

THE GOAL IS SET

→ **VENDÉE  
GLOBE 2028**

▶ WATCH THE TEASER



&

**MICHAL  
KRYSTA**

THE FIRST CZECH SAILOR EVER TO  
COMPETE IN A SOLO, NON-STOP,  
AROUND-THE-WORLD RACE



A man with short brown hair and a serious expression stands on a rocky mountain peak. He is wearing a dark blue cycling jersey with white and orange accents. The jersey has "PROMAN PLUS" and "racing team" printed on it. His arms are crossed. The background is a vast, rocky landscape under a clear sky.

MEET THE ATHLETE

# MICHAL KRYSTA

THE UNYIELDING ADVENTURER

## BACKGROUND

Leading figure in Czech outdoor sports, excelling in **extreme relay races, triathlons, and paragliding** competitions like the **Red Bull XAlps** and **Dolomitenmann**.

## EXPERIENCE

With a background in **paragliding, mountain climbing, and sailing**, Michal embodies the spirit of resilience and determination.

## VENDÉE GLOBE AMBITION

Driven by a passion for **solo sailing**, Michal aims to make history as **the first Czech sailor to complete the Vendée Globe.**



# NOTABLE ACHIEVEMENTS

MICHAL KRÝSTA



## GLOBE 5.80 TRANSAT 2ND PLACE - 2021

In 2020, Michal built a Globe 5.80 class racing yacht on his own. As one of the six competitors from around the world, he managed to meet all the qualifying conditions for a solo transatlantic race and set sail from Lagos, Portugal to Lanzarote in October 2021. After 26 sleepless nights and 3700 nm with non-functioning autopilots, he arrived second on the Caribbean island of Antigua.



## RED BULL XALPS 19TH PLACE - 2013

Red Bull XAlps is one of the toughest adventure races in the world. After 12 years of training, Michal was selected among the top 32 paragliders in the world. Using paragliding and running, he managed to fly 1500 km and run 650 km in 10 days of the race. He crossed the Alps and finished in 19th place overall.



## RS21 WORLD CHAMPIONSHIP - 2022

Without prior experience with the RS21 class and a new team, we secured an overall 18th place out of the 40 best teams in the world.



## IRONMAN

Michal's sports life includes training for Xterra triathlons and long-distance Ironman races. His best achieved time in the long Ironman distances was breaking the 10-hour mark in a 226 km race (4 km swim, 180 km bike, 42 km run).



## RED BULL DOLOMITENMANN

He is a multiple-time participant in the world's toughest relay race, where he has stood on the podium several times, both in the amateur category and with professional teams. He competed in the races as a paraglider or kayaker.



## PARAGLIDING WORLD CUP

Michal was a member of the Czech national paragliding team and participated in several World Cups.



## EXPEDITION CHANGABANG - 2008

Michal has completed several winter first ascents in the Alps, the Caucasus, and the High Tatras. His mountaineering period culminated with a first ascent of the more than 2000-meter-high north face of Changabang, a 6987-meter peak in the Garhwal Himalayas.



## WHITE WATER WORLD CHAMPIONSHIP 2001

The pinnacle of Michal's professional kayaking career in whitewater racing came when he became the vice world champion in wildwater downriver racing in Wales.







# WHAT IS THE VENDEE GLOBE?

→ THE TOUGHEST RACE IN THE WORLD

- **Solo, non-stop, without assistance, around-the-world** race.
- **24K NM** (44,4K KM) through the planet's **most dangerous waters**.
- Known as the “**Everest of the Seas**”.
- Only the **best sailors qualify**.
- Only **114** out of 200 skippers have **finished** the race in 35 years.
- Top sailors generate **up to €30 million in media exposure**.

**400M**

views globally

**190**

countries  
covered

**40**

competitors  
in 2024

**73d 3h**

record time





# MEDIA COVERAGE

UNMATCHED MEDIA VALUE

**373M €**

in advertising value

**452M**

page views

**115M**

page web visits

**11M**

web visitors

**2345 h**

TV broadcast

**985K**

social media fans

**243K**

media subjects\*

## Top 10 Countries by Media Coverage

- |                         |                     |
|-------------------------|---------------------|
| 1. France - 30%         | 6. Italy - 6%       |
| 2. Germany - 12%        | 7. Australia - 5%   |
| 3. United Kingdom - 10% | 8. Netherlands - 4% |
| 4. United States - 9%   | 9. Japan - 4%       |
| 5. Spain - 8%           | 10. Canada - 3%     |

Source [🔗](#)

\*number of times the Vendée Globe was mentioned across all media platforms



# PAST SUCCESS STORIES

→ BRANDS THAT HAVE THRIVED WITH VENDÉE GLOBE



“We’ve had a massive response. We track all the digital impressions. This event attracts many more eyeballs than all the conventional sports that people think are high value. It’s been fantastic for us. We’re the first American company to get involved since I think Duracell back in the day and Pip has been the perfect ambassador for us, so it’s a huge win.”

**Leslie Stretch**

CEO of Medallia



“This is a huge communication movement: in 2019, we had a return like we’ve never experienced before, around 1,700 media reports for an advertising equivalent of more than 4 millions of euros.”

**Frédéric Come**

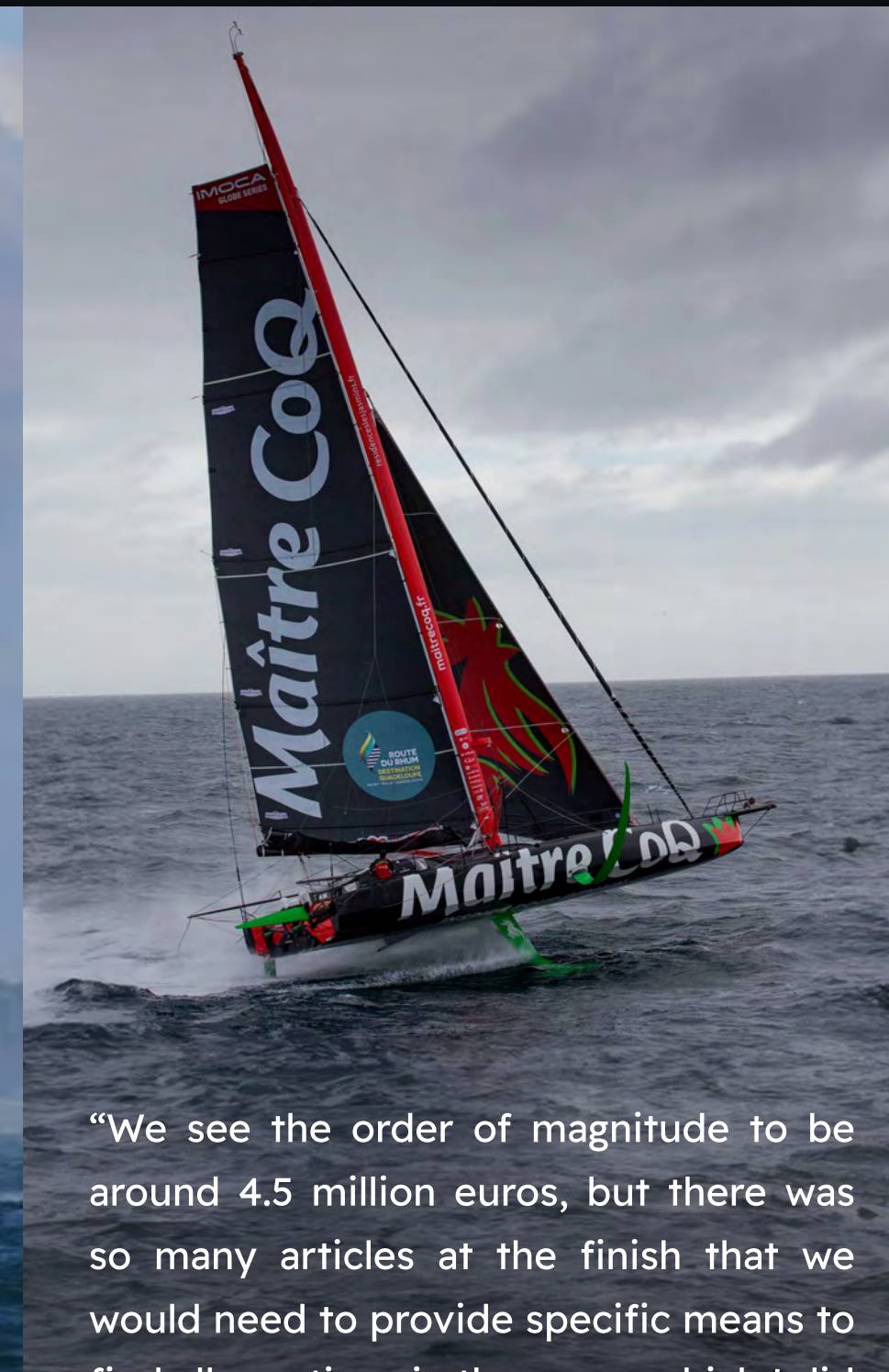
Brand and Sponsorship Director of Apivia



“The Bureau Vallée network grew by 20% this year, with the Vendée Globe playing a significant role. “While it’s hard to quantify precisely, the race clearly contributed to this growth, helping us boost our customer base by 20% in just one year,” said Adrien Peyroles. “For us, the returns show a fivefold increase compared to the race four years ago.”

**Adrien Peyroles**

CEO of Bureau Vallée



“We see the order of magnitude to be around 4.5 million euros, but there was so many articles at the finish that we would need to provide specific means to find all mentions in the press, which I did not do. On the other hand, we noticed that our overall awareness rate had risen by two points, and seven points for our core target market. These results are way beyond what we expected, because we did not set out to win the Vendée Globe, it is a good investment / impact ratio for Maître CoQ.”

**Christophe Guyony**

CEO of Maître CoQ



“I estimate the media impact of the image partnership at around 10 million euros.”

**Adrien Geiger**

International Director of L'Occitane



# THE BOAT



# IMOCA 60

## THE FORMULA 1 OF THE OCEAN

The IMOCA 60 is the **world's fastest monohull**, engineered for **single** or **double-handed** offshore racing, combining cutting-edge technology with **extreme performance and endurance**.

### LENGTH

18.28 m (60 ft)

### WIDTH

5.7 m

### MAX SPEED

40 knots

### WEIGHT

8 t

### DRAFT

4.5 m

### KEEL BALLAST

3.0 t

### MATERIAL

**Full carbon fiber construction** for unmatched strength-to-weight ratio.



**MICHAL KRZYSTA**



# WHY SPONSOR MICHAL KRYSTA?

A Unique Opportunity to align with a True Adventurer

## Brand Alignment

Michal's ethos of **conquering everything** he takes on aligns perfectly with brands that thrive on **innovation, resilience, and adventure**.

## Underdog Advantage

Supporting Michal, a **versatile athlete** competing **against lifelong sailors** who are among **the best in the world**, creates a **compelling underdog story**. Despite his background in paragliding, running, and climbing, **he often defeats the pros** at their own game.

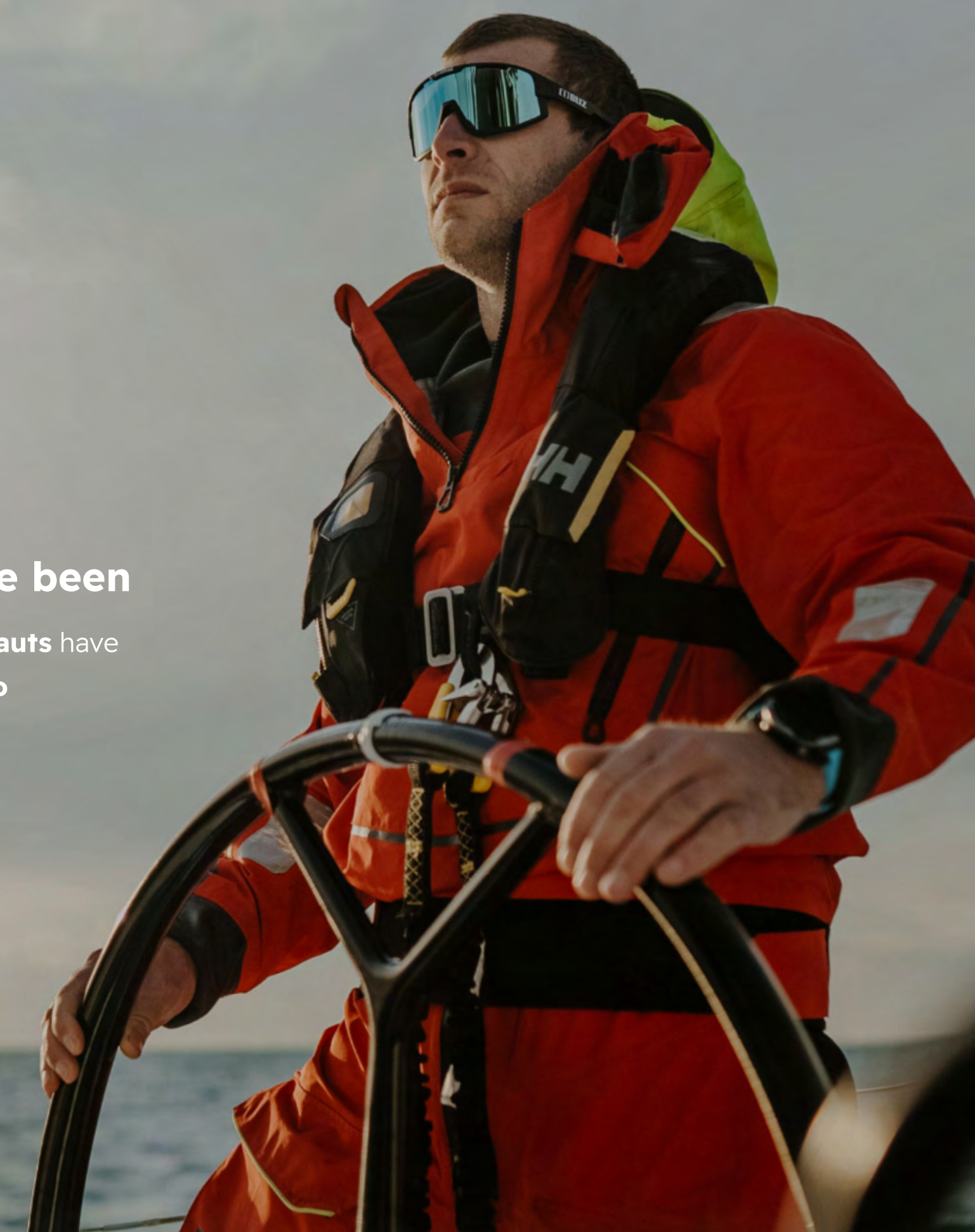
## Michal's Potential

As **the first Czech sailor** to participate, Michal Krysta is poised to attract **significant media attention** in Central Europe, alongside the global coverage of the Vendée Globe.

Less than  
**200 sailors**  
in the world

We will take you where only a few have been

So far, **6000 people** have climbed Mount Everest, **500 astronauts** have traveled to space, but **fewer than 200 people** have sailed **solo non-stop, around the world**.





# THE BUDGET & SPONSORSHIP

2025 **€1,5M** (A)

€750K (B)

€375K (C)

- ORC/IRC single and double-handed races on Aeolos P30 in 30ft class
- Vendée Globe Campaign Launch
- Imoca boat purchase

2026 **€1,5M** (A)

€750K (B)

€375K (C)

- Imoca Globe Series
- Operating costs, insurance, fees

2027 **€1,5M** (A)

€750K (B)

€375K (C)

- Imoca Globe Series
- Operating costs, insurance, fees

2028 **€1,5M** (A)

€750K (B)

€375K (C)

- Imoca Globe Series
- Operating costs, insurance, fees

SPONSORING  
OPTIONS:

**A** (100%)

**B** (50%)

**C** (25%)

MICHAL KRZYSTA







# SPONSORSHIP SUBJECTS AND ROI

## Visibility in TV Broadcasts

Your logo will be prominently displayed during TV broadcasts and news segments around the world.

## Photo and Video Power

In addition to officially published content, our team of professionals will create **high-quality footage and photos from extreme conditions** that feature your **brand and product**.

## Product/Service Presentation

**Social media content** featuring your **product or presentation**, both at the start and finish lines of the race.

## Digital Presence

Guaranteed **visibility in all project visuals**, including digital, physical, and social media.

## Press Releases

Sponsor visibility in **all press releases** from the team and the organizers.

## Special Perks and Team-building

**VIP access** to the race start for **employees and business partners**, including **personal experiences of life on board** during the race and **private cruises**.

# 3-10x

## Projected ROI

Sponsorships can yield returns ranging from **three to ten times** the initial investment, generating **media value** of approximately **€4.5 million to €28 million per campaign**.



# TEAM

PROFESSIONALS IN MIND,  
ADVENTURERS AT HEART

MICHAL KRYSTA



**Michal Krysta**

Skipper



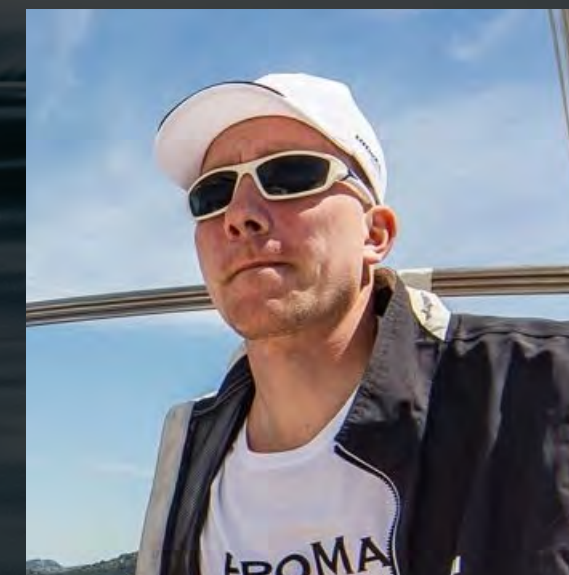
**David Křížek**

Coach, Adviser



**Gabriela Dittrichova**

Operations



**Vojta Elias**

Technical, Rigger



**Libor Vanek**

Engineer



**Lukas Vojacek**

Video



**Jan Kasl**

Photography



**Marek Straka**

Social Media Growth



**Jan Vitek**

Brand Strategy





MICHAL KRYSTA

MICHAL'S LAST MOVIE

# ALONE ACROSS THE ATLANTIC

Michal Krysta built a sailboat by hand and crossed the Atlantic in a few weeks alone in Globe 5.80 race.

[Watch the Full Movie](#)



# ARE YOU READY TO BE A WINNER?

## BECOME MY PARTNER!

 @michalkrysta

 Michal Krysta

 Michal Krysta



&

# MICHAL KRYSTA