



**COMMUNICATION  
TOOLS**



The 11th edition of the AFRICA ECO RACE generated large interest in local and international medias which led the visibility of the event to increase once more this year. Indeed, our dedicated programs of the race were broadcasted by our official broadcasters Eurosport, Canal + Afrique and Motorsport.tv as well as national and global channels such as Sky TV Italia, Sport 5 CZ, Russia 24, ProSport Romania, LNK Lithuania, NHK Japan and many more...

On the social media side, inevitable these days, the second year of our Facebook Live « Bivouac Inside » which enables spectators to see the life of the rally, was again a great success. The AFRICA ECO RACE gives you the opportunity to increase your channels of diffusion as well as your own communication tools.

## DURING THE RALLY



### **THE TRACKING ON WWW.AFRICARACE.COM**

Thanks to our satellite GPS tracking on each race vehicle, your family and friends as well as your sponsors can follow your progress Live. Everyday, they will be able to check the passing of the Control Checks, the rankings as well as the details on the stage of the day.

### **PRESS RELEASES**

Everyday a press release regarding the race is edited and sent to our database. If you wish to be included in the sending database, please contact Joshua: [contact@africarace.com](mailto:contact@africarace.com)

## **VIDEO CLIP**

Daily, a summary of the race, in French and English, is created by the AFRICA ECO RACE TV Production team and diffused on the AFRICA ECO RACE website, social media and YouTube Channel.

## **DAILY SATELITE FOOTAGE SENDING L'ENVOI**

The AFRICA ECO RACE has its own TV Production team and can transfer daily footage of the rally from the bivouac. Footage are sent on an FTP server which you will be provided with a dedicated link. The package includes: daily action footage of the competitor, Interviews (according to his finish time) and a News Access of approximately 6 min with a script of a sum up of the day's stage,

For more information concerning our offers, please send an email to Anthony: [anthony@africarace.com](mailto:anthony@africarace.com)

## **INTERNET CONNEXION ON THE BIVOUAC**

Various WIFI packages are available for competitors wanting to have internet on the bivouac. These packages get you a connection code access to the AFRICA ECO RACE WIFI network with different amounts of data. A good way to send your own newsletters to your sponsors.



## INTERNET GUIDELINES

For an optimal use of your internet package, please find below our user's guideline:

FOR AN OPTIMAL USE	OVERUSE OF THE PACKAGE
<ul style="list-style-type: none"> <li>→ Connection to internet</li> <li>→ Access to the AFRICA ECO RACE intranet</li> <li>→ Browse the web / Send E-mails</li> <li>→ File sending: maximum size 10Mo</li> <li>→ View YouTube videos</li> <li>→ <b><u>SWITCH OFF the WIFI when you don't use it</u></b></li> </ul>	<ul style="list-style-type: none"> <li>→ Download videos and music (up/download)</li> <li>→ Download documents over 30Mo</li> <li>→ Sending documents over 10Mo</li> <li>→ Use of videocalls (Skype, WhatsApp...)</li> <li>→ Streaming of videos/music</li> <li>→ Forgetting to witch off your WIFI connection</li> </ul>

## SOCIAL MEDIA

With over 60.000 followers on Facebook and over 10.000 on Instagram, our teams communicate all year round on social media to promote the event and its competitors. With a reach of more than 800.000 people on Facebook, over 100.000 views on YouTube and as many Likes on Instagram during the rally, the daily visibility of our competitors is important and can be shared with sponsors and family.

### TO MAXIMIZE YOUR VISIBILITY ON OUR NETWORK

- Follow our channels and pages by clicking on the below logos
- Use the Official Hashtag #AER2020 on your posts
- Tag @africaecorace on your publications
- Share our publications
- Send us your photos and videos



# AFTER THE RALLY

## **FOCUS CLIP & RUSH**

The AFRICA ECO RACE, has its own TV Production team. Throughout the race, this team will film you on the tracks, from helicopters, at some finishes of Special Stages, at the bivouac etc.

We can provide, after the rally, a personalized focus clip as well as the most beautiful footage of the 2020 edition. A great souvenir to share with your sponsors, friends and family.

2 Focus Clips are available:

- ✓ Focus Clip with edited footage – Duration : maximum 8 min and the best 2020 footage of the rally
- ✓ Focus Clip with edited footage + all the rush and the best 2020 footage of the rally

For more information concerning our offers, please send an email to Anthony: [anthony@afcarace.com](mailto:anthony@afcarace.com)

## **THE PHOTOS**

A team of professional photographers will be on site, at the bivouac, on the tracks and in helicopters to capture the action and authentic moments of your AFRICA ECO RACE adventure.

Each day, a selection of photos, free of rights, can be downloaded on our website : [www.afcarace.com](http://www.afcarace.com).

Nevertheless, official photographers will also propose « photo packages ». They will be present at the checks and will inform you of their offers, deliverable at the end of the rally. A good way to give more visibility to your sponsors.

# YOUR CONTACTS

Media / Press Department

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[www.africarace.com](http://www.africarace.com)

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