

IGWA // ILES GUADELOUPE AVENTURE
P R E S E N T A T I O N



From November 24th to December 1st 2007

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Concept : IGWA // ILES GUADELOUPE AVENTURE is an Adventure & Discovery event of the Guadeloupean Territory and Identities, aiming at becoming a true dynamic for the archipelago of the Guadeloupe Islands.

Definition : The event IGWA // ILES GUADELOUPE AVENTURE will soon stand out as a new Adventure & Discovery Race of international scale.

During a week, 30 teams will roam about through running, swimming, paddling, biking, discovering or seeking...

The race will alternate between adventure-sport events deep inside the landscape and discovery events across towns and villages, so both to feel scents and flavours and to go to meet the inheritance and culture of the inhabitants of Guadeloupe.

Involvement : We want the IGWA // ILES GUADELOUPE AVENTURE event to be settled in the heart of the Guadeloupeans through the enhancing of local actors associated with the organization, thanks to both participation of the inland teams and true involvement of the people who will be invited to participate in any number of activities.

Purpose : Put IGWA // ILES GUADELOUPE AVENTURE on display so as to use it as a media and promotional lever, and propose a tool of dynamic and of enhancing for discovery and outdoor activities to the benefit of both involved parties and inhabitants of the Guadeloupe Islands.

It belongs to us to decide and to realize together a federative common process around an Adventure & Discovery event of large scale, being stated it will be the best tool to develop the Guadeloupean Islands and to promote the guadeloupeans.

Our organization and communication teams have a strong experience in organization, media and dynamic of adventure and discovery events.

The best specialists in communication and of all disciplines will be called upon the field so that the IGWA // ILES GUADELOUPE AVENTURE event becomes a vector of media impact and of confidence for the Guadeloupe Islands.



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THE ADVENTURE & DISCOVERY RACE

Competition : It's a guadeloupean event and a true international race which associates adventure and discovery, likely to arouse curiosity and interest from the mass media and population so as to get them fully involved.

Duration : A whole week, so as to have enough time to be shown the most advisable beauty spots of the Guadeloupe Islands, while keeping in with media and promotional "time".

Participants : Two adventurers are making a team.
30 teams will be selected, invited and completely take in charge by the organization.

Selections : Selected teams that represent a potential impact in terms of promotion and/or communication are invited by the race organization.

The targeting of the teams will be done according to the marketing and geographic targeting wanted by Guadeloupe (Europe- Guadeloupe- Caribbean - North America).

Itinerary : It alternates between natural spaces (adventure events) and town centres and villages (discovery events) so as to create a strong activity for the benefit of the inhabitants.

Destinations : On each edition, at least 3 islands of the Guadeloupe Islands Archipelago will be highlighted.

Sequence of events : Every day, competitors unite different sports punctuated with discovery events.

Adventure Events (according to the edition) : Sailing, Mountain trail, Funboarding, Diving, Rope sections, Surfing, Canyoning, horseriding,...

Discovery Events (according to the edition) : Inheritance Orienteering Race, Flavour Hunt, knowledge of Ecology, Identity Rallyes...

Animations : Each discovery event across towns and villages will be accompanied with great activity to the benefit of the local population that will be invited to participate in the events.

Périodicity : Yearly, so that the impact of the event be quickly optimized.

Dates : November 24th to December 1st 2007



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EVENT IN THE HEART OF GUADELOUPE

Every day, the guadeloupean teams on the **IGWA // ILES GUADELOUPE AVENTURE** are in the local news

- ▶ Several guadeloupean teams will be selected and invited to participate in the competition.
- ▶ The inland mass media will widely report on the participation of local competitors to such international race.
- ▶ The guadeloupeans could this way easily identify themselves to this event by following the teams adventures through the Archipelago, and by meeting them every day upon each arrival of stage.

Every day, **IGWA // ILES GUADELOUPE AVENTURE** settles in the heart of the population by creating activities.

- ▶ The daily stage arrival is organized in the heart of the community. The race, its arrival, special running events crossing a town or a village, daily prizegiving, etc, are as many close activities and attraction poles to Guadeloupeans.
- ▶ Furthermore, on the track of the adventurers, the inhabitants are invited to participate in specific activities, often linked to the knowledge and discovery of their respective identity, culture, inheritance and of their Islands.

Every day, **IGWA // ILES GUADELOUPE AVENTURE** emphasizes both the welcome and the guadeloupean actors.

- ▶ All participants, media and accredited people will be taken care by all the partners associated to the welcoming and organization of the event.
- ▶ Should it be in mountain or while diving, along their accommodation or catering, transfer by boat or by car, or should they be taking part to a Flavour Orienteering Race or an Ecology Event, participants and media will be close each other and will judge by themselves of the quality of all guadeloupean actors.

The objective is simple: participants and mass media must become the ambassadors of this Adventure & Discovery event through Guadeloupe islands.

Every day, right in the middle of the event, through the news, by participating in the race, should it be across towns and villages, through activities such as the welcome or the organization of the event : **Guadeloupe is acting!!!**



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For almost 20 years, men and women participate in the organization of the events we run; they visit every corner of territories, create unique adventures, prospect amazing places and prepare the most beautiful meetings.

Our organization and communication teams create, set up and mediatize Adventure & Discovery events aiming at Promoting and Enhancing of Territories: Corsica Raid Adventure, Marocco Challenge Discovery, Iron Bike Italia, Island Press Adventure, Islands Croatia Sportlive, Elbaraid, Urban Adventure...

Since 1988, we have organized over 500 events throughout the world, on the theme of adventure and discovery.

Today, there are 200 partners "ATE" acting through the islands and over all continents, being stated that 70% of our activities are mostly oriented towards the islands (Europe-North America- Caribbean- Africa).

We are acting in 5 different fields:

- ▶ Promotion & Enhancing of territory Events
- ▶ Adventure & Discovery Tourism
- ▶ Firms Events & Incentive
- ▶ Communication & Multimedia Production
- ▶ Consulting & Territory Management

Thanks to our experience of almost 20 years in organization, communication, knowledge in media and promotional marketing, we will make of the **IGWA // ILES GUADELOUPE AVENTURE** event a vector of promotion and media coverage centred on abroad, and a singular tool of sensibilization and enhancing of Guadeloupe to the benefit of all inhabitants of Guadeloupe.

// Corsica Raid Adventure, as an example :

For almost 15 years we have been managing the Corsica Raid Adventure, major event in Corsica and First Adventure Raid in Europe (www.corsicaraid.com). Here are the main axes of impact:

- ▶ The media impact of the Corsica Raid Adventure has never stopped increasing and every year it is representing a promotional value of 7 M€.
- ▶ As a direct impact of the Corsica raid, some 15 000 visitors (Via Inc. poll) come to Corsica within the 12 months following the race.
- ▶ 150 sites of outdoor activities have benefited from the Corscia Raid in terms of creation and structuration.
- ▶ The Corsica Raid has enhanced 500 inland actors, thus becoming a space of dynamic and flourishing exchanges for all local actors.

