

l'ain

Conseil général



SEPTEMBER 16-20, 2015 AIN/HAUTEVILLE-LOMPNES

RAIDINFRANCE.COM
ADVENTURE RACING WORLD SERIES



SEPTEMBER 2015
FRENCH QUALIFIER
EVENT FOR THE
ADVENTURE RACING
WORLD
SERIES IN AIN

200 ATHLETES
EXPECTED, 12 NATIONS,
370 KM, 80 TO 90
HOURS NON-STOP,
150 VOLUNTEERS,
AN INTERNATIONAL
MEDIA COVERAGE

A BREATHTAKING ADVENTURE

Raid in France 2014 :
canyon de la Borne, in Ardèche.

FRANCE, AN ADVENTURE RACING WORLD SERIES ARWS STAGE

Since 2007, Raid in France is in the Adventure racing World Series (AWRS) calendar, international entity that unites long distances adventure racing competitions around the world.

Every year, 12 qualifier events are held across the world, each of these offers a coveted position for the Adventure Racing World Championship (AWRC) :

- New-Zealand
- Chile
- Spain
- Alaska
- United States
- Australia
- Brazil
- South Africa
- Ecuador
- Argentina
- United Kingdom
- France

In 2012, the Adventure Racing World Championship (ARWC) was held in France, on the initiative of Raid in France. More than 70 teams, 30 nations and 100 journalists from all over the world were represented. The 2015 edition will take place in Brazil.

80 TO 90 HOURS OF NON-STOP EFFORTS



Raid in France 2012 :
In Queyras.

RAID IN FRANCE 2015, A UNIQUE SPORTS, AN HUMAN ADVENTURE

In 2015, Raid in France will take place in the AIN department for a non-stop 3 days-3 nights loop with the world's best endurance athletes !

A 7th edition to discover a department full of contrasts, September 16-20.

- > 370 km and 12,000 of vertical gain
- > Between 80h for the fastest and 90h for the last
- > Trekking, mountain biking, canyoneering, speleology, rope work, kayaking...
- > 50 teams, 200 athletes
- > 10+ nations
- > A unique start and finish area: Hauteville-Lompnes
- > A non-stop day and night journey
- > Complete autonomy and navigation
- > A unique goal: reaching the finish line
- > 150 volunteers
- > 50 journalists



**NOTHING
IS MORE
POWERFUL
THAN TEAM
SPIRIT**

Raid in France 2014, winners just arrived on Espiguette beach, Grau-du-Roi.

2018 : RAID IN FRANCE, HOSTING WORLD CHAMPIONSHIPS AGAIN

2016, 2017, 2018...
The Raid in France adventure continues

En 2016
Heading to the Pyrenees for a 5 to 7 days non-stop race. Back to the basics with more than 500km from the mountains to the beach.

En 2017
Back in the Alps with a high altitude race type.

2018
A great world championship scheduled in November, within our outstanding French territory...
The world's best endurance athletes will be there to compete for the supreme title.

Never trust a calm rafting section, they always end up being more turbulent... Raid in France 2014, along the Haut-Allier river.

**IN EVERY
WAY,
IN EVERY
PLACE,
FRANCE
IS... MAGIC!**



ADVENTURE RACES, AN EXPERIENCE OF A LIFETIME !

Adventure racing is a human experience more than anything else, taking the athlete to overcoming adversity.

It targets true sportsmen and women, who master various disciplines such as trekking, mountain biking, canyoneering, kayaking, rope work, rafting, canoeing, speleology, horse riding...

This experience is to be lived by a mixed team of four athletes: in order to be ranked, the finish line must be reached by the four of them !

Despite the required skills, every year "beginning" teams are doing Raid in France. This diversity among the athletes is what creates the beauty of this race.

A shared promise: Back to nature.

Raid in France is also a demanding race with strong values. Athletes and organizers both sign an environmental charter committing them to respect the environment throughout the race. No helicopter, rigorous waste management, use of recyclable products, printing on recycled paper, environment awareness, keeping nature in its original form (refilling of the anchoring holes)... Simple actions that make Raid in France an eco-friendly race since its creation.



Raid in France 2012 :
a turbulent transition through
the river Guil.



French National TV live,
few hours before Raid in
France 2011 starts.

RAID IN FRANCE, A MEDIA MEETING

National et international impacts

- TV : each race have **more than 150 minutes broadcasted** on local and national channels (France 2, France 3, LCI, BFM, Sport +...)
- Each year's official movie (52 minutes) is aired by French and European televisions
- Magazines and newspapers : more than 150 publications each year
- Abroad: Event widely covered in AWRS countries

Raidinfrance.com and social networks

Throughout the Raid in France live website, teams' satellite tracking information are displayed and it gets **200,000 views, 40,000 visitors and 500,000 viewed pages**.
Social networks such as Facebook, Twitter or YouTube get more than 500 views per day.

An efficient media strategy

Raid in France relies on its communication and media team to ensure a full coverage with press releases, teasers, movies, goodies....
Every year, press conferences are held, before, during and after the race, including athletes and partners.



Raid in France 2012 start,
in Argentière-la-Bessée.

OUR PARTNERS, MORE THAN SPONSORS

To commit alongside Raid in France, an international competition that shares healthy and unifying values, means implementing :

- A human and eco-friendly brand image with
 - sustainable development values associated with the event
 - human values promoted: men-women equality, solidarity, team spirit, courage, surpassing oneself, mutual assistance, volunteers' engagement...
- A National and international coverage

For your external and internal communication, we propose :

- Meetings with some of the best athletes in outdoor sports
- Conferences and workshops inside your company on demand
- Team building, outdoor activities and initiations to outdoor sports
- An inside access to the race during the event



Raid in France 2012 :
in the massif des Écrins.



« 100% NATURE,
100% EXTREME,
ABSOLUTELY MAGIC... »

« THIS RACE IS
UNIQUE WITHIN OUR
COUNTRY.
PARTNERS SINCE THE
BEGINNING, WE ARE
HUGE FANS AND
APPRECIATE THE
COMMITMENT OF
THE ORGANIZERS FOR
INTEGRATING US TO THE
ADVENTURE. »

« BEING A RAID IN FRANCE PARTNER
BRINGS BACK OUR CONQUEROR AND
CHILD'S SOUL ... »

« Leaving for a 7 day's
journey is a frightening
unknown...
But an exceptional
adventure as well. »

« *A demanding race but
breathtaking landscapes!* »

« Thank you for the organizers'
craziness, the experience is
grandiose! »



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CONTACTS

PASCAL BAHUAUD

+33 634 102 844

PASCAL@RAIDINFRANCE.FR

NANCY BAHUAUD

+33 613 176 560

NANCY@RAIDINFRANCE.FR

Back to nature !

**RAID
IN
FRANCE**

ALL AROUND AIN

2015

WAR
WORLD SERIES