

2018 AFRICA ECO RACE LOGO

The AFRICA ECO RACE brand and the logo are registered and protected. The logo is available in 4 colors, white, black, brown, beige.



THE COMPETITOR LOGO

The logo below (hereinafter the "Competitor Logo") has been specially designed to be used by competitors who are regularly registered to participate in the 2018 edition of the AFRICA ECO RACE defined by the conditions below.



- The Competitors logo is designed for you to add your name or that of your team exclusively for the purpose of identifying your participation in the 2018 edition of the AFRICA ECO RACE,
- You may reproduce the Competitor Logo, and only this one, just below by downloading it,
- You agree to strictly apply the graphic code of the Competitors logo without modifying it apart by inserting your name and that of your team in the dedicated area,
- The Competitor Logo may be affixed to the following communication supports exclusively: partner search files, press kit, clothing of your entire team, social networks and competitor's website, as well as on vehicles Race and assistance. Any other use of the Competitor Logo and the "AFRICA ECO RACE" trademark on other support and / or for commercial, advertising and / or promotional purposes is strictly prohibited unless having been authorized by the organizers,

- The right to use the Competitor Logo does not confer any right of ownership and use apart from what is specified above. You therefore agree that there is no confusion in the minds of third parties over such use. Any use which isn't authorized, is strictly forbidden.

YOUR COMMUNICATION TOOLS

In the last edition, 190 countries received footage of the AFRICA ECO RACE for a billion viewers through 2,000 hours of TV broadcasting. Moreover, the reputation of the social networks AFRICA ECO RACE is constantly increasing (FACEBOOK: + 30% compared to 2016).

The AFRICA ECO RACE offers you the opportunity to develop your distribution network or to feed your own communication tools.

DURING THE RALLY

TRACKING on WWW.THERACETODAKAR.COM

Thanks to the satellite tracking of each race vehicle, your loved ones and your sponsors will be able to follow you in real time. They will be able to know where you are on the stage, the rankings, the configuration of the stage of the day ...

RACE PRESS RELEASES

Every day, a press release on the race is written and sent. If you would like your local press to receive it, please contact the press department, presse@africarace.com.

A VIDEO CLIP PER DAY

Every day, a summary of the race in English and French is produced by the AFRICA ECO RACE TV production team and posted on the AFRICA RACE website, on the AFRICA ECO RACE social networks and on the YouTube channel AFRICA ECO RACE.

SATELITE TRANSMISSION

The AFRICA ECO RACE has its own TV production team and can send footage directly from the rally bivouac on an FTP server. Different rates for 12 stages depending on the duration including: end to end of the best daily images, images of helicopters by 2 cameras, editing, on-board camera, interview at the finish line of the stage and at the bivouac, rally clip, 16/9 HD format .mov, rally map, start and end of clips.

For any further information please send an email presse@africarace.com.

INTERNET CONNECTION ON THE BIVOUAC

Different Internet WIFI packages on bivouacs are offered. These packages will allow to obtain a code for connecting to the WIFI network of the AFRICA ECO RACE and will grant an access. A good way to send your sponsors, your own press release.

AFTER THE RALLY

TAYLOR MADE FOOTAGE

Throughout the race, the TV production team AFRICA ECO RACE will film you on the track, from the helicopters, at the finish of stages, on the bivouac, etc. For delivery after your

return, you can order images containing 40% of yourself and 60% of the most beautiful images of the 2018 edition. DVDs must be ordered BEFORE the start.

PICTURES

A team of professional photographers will be on the ground, in the bivouac, on the special stages, in the helicopters to capture the actors of the AFRICA ECO RACE in full action.

Every day, a selection of photos, free of rights, can be downloaded from www.theracetodakar.com.

Nevertheless, the official photographers will offer "photo packs". They will be present at the checks to present their different offers, which will be deliverables at the end of the rally.

A good way to highlight your sponsors.