



Sponsoring File

Mini Transat 2025
North Atlantic Record

Mathis Bourgnon



The project

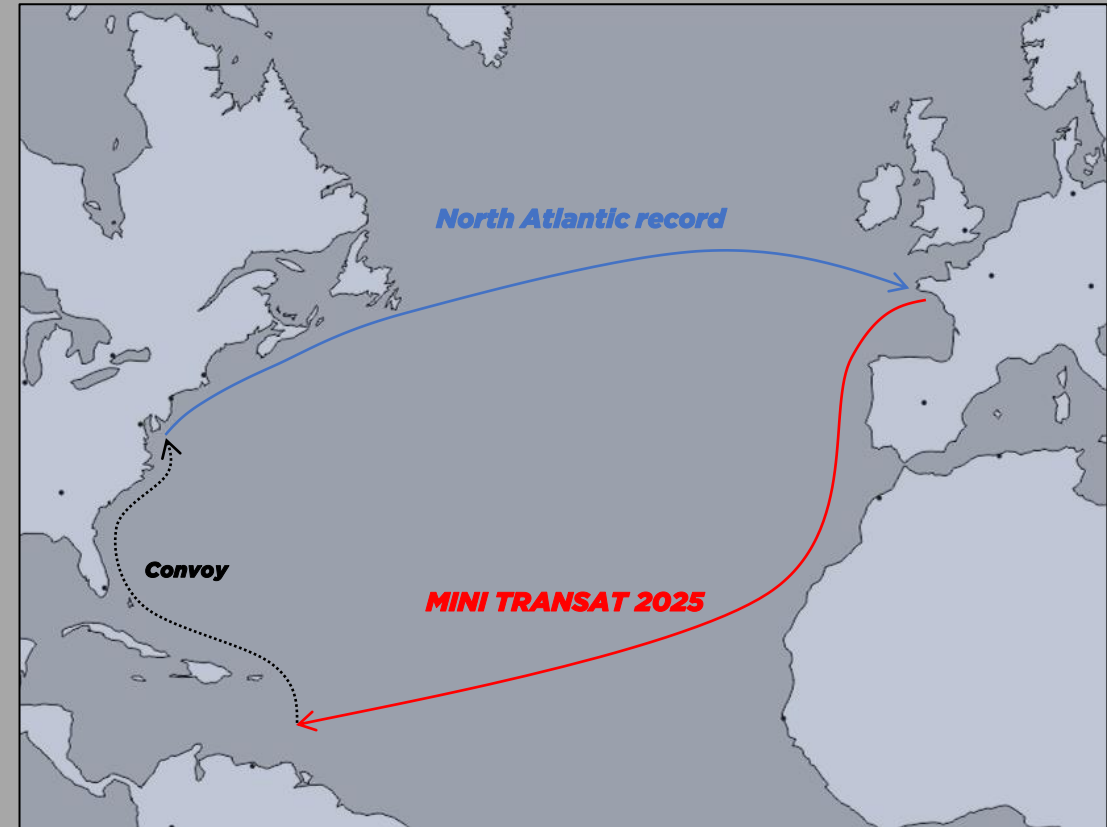
The double Atlantique

MINI TRANSAT 2025

- Arrive at the starting line as a favorite
- Do everything to win

RECORD DE L'ATLANTIQUE NORD EN MINI 6.50

- Avoid the return trip in a cargo ship
- A feat never achieved before



The Mini Transat 2025

mini transat

Where legends are born

- The Mini Transat is a legendary single-handed regatta. No weather routing, no satellite links, no contact with land.
- It's the gateway to the birthplace of ocean racing legends.
- 30 years after my father's victory in 1995.

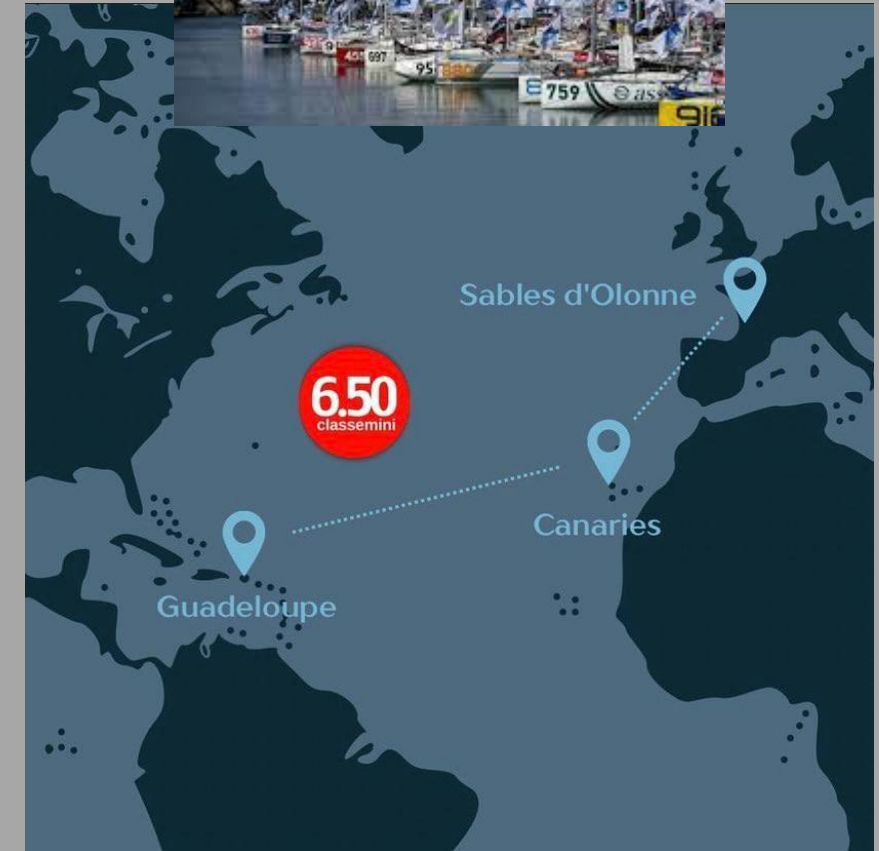
Distance
6500km

85
Participants

25
Prototypes

Days at
sea
20/35

26th
edition



The North Atlantic Record

A world first

- To be the first and set a Mini6.50 reference time.
- An extraordinary human challenge. A real adventure on a small boat. To make you dream.
- A strong message: avoid bringing my boat into a cargo ship.

Distance
5280km

Jours en
mer
20/25

5°
in water

5°
in air

World #1



The boat

Mini 6,50 934 - Liliwip «Lili»

Awards

-2nd in the Mini Transat 2017

- 3rd in the 2019 Mini Transat



Weight
700kg

Proto
Carbon

Bedding
1m²

Length
6,5m

Height
12m

Width
3m

Water
draft
2m

The cause I'm taking to the Atlantic

My cousin

-Marie is my cousin with whom I'm very close.

and she suffers from Ehlers-Danlos Syndrome. .

-This syndrome is a group of genetic diseases caused by a collagen-related anomaly that affects 80% of the body. Clinical signs include joint hyperlaxity, multiple sprains and dislocations, scoliosis, proprioception disorders, joint pain, skin hyperextensibility, healing difficulties, abnormal hematomas, connective tissue fragility and abnormal fatigability.

-There is no cure. There are simply treatments to attenuate it over time.

How can this project help SED'in?

--This disease is little known to the public and to medical research.

-This boat and this project will support the SED'in France association and highlight the daily struggle of these people.



The program

A 3-year challenge

Much of my training will involve attempting challenges and records to make the cost of training profitable for the media. The North Atlantic record will be set in the autumn of 2025.

2023: Learn



Avril



Mai



Juin



Juillet

Août

Sept

Plastimo
Lorient

Pornichet Select
Pornichet

Mini en Mai
La Trinité sur Mer

Mini Fasnet
Douarnenez

Mini Transat
qualification

2024: Consolidate

Avril



Mai



Juin



Juillet



Août

Sept

Pornichet Select
Pornichet

Mini en Mai Trophée MAP
La Trinité sur Mer

Douarnenez

Mini Fasnet
Douarnenez

SAS
Les Sables d'Olonnes

Channel crossing
record

2025: Performer

Avril



Mai



Juin



Juillet



Août

Sept

Pornichet Select
Pornichet

Mini en Mai Trophée MAP
La Trinité sur Mer

Douarnenez

Mini Fasnet
Douarnenez

Mini Gascogna
Les Sables d'Olonnes



Mini Transat
Les Sables d'Olonnes

Training Center

Leave nothing to chance

Professional training

- Created in 2022 in La Trinité sur Mer, Orlabay supports skippers and their crew in their offshore sailing projects.*
- Learn in a serious group, supervised by professionals such as Daniel Souben and Yves Le Blevec. Medical follow-up, coaching, training on weather, sails, carbon... everything you need to improve your chances of winning.*

The program

- 6 weather training sessions*
- 40 days of training*
- Physical training*
- Debriefing after each race*



Mathis Bourgnon

26 y



"Doing what others don't do".

PRO

- Marketing assistant at Forward WIP
- M2 Speed Tour Com Manager

PERSO

- Pasate about speed
- Record-breaking specialist
- Family-oriented
- Adventure lover
- Friendly



My studies

ESME Sudria (Engineering preparatory)
Institut Supérieur de Gestion Paris (Marketing)
Brooklyn College (Finance)
MiddleSex Londres (Business)



Sports / Activities:

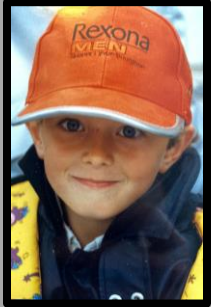


Music :

Idole : *Mike Horn*

Movies : **STAR WARS** **IL ÉTAIT UNE FOIS DANS L'OUEST**

Where do I come from?



"Conceived in a boat over the Atlantic Fault Line



Grandfather sets caving world record



A grandmother who saves lives at sea is awarded the Medal of Merit



Two grandparents, bakers in Switzerland, build their boat and sail around the world.



A real pirate with his parrot



Learn to read and drive the zodiac



A 5x Dakar Rally winning mother for women



A father navigator with unrivalled challenges



An uncle twice winner of the Route du Rhum



After the brevet: a tour of Brittany in a catamaran



After the BAC: touring Corsica



After your studies around the mast



Winning a race with my father in front of 10 world championship titles and 5 Olympic medals



HAPPY

Awards

2018

2019

2020

2021

2022



 First regatta: first podium



 Mediterranean Record

 English Channel Record



 European Champion



 Vice-Champion de France



 Record des 24h



 World Championship



 GPA



 Raid de Quiberon



 Swiss Champion



 Open Dutch



 Record SNSM



 Swiss Champion



 Bol d'Or Mirabaud



 Duc d'Albe



6th Foiling Week
ETF Series



 Raid Emeraude



 Duc d'Albe

Where I want to go

To make people dream as some have made me dream.

Learning on the Mini 6.50. Learning the ropes at the school of ocean racing. **For the sponsor:** Embark on a sailing adventure

2023



Winning the Mini Transat. First solo Atlantic crossing. **For the sponsor:** Make it happen

2025

mini transat

Santa Cruz • Saint-François



Switching to an Ocean Fifty multihull. Bigger, faster. **For the sponsor:** Raise your profile, go down in sailing history.

**OCEAN
FIFTY**

2026



Win the Route du Rhum! **For the sponsor:** Making sporting history



2026 /
2030



Budget

Boat purchased by Forward WIP: The major part of the budget (purchase of the 130k€ boat) has already been paid for.

Possibility of using SED'In France to tax-shelter your sponsorship up to 66%.

The Atlantic Record budget represents an additional €10,000.

Operating costs per year	How much ?
Boat rental	15 000€
Sails	15 000€
Berths, handling, storage	2 000€
Electronics	2 000€
Padding	1 500€
Composite - Paint	2 000€
Hardware	1 000€
Survival course (valid for 5 years)	550€
Class Mini membership 6.50	300€
RR certificate	80€
Boat, trailer & insurance costs	3 000€
Hosting	4 000€
Communication - Management	5 000€
Training center - Coach	2 000€
Total	53 430€

+

Shopping cost per year	How much ?
Convoy	1 000€
Race registration	2 000€
Logistics (accommodation, transport, meals)	2 500€
Safety equipment	800€
Food and consumables at sea	1 500€
Routing, software, subscriptions	1 500€
Unforeseen	2 500€
Total	11 800€
Mini Transat 2025 extras	
Inscription	8 500€
Assurance + Logistique	8 000€
Pharmacie + Matériel de Rechange	5 150€
Réparation + Consommables	3 200€
Total	24 350€

**= 65K€
on 1y
195k€
on 3y**

+

Total: 195k€ over 3 years + Mini Transat 2025

Total: €220k over 3 years

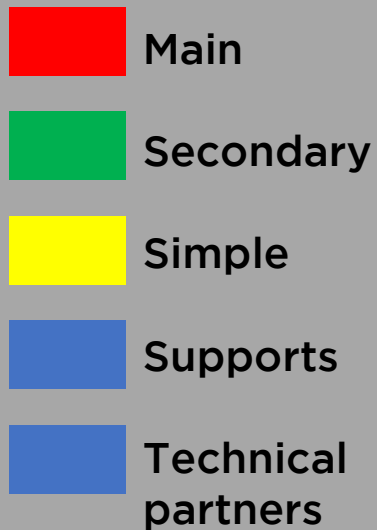
Counterparties

Service	Main partner	Secondary partner
Maximum number of partners at this level	4	8
Amount (k€)	35*	10*
Sail marking	Reserved in the red boxes on the diagram, high-visibility zone	Reserved in the green/yellow boxes on the diagram
Corporate presentations (conference)	2	1
Team building: sea outing On the Mini + Zodiac (10pers/day)	3	1
Transportable sailboat exhibition on your premises	Yes	No
Access to partner evenings and networking	Company presentation	Yes
Newsletter	Yes	Yes
A sailboat as a test for your technology	Yes	Yes
Image bank access	Yes	Yes
Visibility on the website and social networks	Yes	Yes

*-66% tax deductible

Counterparties

Proposal:



What does it include?

Possibilities:

🤝 **Example 1: Partner** Minimum contribution of €10000/year, you are part of the partner pool. Your company will be mentioned on all communication media (press releases, social network posts...) & visible (logo affixed to the boat). We'll organize a meeting during the year, either at a race village, during a sailing day or at a conference.

🤖 **The higher the amount, the greater the share of the total budget, and the more benefits you'll receive in return!**

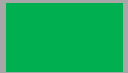
100 **Example 2: Title partner** You'll contribute 100% of the operating costs budget. In terms of visibility, the project bears your name, and all materials are branded in your colors. Together, we create an image and a reputation that will enable us to tell our common story throughout the year. We activate your partnership at every event. Sailings, meetings, conferences, you live the adventure alongside us. You'll be visible on all project-related publications. You benefit from all the media coverage associated with the year's major events.

Counterparties

Working at Forward WIP, it's easy for me to offer you a whole range of quality garments in the project colors. Technical equipment can also be customized.



Main



Secondary

Counterparties

TEAM BUILDING

- Revitalize your B2B network
- Retain talent within your company
- Make recruitment more attractive
- Rally your troops within a multi-entity structure
- You have B2B prospects that a sporting, entrepreneurial or adventurous framework would help to turn into reality.

Branding

- Go down in history and be remembered for years to come
- Make your mark as a company and/or founder-manager
- Define strong corporate values & improve your public perception
- Stand out in an ultra-competitive market

Mass Marketing

- Get your core target audience to know you
- Trigger purchase intent among people who have already heard of you at least once
- Penetrate the French market from abroad
- Reactivate former customers who have been inactive for too long-Make yourself known to your target audience
- Trigger purchase intent among people who have already heard of you at least once

Skipper
intervention

Branded boat

Customized
courses

Meetings

Sailing days

Create equipment
dedicated to your
colors

Name the boat

Model boat goodies

Story telling
Partnership told in film - web
series

Create quality video content to
generate brand campaigns
around the project

Environmental
operations

VIP access to races and
pontoons

Conferences

Race start

Organizing a Virtual
Regatta

Counterparties

TEAM BUILDING

- Sailing values: resilience, surpassing oneself.
- Notions of cohesion, performance and well-being.
- Offer an extraordinary "money can't buy" experience for you, your colleagues and your customers.
- Live an adventure, all in the same boat! Bringing people together around a common project is often the biggest success of this kind of action. Spend a few days with us on the boat, on outings at sea. All in the same boat.
- Promote your CSR commitments.
- Raise your profile.



Partners

Partners who already follow me

***FORWARD* WIP** 

Coveralls, goggles, vests, personal protection



Watches

Contact



m.bourgnon@hotmail.com



+33 6 68 99 17 50



<https://mathis-bourgnon.com/>



<https://www.facebook.com/mathisbourgnonsailing>



https://www.instagram.com/mathis_bourgnon



<https://www.linkedin.com/in/mathis-bourgnon/>



https://www.youtube.com/channel/UCFacpOKiiQZRh0_Nw3gwJMQ



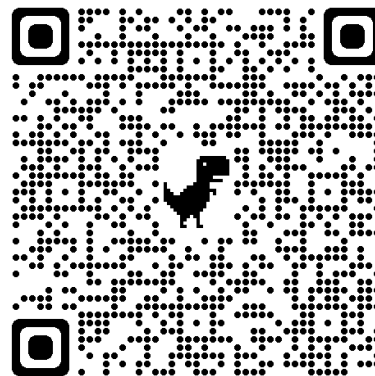
https://twitter.com/Mathis_Bourgnon



Annexes

Media

For more details on media coverage of the
Mini Transat:
Scan the QR code below:



6.50
classemini

BILAN COMMUNICATION
MINI-TRANSAT LA BOULANGÈRE 2019

MATHIS BOURGNON

Articles pour vous

Les retombées d'un trimaran sponsorisé à la Route du Rhum

<https://pressroom.neostory.fr/route-du-rhum-destination-guadeloupe-podium-pour-armel-tripon-le-team-reaute-chocolat-conclut-son-aventure-voile-sur-une-victoire-eclatante/>

Sponsoriser la voile

<http://www.sponsoraskipper.com/fr/f-a-q/>

Pourquoi sponsoriser la voile par Le Parisien

<https://www.leparisien.fr/economie/la-voile-l-eldorado-des-sponsors-28-10-2018-7929705.php>

Choisir le sport qui colle avec sa stratégie d'Usine Nouvelle

<https://www.usinenouvelle.com/article/sponsoring-choisir-le-sport-qui-colle-avec-sa-strategie.N98249>

Retombées 2018

Mes principales retombées médiatiques depuis que je fais de la voile en compétition

- Médias:

- 2^{ème} Eurocat YCC interview : <https://www.facebook.com/watch/?v=10155294133786990>
- Record de la Mer Méditerranée:
 1. Course au Large <http://www.courseaularge.com/yvan-mathis-bourgnon-a-reconquete-defi-carthage.html>
 2. Course au Large reprise de mon texte « [Mon premier record](#) » dans le magazine papier 1 page. 40 partages.
 3. Voiles & Voiliers <https://voilesetvoiliers.ouest-france.fr/skipper/yvan-bourgnon/bourgnon-au-nom-du-pere-et-du-fils-1a22da23-3656-0846-bdd7-671a0dc0b4b0>
 4. Voiles & Voiliers article dans le magazine papier ¼ page
- Record de la Manche: Ouest France <https://www.ouest-france.fr/pays-de-la-loire/nantes-44000/voile-yvan-bourgnon-mathis-bourgnon-battu-le-record-de-la-manche-61fc58a0-0ff8-3447-a182-ee56d039176b>

- Perso:

- Instagram
 - Photos: 3 607 likes
 - Vidéos: 4 387 vues
- Youtube 400 vues
- Twitter 12 586 impressions



MATHIS BOURGNON

Retombées 2019

- Médias

- 1^{er} Bol d'Or de Neuchâtel: La Région <https://www.facebook.com/photo.php?fbid=619029555237163&set=a6a8-c0b167ff892e?fbclid=IwAR0e5mYVNWmKdFqcEDJZ93OqKSeBoSf3oiuR0KOauBh0VJETOEscWChZhyc>
- 1^{er} Texel Race: Catamaran Racing: <https://www.catsailingnews.com/2019/06/round-texel-2019-hans-marius-cats.html>
- Record des 24h
 1. Voiles & Voiliers: <https://voilesetvoiliers.ouest-france.fr/course-au-large/record/video-record-de-distance-en-a6a8-c0b167ff892e?fbclid=IwAR0e5mYVNWmKdFqcEDJZ93OqKSeBoSf3oiuR0KOauBh0VJETOEscWChZhyc>
 2. Voiles & Voiliers: article dans magazine papier 1 page
 3. Récit « [Mon troisième record](#) » 96 partages.
- 3^{ème} Mondial: <https://yvan-bourgnon.fr/team-bourgnon-podium-championnat-du-monde/>
- 1^{er} European: <https://yvan-bourgnon.fr/bourgnon-champion-europe/>
- **Deux frères en Solitaire: film de Canal + sur la famille Bourgnon**

- Perso:

- Instagram
 - Photos: 10 490 likes
 - Vidéos: 4 274 vues
- Youtube 1 600 vues
- Twitter 27 347 impressions
- TikTok 1 971 vues



MATHIS BOURGNON

Retombées 2020

• Médias

- Tartine Cup (vidéos vues plus de 100 000 fois dans le monde)
 - Adonnante: <https://www.adonnante.com/49628-records-les-griffes-du-lion-2020-yvan-et-mathis-bourgnon>
 - Voiles & Voiliers: <https://voilesetvoiliers.ouest-france.fr/bateau/catamaran/sport/video-chavirage-spectaculaire-du-catamaran-des-bourgnon-pere-et-fils>
- Run du Lion: ScanVoile: <https://www.scanvoile.com/2020/06/kito-de-pavant-bourgnon-yvan-mathis-record-r>
- Record SNSM
 - Sea Sail Surf: <http://seasailsurf.com/10272-Record-SNSM-Alexis-Gayet-et-Mathis-Bourgnon-ont>
 - Ouest France: https://saint-malo.maville.com/actu/actudet_saint-malo-un-record-snsm-en-mini-6.50_loc-4209093_actu.Htm
 - Adonnante: <https://www.adonnante.com/50032-course-au-large-record-snsm-2020-alexis-gayet-et-mathis-bourgnon-premier>
 - Figaro Nautisme: <https://figaronautisme.meteoconsult.fr/actus-nautisme-flash/2020-07-29/55837-nouveau-record-snsm-en-mini-6.50>
- AIESME: interview « La voile dans les gènes » https://www.aiesme.org/article/mathis-bourgnon-la-voile-dans-les-genes/02/12/2020/533?fbclid=IwAR0cTXGbgpbkD3kg33VWF3nIrL0ze_H73T7A98GjMfEErpD_c1DiRSk-Bd4
- 1^{er} Open Nacra: <https://www.facebook.com/neptune.ycca/posts/pfbid02x1bfPnSFRsHCPCVVQLNufuqZB4qQUobWgXTEGYcB3W3fRuH>
- Record de l'oignon: <https://www.facebook.com/nilsboyerskipper/posts/pfbid0mJXCrSA7DxEX219E2rN4g5whiqr6yrqcY4ZBQ2spBJaw>
- 1^{er} Suisse: <https://www.facebook.com/mathisbourgnonsailing/posts/pfbid0wFUiD8RTolL6qf9FHoxTpbXqiBvYPtqevtpNZYDGx2M8xMQ3v>



<https://www.loiles.com/la-tartine-cup/>
[s-248537e6-a015-11ea-8dfd-](https://www.loiles.com/la-tartine-cup/)

Saint-Nazaire/Saint-Malo
Record SNSM : Alexis Gayet et Mathis Bourgnon ont établi le 1^{er} temps en Mini 6.50 en 53h 1min 50sec

mercredi 29 juillet 2020 - Rédaction SSS [Source RP]



• Perso:

- Instagram
 - Photos: 14 421 likes
 - Vidéos: 22 008 vues
- Facebook 17 041 impressions
- Youtube 2 400 vues
- Twitter 14 685 impressions
- TikTok 1 296 468 vues

MATHIS BOURGNON

Retombées 2021

- Médias

- DCM interview: <https://youtu.be/5H-nrUB3TNA>
- ISG Alumni interview: « [La mer, une passion](#) »
- IONIS MAG interview: « [Réaliser de grande chose avec des petites m](#) »
- Partenariat Springer & Fersen: <https://www.springeretsersen.com/fr-/>
- 1^{er} Duc d'Albe: <https://www.facebook.com/mathisbourgnonsailing/posts/pfbid021e3hXYi7pxALgEEDFvYtwJn1o44QniV8yL4nZG1arEEaiVA2RTpVmSD4VxDcaPriI>
- 1^{er} Bol d'Or Mirabaud: <https://www.facebook.com/mathisbourgnonsailing/videos/387747335965082/>
- 1^{er} Suisse <https://youtu.be/iyQfM5H8-QY>
- 1^{er} Bol d'Or de Lac de Joux: <https://youtu.be/ODKI501at0U>
- ETF26 Series: <https://www.etf26.com/post/team-pro-gagne-le-spi-ouest-france-et-abc-arbitrage-entreprises-d>
- Film projet étudiant sur la régata de Noël: <https://youtu.be/9r427xoAN5s>



- Perso:

- Instagram

- | | | |
|-----------------------|-------------------------------|------------------------------|
| • Photos: 6 420 likes | • Facebook 24 036 impressions | • Twitter 14 477 impressions |
| • Vidéos: 24 394 vues | • Youtube 1 100 vues | • TikTok 777 vues |

Retombées 2022

- Médias

- Film projet étudiant sur la régata de Noël: <https://youtu.be/9r427xoAN5s>
- BOM 2022 interview: https://www.youtube.com/watch?v=7nS3GKcOVwQ&ab_channel=Bold%27OrMirabaud
- Record de la Manche
 - Récit « J'ai récupéré mon père tombé à l'eau » 78 partages 100 000 lectures.
<https://www.facebook.com/mathis.bourgnon/posts/pfbid02jwHNZmYCFh8UkXw8XNEZRe3vNnYKAQrg5ybjiYkZZehYcxW5dAnkM>
 - Voiles & Voilies: <https://voilesetvoiliers.ouest-france.fr/course-au-large/record/recit-mathis-bourgnon-en-pleine-tentative-de-record-qui-ne-s-est-pas-passee-comme-prevu>
- 1^{er} Duc d'Albe: <https://www.facebook.com/ybourgnon/posts/pfbid0H9cUbNzz5YKy5H9HJof9MGuYPr1rveQoM1y9rjD8EjkQnNku>



- Perso:

- Instagram
 - Photos: 5 514 likes
 - Vidéos: 70 453 vues
- Facebook 14 124 impressions
- Youtube 602 vues
- Twitter 2 319 impressions
- TikTok 3 379 vues



MATHIS BOURGNON