:00 pm on 03/12/22

SAINTÉTIC — 13 km — solo
starting: Chaponost
10:30 pm on 03/12/22





Asics SaintéLyon, key figures

05

17 000 runners

1st Trail Running Event in France

21 nationalities represented

40 average age

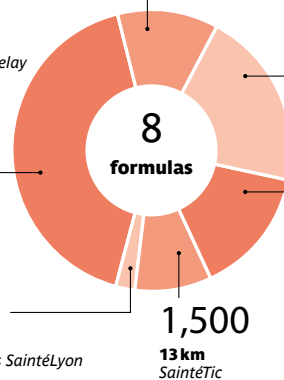
77% men

23% women

2,000
78 km Relay
2, 3 ou 4
Asics SaintéLyon in Relay

7,200
78 km solo
Asics SaintéLyon

400
156 km
LyonAsics SaintéLyon



16% of runners from Île-de-France region

3% from Hauts-de-France region

3% de la région Occitanie

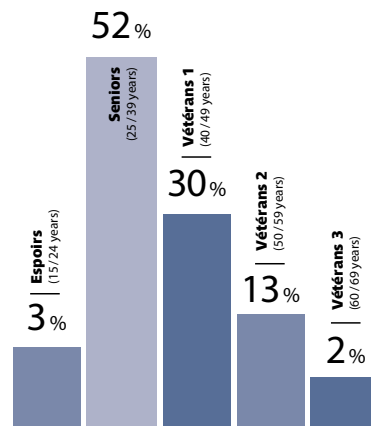
3% foreigners

5% from Bourgogne-Franche-Comté region

53% from Auvergne-Rhône-Alpes region

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

76 French departments represented






A few datas


06



1000
 VOLUNTEERS


73%
 NEW PARTICIPANTS
 each year (2021 / 2019)


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


57%
 of participants
 consider the difficulty
 of the chosen race
 approachable*

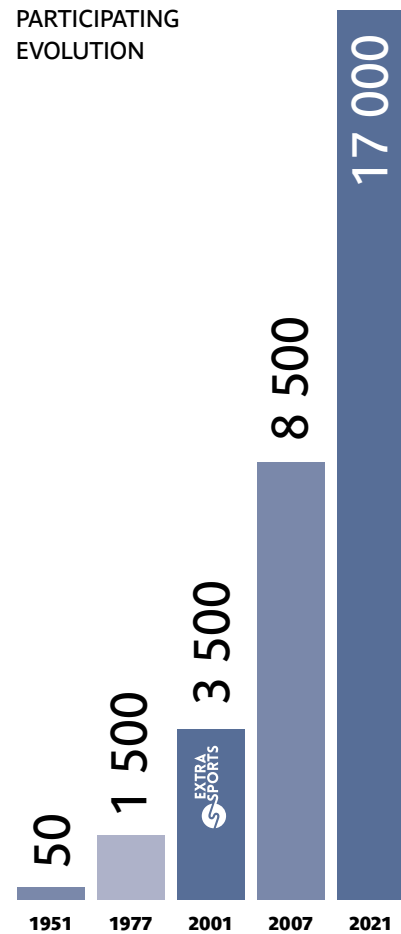

69%
 OF PARTICIPANTS ARE
 CSP + **


92%
 OF THE PARTICIPANTS
 ARE SATISFIED
 with the course
 (interest, difficulty,
 markup and security...)

* Source: 2021 runners Satisfaction Survey

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

PARTICIPATING EVOLUTION



arrival
 of Extra Sports as a support
 to CT Lyon, the organizer club



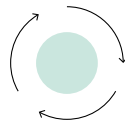
Asics SaintéLyon, a concept and a unique image

07

Asics 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.





The Asics SaintéLyon, the end of season event

8

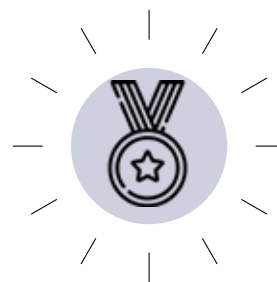
*Asics SaintéLyon,
the cult Trail
running event at the
end of the year to
end your season in
style.*

**Live
video**

OF 12 HOURS

BY 100%OUTDOOR

- New for this 2022 edition: a 12-hour live video by 100% Outdoor: a permanent set at the Halle Tony Garnier in Lyon and a live follow-up of the head of the M/F race of the SaintéLyon 78 km.



10,000 €
BONUS

• A parity grid for the first 5 men / women on the flagship race of 78 km with 7000 starters:

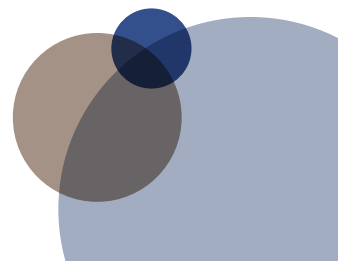
2000 € for the 1st and the 1st

1500 € for the 2nd and the 2nd

800 € for the 3rd and the 3rd

500 € for the 4th and the 4th

200 € for the 5th and the 5th



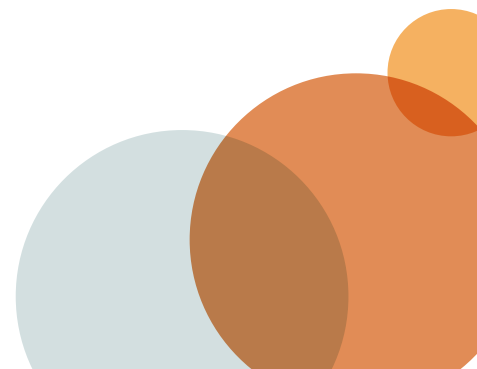


The Asics SaintéLyon, athlete invitations

9

In order to live a unique experience on this Asics SaintéLyon, here are the different elements planned to welcome you in the best conditions:

- 1 free elite number on the course of your choice
- Privileged access to the athletes' areas at the start in Saint-Etienne with the Elite airlock and at the finish in Lyon in the Halle Tony Garnier
- A Team pass for privileged access to the refreshment stands and covered areas reserved for elite athletes
- Promotion of your participation on the event's networks: Instagram, Facebook, Youtube and partner media
- The provision of photos and/or videos promoting your participation and usable on your networks
- Your accommodation in Lyon the day before the race (depending on availability and on file)
- The payment of your transportation (depending on the time and on file)





Asics SaintÉlyon, digital - key figures

010

Website

765 000

VISITS* INCLUDING

410 900

UNIQUE VISITORS*

2 187 700

PAGES VIEWS*



* From 02/12/20 to 01/12/21

Newsletter



140 000

QUALIFIED CONTACTS



Social Media



52 000

FANS



15 600

FOLLOWERS

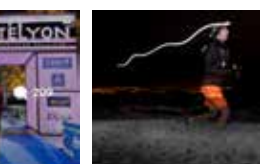
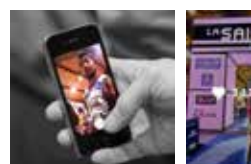
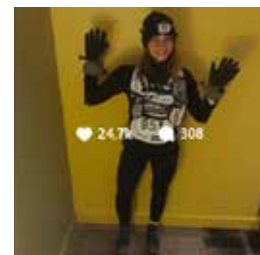
1 426 000

REACH**

146 900

VIDEOS VIEWS**

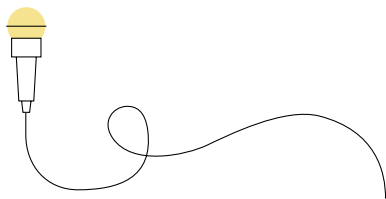
** From 14/11/21 to 04/12/21





Asics SaintéLyon, media - key figures

011



80

ACCREDITED JOURNALISTS /
MEDIA

536,180 €

SPARE PURCHASE EQUIVALENT*

4,646,500

CONTACTS GENERATED
by a media spin-off*

* Source: Kantar Media
Asics SaintéLyon 2021 study





Asics SaintÉlyon, 2022 communication plan

012

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 (120x176 cm) 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





Salon du Trail Running, key figures

14



6th EDITION



1 REMARKABLE PLACE:
the Halle Tony Garnier

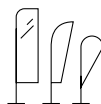
5,000 m²
DEDICATED



2 DAYS
of exposure



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



100
EXHIBITORS:

- 65 BRANDS
(Equipment suppliers, Accessories,
Services,
Dietetics, Care)

- 35 ASSOCIATIONS
& COMMUNITIES (Race Organizers,
Territories, Stations)

*Friday, December 2
from 12 am to 8 pm &
Saturday, December 3
from 9 am to 7 pm*



The partners of Asics SaintÉlyon 2022

NAMING PARTNER



MAIN PARTNER



TITLE PARTNER



OFFICIAL SUPPLIER



OFFICIAL SUPPORTERS



ORGANIZER / COORDINATOR

SOLIDARITY PARTNER

MEDIAS PARTNERS







asics
**SAINTE
LYON**

Contacts

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*Organization, coordination
and marketing of the event*

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