

15TH EDITION



COMMUNICATION TOOLS



AFRICA ECO RACE, IT'S ALL ABOUT YOUR COMMUNICATION

Thanks to its television network and its exclusive partnerships with several TV channels, the AFRICA ECO RACE reached one billion households during its last edition, including millions via Canal+ Afrique, Motorsport TV, Sky TV Italia or NHK Japan.

It is also 3 million Instagram accounts reached per month, tens of thousands of YouTube subscribers and half a million Facebook accounts reached during the race.

DURING THE RACE



TRACKING ON OUR WEBSITE

Thanks to the satellite tracking of each race vehicle, your relatives and sponsors will be able to follow you in real time. They will be able to know the time of passage at the checkpoints, the classifications, the configuration of the stage of the day...

THE RACE RELEASES

Everyday on the race, a press release is written and sent. If you want sending it at your local press, you can contact Sebastien : contact@africarace.com

A VIDEO CLIP

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



DURING THE RACE



SENDING DAILY PICTURES FROM THE RALLY

The AFRICA ECO RACE has its own TV production team and can transmit images of the rally from the bivouacs. The images are deposited on an FTP server and a dedicated link will be communicated.

The package includes: daily images of the competitor in action, interviews (depending on his arrival time) and a News Access of about 6 min with a script summarizing the day's stage.

For any additional information or other request, please send an email to Anthony : anthony@africarace.com

INTERNET ON THE BIVOUAC

A paid access service will be available on the race. The organization will get back to you later.



DURING THE RACE

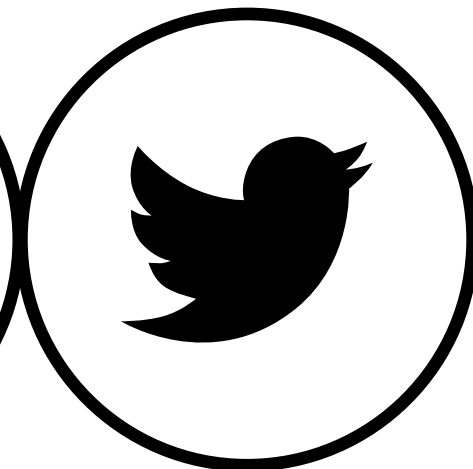
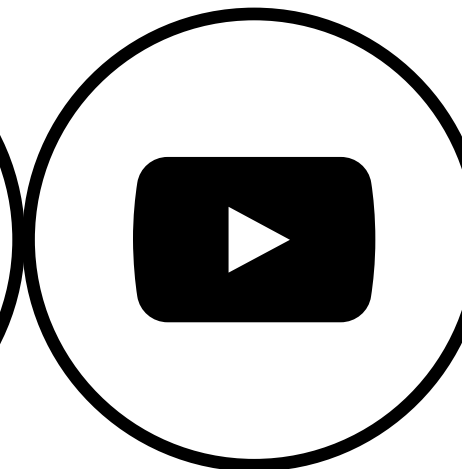
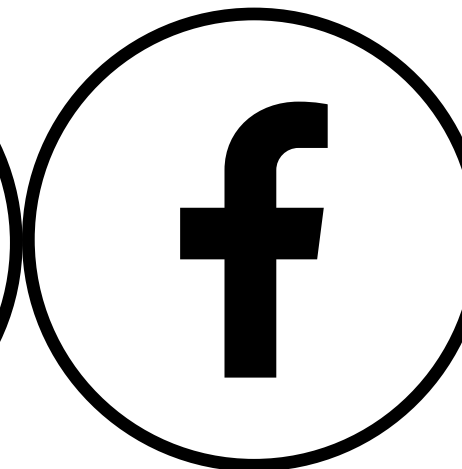
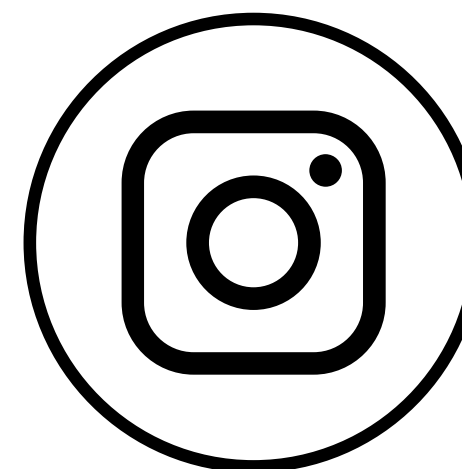


SOCIAL MEDIAS

AFRICA ECO RACE is nearly 100,000 Facebook followers, videos with over 3 million views on Instagram and TikTok, nearly 50,000 Instagram followers and hundreds of thousands of views on its YouTube channel. Take those numbers and double them, at a minimum, during rally time. Visibility for AFRICA ECO RACE competitors is massive through these online media.

To maximize your visibility for yourself as well as your own partners, here are some tips:

- **Subscribe to our channels and pages by clicking on the icons below**
- **Use the Official Hashtag #AER24 on your posts**
- **Tag @africaecorace on your posts**
- **Share our publications**
- **Send us your photos and videos**



AFTER THE RACE



CLIP FOCUS & RUSH

AFRICA ECO RACE has its own TV production team. Throughout the race, this team will film you on the track, from the helicopters, at the end of the special stage, at the bivouac etc.

You can get, after the rally, a personalized focus clip as well as the most beautiful images of the 15th edition.

A nice souvenir to share with your sponsors and friends.

2 Focus Clips are available:

- **Clip Focus with edited images - Duration: 8 min, maximum and the most beautiful images of the 15th edition**
- **Clip Focus with edited images and all the Rush and the most beautiful images of the 15th edition**

For any further information or request, please send an email to Anthony: anthony@africarace.com.



AFTER THE RACE



PICTURES

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

**The AFRICA ECO RACE will offer, at the end of the rally, some royalty-free photos of each competitor.
Each day, a selection of photos, free of rights, will be available for download from the AFRICA ECO RACE website.**

Nevertheless, the official photographers will propose "photo packs". They will be present at the verifications to present their different offers, deliverable at the end of the rally. A good way to highlight your sponsors.



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YOUR CONTACTS

Media/Press service

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