



# ISDE FRANCE 2022



# SPONSORING KIT

FEBRUARY 2022

ISDE  
FRANCE  
2022



# DEVELOP YOUR BUSINESS OPPORTUNITIES

## SUMMARY

### OVERVIEW

KEY FACTS  
KEY FIGURES  
FRANCE 2022

### MEDIA IMPACT

TV/VIDEO  
SOCIAL MEDIA  
DIGITAL & PRINT MEDIA

### MARKETING

360° APPROACH  
RIGHTS  
VISIBILITY  
CONTENT CREATION  
DEVELOP SALES

### SPONSORING PACKAGES

ISDE  
FRANCE  
2022



# THE OLDEST FIM RACE



More than a century ago, in 1913, the most exciting and venerable of off-road motorcycling events was born. We know it as the International Six Days of Enduro and its story is still unfolding today.

The British launched the idea of a contest known as the World Trophy for teams consisting of three riders who had to use bikes manufactured in their own countries. Later on, the famous Silver Vase Trophy was introduced. This Trophy was competed for by groups of four riders and, unlike the World Trophy, the riders were allowed to ride motorcycles from anywhere in the world.

The World Trophy marked the beginning of a new era characterised by British domination. The Trophy was won by the same delegation sixteen times! However, in the Silver Vase, it was Czechoslovakia that was completely unrivalled. They set a record of seventeen victories that is still unbeaten.

For three successive decades, the 50s, 60s and 70s, Eastern Europe led the field in the Six Days with Eastern Germany and Czechoslovakia in the vanguard.

However, from the early 80s, when the name of the event was changed from International Six Days of Trials to International Six Days of Enduro, Italy and Sweden became the strongest nations, battling it out for the next fifteen years.

**6 DAYS OF TRUE HARD TEST**  
**96th** WITH STRONG  
**EDITION** VALUES TO  
**SINCE 1913** SHARE

**EFFICIENCY**  
**RELIABILITY**  
**ADVENTURE**  
**TEAM SPIRIT**

**BACK TO SUMMARY**

# ENTRIES 2022

6  
CONTINENTS  
30 NATIONS

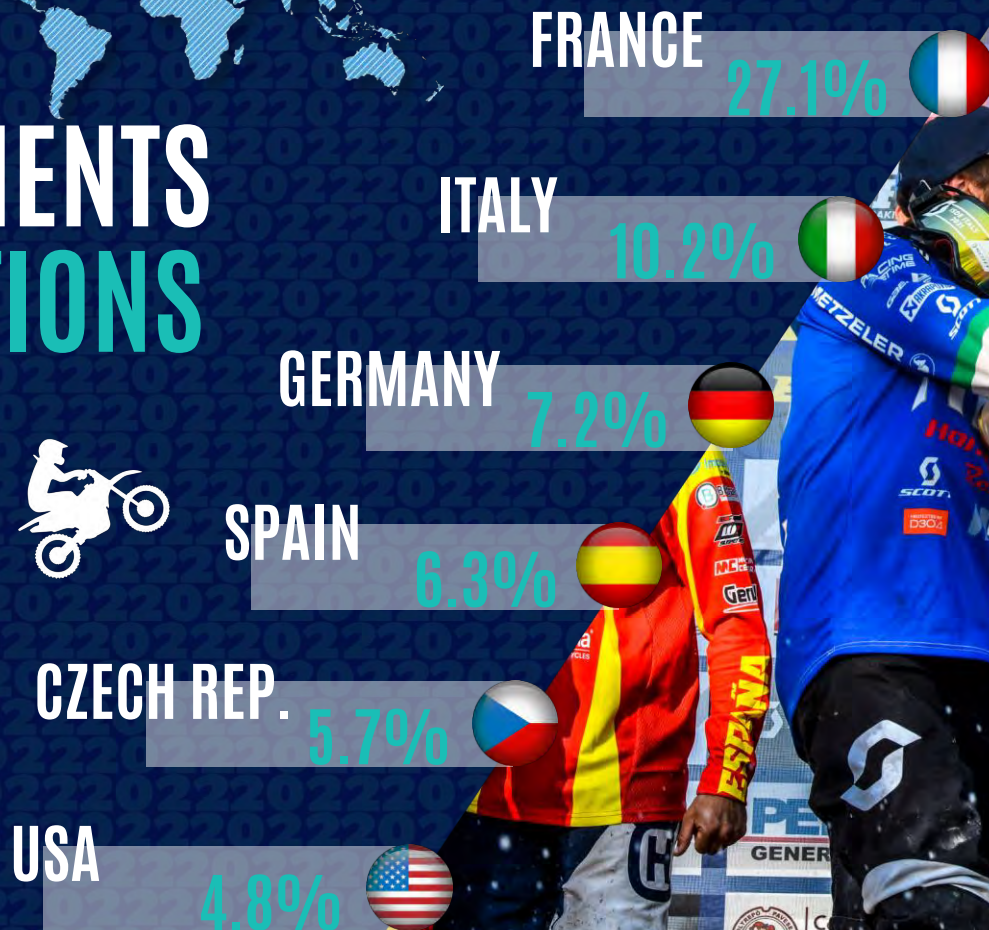
650



75%  
CLUB TEAM  
RIDERS

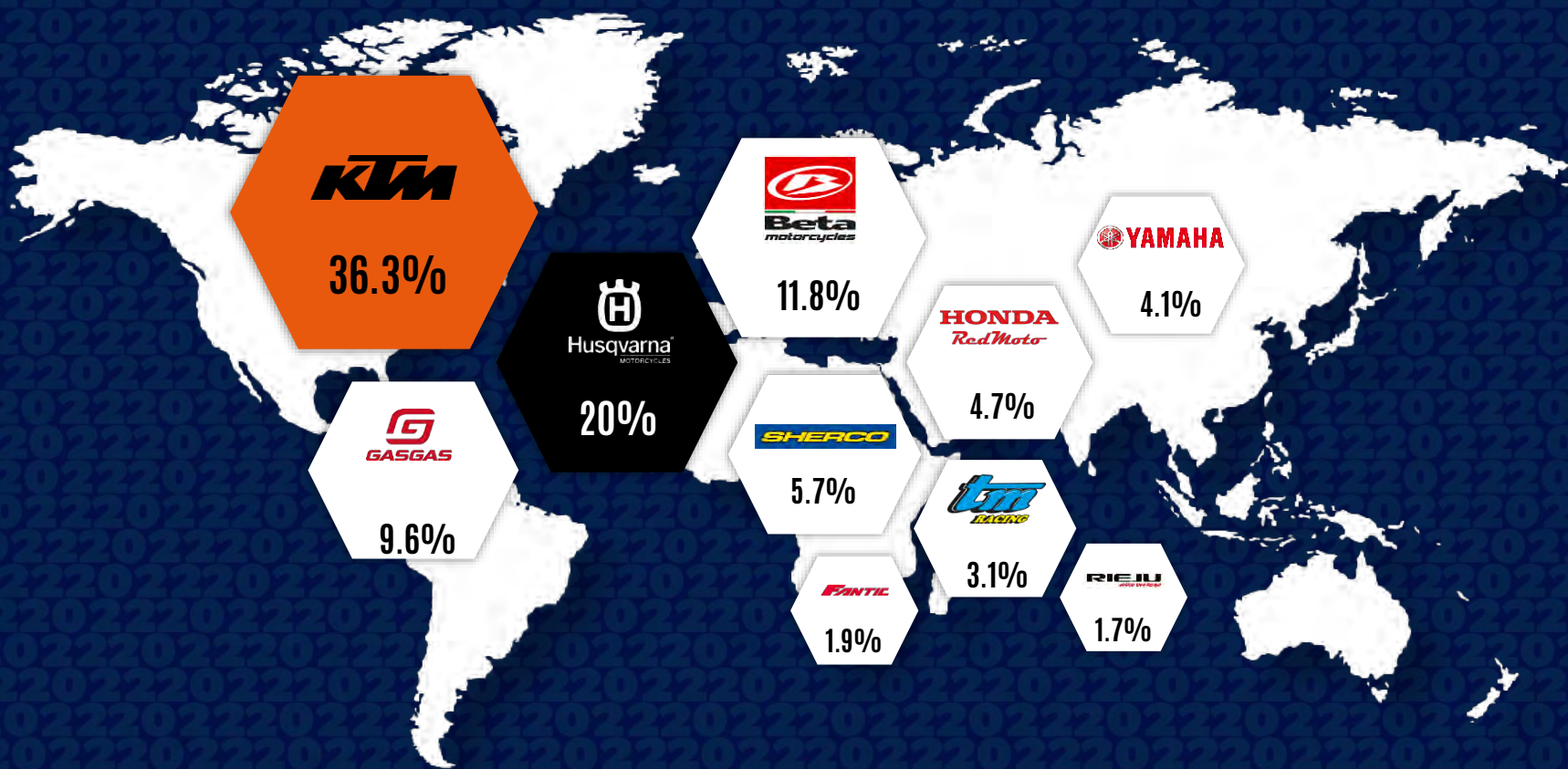


Forecast of the riders per country in 2022  
(in %)



BACK TO  
SUMMARY

# MANUFACTURERS 2021



## MANUFACTURERS NUMBERS

KTM	230
HUSQVARNA	127
BETA	75
GASGAS	61
SHERCO	36
HONDA	30
YAMAHA	26
TM	21
FANTIC	12
RIEJU	11
OTHERS	5
TOTAL	634

29.08.2022 - 03.09.2022

# ACROSS AUVERGNE-RHÔNE-ALPES & BEYOND

THE REGION WHERE ENDURO WAS BORN IN FRANCE

LE PUY EN VELAY  
UNESCO WORLD HERITAGE SITE

OPENING CEREMONY

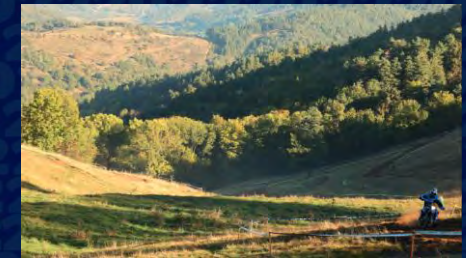
27th August in Le Puy en Velay  
12kms from the race HQ

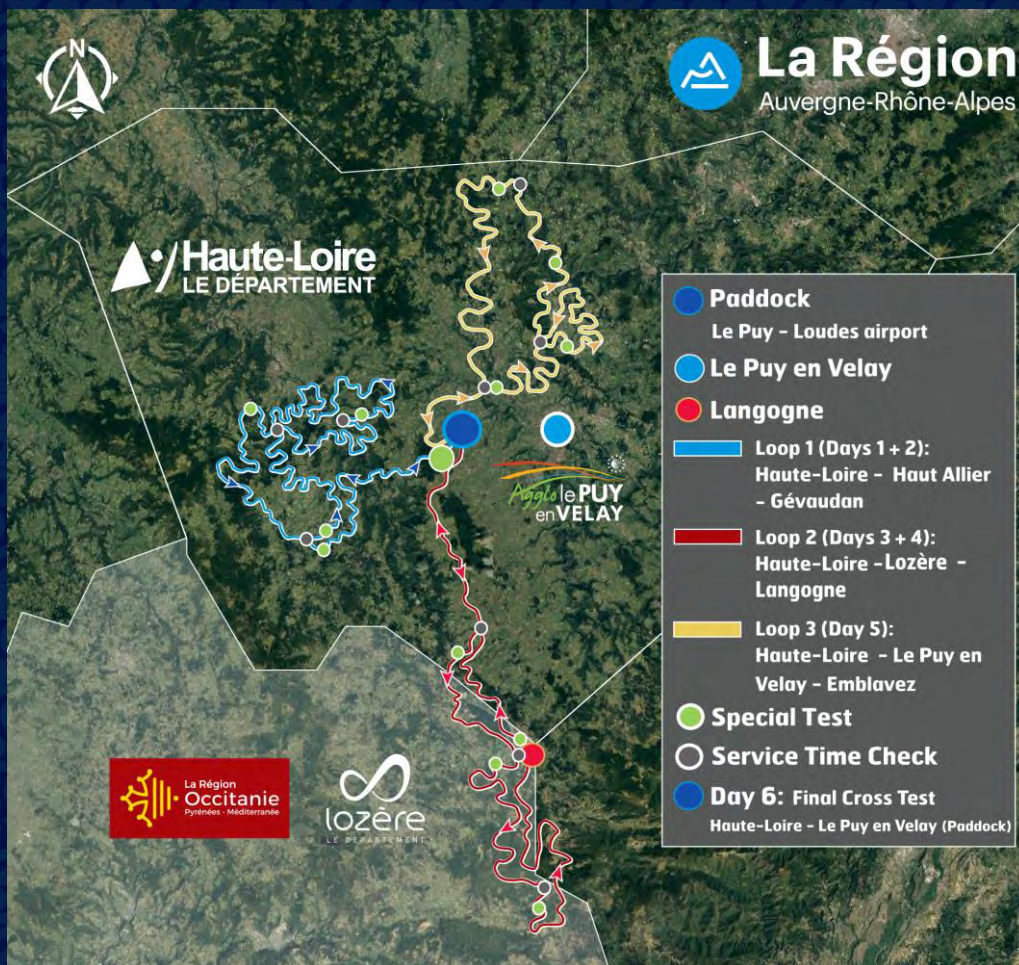
LE PUY LOUDES AIRPORT, THE RACE HQ

100% dedicated to the Event, equipped with all facilities to welcome the 6 DAYS. The paddock is located inside the touristic airport of Le Puy Lourdes, only 12 kms from Le Puy en Velay, the main city of the Haute Loire department.

AN EXPERIENCED LOCAL ORGANISER

An organisation committee composed of 3 enduro expert clubs, the Regional League of Auvergne-Rhône-Alpes, with the active support of the FFM, the French Federation.





**DAYS 1-5: 3 DIFFERENT LOOPS, 250 KMS EACH**

1 LOOP'S LAP

5 DIFFERENT SPECIAL TESTS

5 SERVICE TIME CHECK, 3 DIFFERENT SPOTS (2 DOUBLE)

**DAY 6, FINAL CROSS TEST NEXT TO Paddock**

**Paddock AREA**

7 HA WIDE TO INCLUDE ALL FACILITIES

UNIQUE GATHERING POINT FOR ALL EVENT'S LENGTH



## THE COURSE

1 300 kms  
13 SPECIAL TESTS

## ATTENDANCE

3000 TEAM STAFF  
100K\* SPECTATORS

\*Forecast for 2022



WATCH  
THE BEST OF  
ITALIA 2021

◀ BACK TO  
SUMMARY

ISDE  
FRANCE  
2022



# VIDEO PRODUCTION

## 21 VIDEOS

1 Review of the Day / day  
1 Portrait of the Day / day  
1 FIM Family and/or partner video / day  
3-5 minutes International TV News Service each day.

## 21 SOCIAL CLIPS

3 social clips (59" max. each) per day.  
Instagram & Facebook stories, lives & posts.

## 26 MIN TV MAG

26 minutes tv highlights programme,  
delayed broadcast after the race

## FINAL CROSS TEST LIVE

Live streaming on social media

## NATIONAL TV BROADCAST\*

>1M TV VIEWERS

## INTERNATIONAL TV BROADCAST\*

40 COUNTRIES REACHED

20 HOURS BROADCASTED



## WORLDWIDE WEBTV



MOTORVISION.TV



◀ BACK TO SUMMARY

\*Forecast for 2022



32K  
FANS



23K  
FOLLOWERS



1400  
FOLLOWERS

87K  
SUBSCRIBERS



2 MILLIONS CUMULATED VIEWS

371K UNIQUE VISITORS  
ON THE WEBSITE



◀ BACK TO  
SUMMARY

## MOTORCYCLE AND GENERAL MEDIA

> 20 specialized magazines from 5 continents

- 1 Million readers (>400K Total Paid Distribution)

- > 60 ISDE articles / year

> 200 websites from 28 countries

- > 500 articles published average

- 80 countries from 5 continents reached

- 28 editing countries



- 176 media: 86 mainstream, 76 motorcycling-specialized. 18 motosports-specialized

- > 3 million people reached through the digital publications

## NATIONAL AND LOCAL MEDIA

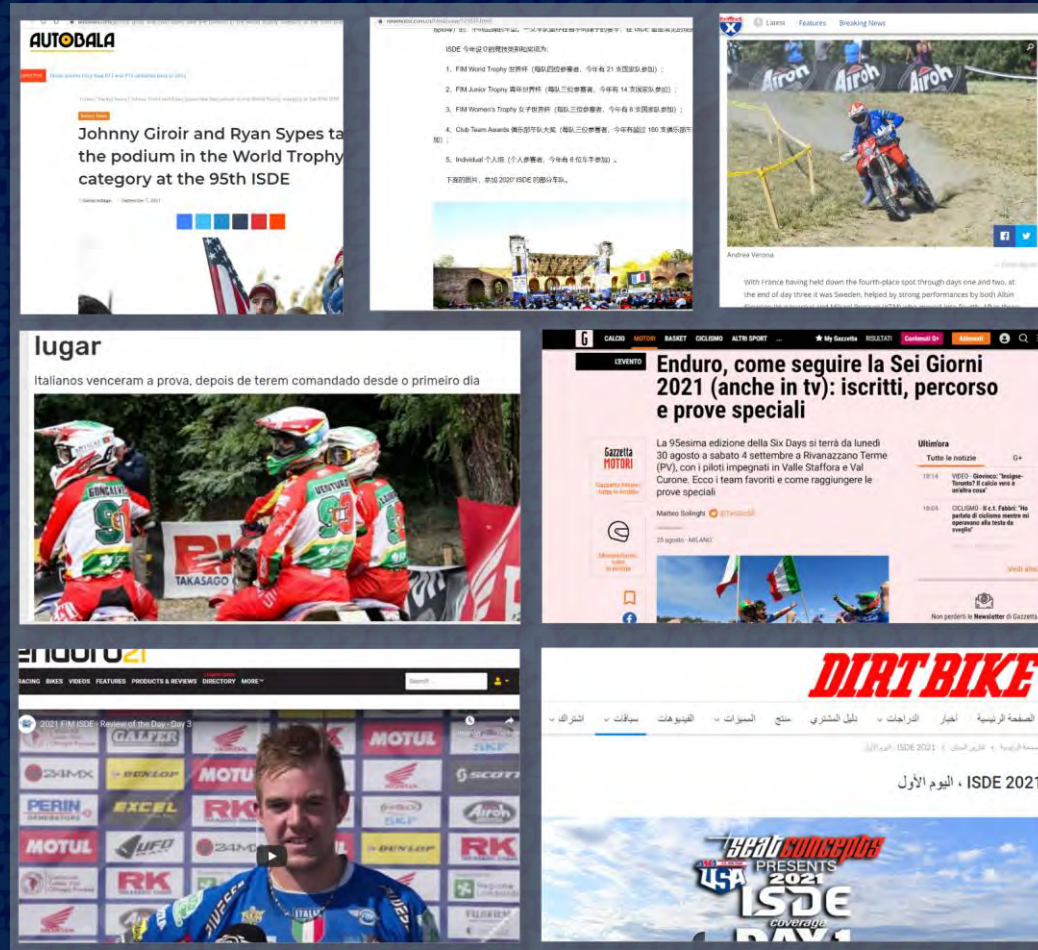
> Newspapers

- > 500K readers Total Paid Distribution)

> National and local websites

- > 50 articles published

- > 600K unique visitors (Month of the event)



SEE  
MEDIA  
CLIPPING  
HERE

BACK TO  
SUMMARY

ISDE  
FRANCE  
2022





## FABIO MUNER

FIM Marketing & Digital Director  
fabio.muner@fim.ch  
Tel+41 79 284 58 75

## ADRIEN LEROUSSEAU

FIM Marketing Coordinator  
adrien.lerousseau@fim.ch  
Tel +41 79 885 95 44

## LAURENT COURTAL

FIM Marketing-Sponsoring Consultant  
fim.mkt.consultant@gmail.com  
Tel+33 6 50 90 15 09