



HUMAN EXPERIENCE

A SAILING PROJECT

A TECHNICAL CHALLENGE

A BREAKTHROUGH FOR SUSTAINABILITY AND THE ENVIRONMENT



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WHAT MAKES A PROJECT SPECIAL AND UNIQUE

THE WOW EFFECT!

Technology & Innovation

A RACING BOAT BUILT WITH 3D PRINTING TECHNOLOGY

The first ever made

Sport & Adventure

SAILING AROUND THE WORLD

A incredible sport challenge and human 9 months long

Skipper

ANDREA FANTINI

Extensive experience as ocean skipper and brand ambassador

Nature & Sustainability

ENVIRONMENTAL IMPACT DRASTICALLY REDUCED

Thanks to 3d printing

Comunicazione

A COMPLETE, MULTI-CHANNEL PLATFORM

B2C - B2B - events for the whole duration of the campaign



RACING - THE RACE AROUND

Short-handed, multi-staged around-the-world yacht race starting in the summer of 2023.

The only multi-stage round-the-world event in the Class40 Championship, the race will see 35 of the fastest and most exciting Class40 crews line-up in France ready to race south towards South Africa, before heading onto Australia/New Zealand, South America and back to France.

- **Solo and double-handed**
- **35 Competitors**
- **5 Oceans**
- **1 Circumnavigation**

Months alone at sea in the most challenging environments, pushing both human and technological boundaries.





THE RACE AROUND

THE RACE AROUND

2023/24

THE PINNACLE
OF THE CLASS40
CHAMPIONSHIP



THE RACE AROUND

4 STRATEGIC PILLARS

THE RACE

A net zero waste event with particular focus on the reduction of environmental impact of the boatbuilding process.

INDUSTRY

New building methods and materials for a ze-ro-landfill boat building industry, showcasing opportunities to other industries.

EDUCATION

Working with universities and academics before and during the race.

Collaboration with UNESCO's Ocean Literacy Programme for school children
Corporate educational programs.

DIVERSITY

Involvement of underrepresented groups of society within the sailing industry.

Diversification of the job market.

Mentorship and apprenticeship programs.

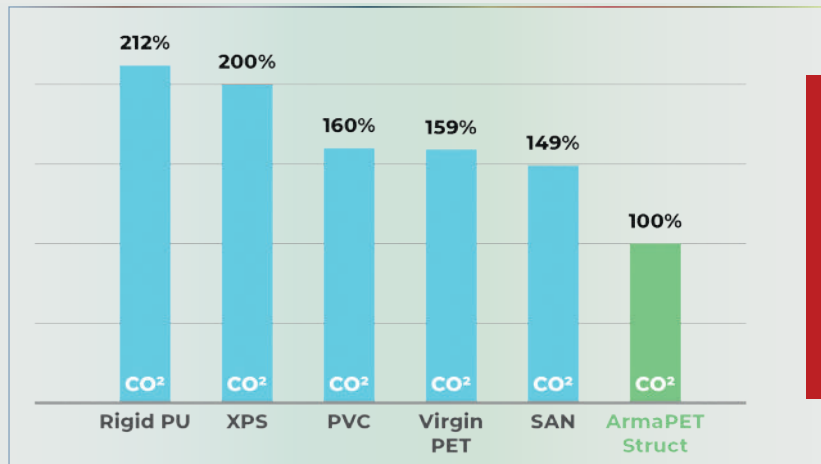


THE BOAT

We will build a boat with minimum consumption of energy, raw materials and using only recyclable materials.

Three areas of intervention are identified:

- **Molds:** made of thermoplastic material by 3D printing, no waste and reusability of the material.
- **Sandwich core:** made from recycled Pet material
- **Fiberglass:** stratifies with new Vitrimax-type resins that allow the glass to be easily separated from the matrix for reuse of materials at the end of their life cycle.



Using 100% recycled PET as the base raw material in the ArmaPET manufacturing results in significant savings in CO2 emissions compared to its main competitive materials: [ArmaPET_From_Bottle_To_Foam_01.pdf](#)



LO SKIPPER

Andrea Fantini

Age: 39

Nationality: Italian

Languages: Italian, Spanish, English, French

Highlights:

- **16** Atlantic ocean crossings
- **1** Indian ocean crossing
- **2** Pacific ocean crossings
- **3** Transat Jacques Vabre
- **1** Route du Rhum
- **2** Rolex Fastnet Race
- **2** Les Sables - Horta - Les Sables 4 Middle Sea Race

Speed record:

- San Francisco to Shanghai - Maserati VOR70
- New York to Cape Lizard - Maserati VOR70 (attempt)

+100.000 miles ocean sailing.

Extensive **experience** as brand ambassador, speaker, product tester and testimonial.



COMMUNICATION

The ocean sailing campaign as a communication platform for:

- **generate, re-establish, improve** brand awareness.
- **create** long-term value.
- **build** a strong emotional bond with customers, collaborators, stakeholders
- **offer** a fantastic experience that translates into a storytelling platform for the sponsor.

Andrea Fantini Racing will support the company in creating shared value, with communication activities defined in synergy and representing the brand/product in the best possible way. A winning partnership with multiple opportunities to maximize visibility, ROI and impact.

BRAND VISIBILITY

Advertising &
Branding
Storytelling
Brand activation
Brand ambassador

MEDIA REACH & COMMUNICATION

Media Value
Press
Social Media

INSPIRATION & PARTICIPATION

Exposure in key
markets
Team building
Company events

INNOVATION PROGRAMME

Product Testing &
Development

SUSTAINABILITY PROGRAMME



COMMUNICATION - CORPORATE SAILING

- Establish company culture, **connect people** outside their business environment, develop relations within employees, boost cooperation, share vision and strengthen bonds.
- Deliver **meaningful and real experiences** for Company's shareholders and managers to watch or participate on board an ocean racing boat sailing at extraordinary speed, during dedicated events or even as a crew during exciting regattas!
- Do it **outdoors**, in direct contact with the Environment and the elements.



COMMUNICATION

Brand Ambassador & Testimonial

Andrea, as brand ambassador for the sponsor, is fully “on brand” with the values of the company and as testimonial will communicate the value of the sponsor, the brand and products, to go beyond the media goals.

ON BORD

Andrea and the team will wear and use the products exclusively provided by the Sponsor.

EVENTS

We will be delighted to be part of the trade fair and exhibits, in-store pro-motions, store openings, ceremonies, hospitality events, press conferences, meetings.

ADV, online and offline

The boat, skipper and team are available for ADV campaigns, catalogues, company website, house-organ.



CONTACTS



<https://www.andreafantiniracing.com/>



[instagram.com/andreafantiniracing](https://www.instagram.com/andreafantiniracing)



[facebook.com/andreafantiniracing](https://www.facebook.com/andreafantiniracing)



[youtube.com/andreafantiniracing](https://www.youtube.com/andreafantiniracing)



[linkedin.com/in/andrea-fantini-racing](https://www.linkedin.com/in/andrea-fantini-racing)

SHORETEAM

ALL AROUND SAILING

Shoreteam srl
Via Carlo Alberto, 62
00185 Rome (ITALY)
andreafantiniracing@gmail.com

PARTNERS

