

**DÉFI DE MONTE-CRISTO  
2021**

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8, 9, 10, 11 JULY 2021

10, 11 & 12 SEPTEMBER 2021

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MARSEILLE





# | THE CONCEPT

Le Défi de Monte-Cristo is undeniably a human adventure, often the challenge of a lifetime, always an extraordinary sports experience where self-surpassing goes hand in hand with courage and determination.

Retracing the famous fictional escape from the Château d'If of Edmond Dantès, the Défi de Monte-Cristo is the the biggest open water swimming event in Europe, bringing together amateur and professional swimmers.

The French Open Water Swimming Cup stage since its first year, the Défi joined the EDF Aqua Challenge in 2019.

This year, for the 23rd edition, the Monte-Cristo Challenge is two events:

- [From 8 to 11 July 2021](#)
- [From 10 to 12 September 2021](#)



# 23<sup>RD</sup> EDITION IN FIGURES

1<sup>ST</sup>

OPEN WATER SWIMMING EVENT IN EUROPE

10 000

SWIMMERS IN 2021

70

NATIONALITIES

18 000

VISITORS

7

DAYS OF COMPETITION

7

DAYS OF EXHIBITION  
IN THE DÉFI VILLAGE

18

SWIMMING CHALLENGE

360°

MÉDIA PLAN

1 YEAR

OF SPEAKING ON SOCIAL NETWORKS

12 HOURS

5K CHALLENGE LIVE BROADCAST  
FROM IF CASTLE



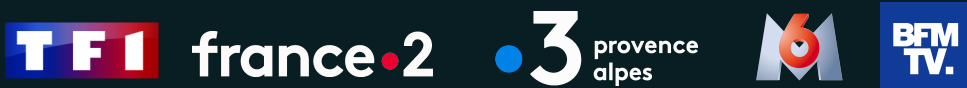
# MEDIA COVERAGE

## 2019

### PRINT



### TV



### RADIO



### WEB & SOCIAL NETWORKS







# MEDIA COVERAGE

## 2020

### PRINT



La Provence LA DÉPÊCHE La Marseillaise

20 minutes

### TV



### RADIO



### WEB & SOCIAL NETWORKS

La Provence .com



made in marseille

le Bonbon

L'ÉQUIPE



ouest france .fr





# MEDIA PLAN

## 2021



### OFFICIAL WEB & SOCIAL NETWORKS

#### LE DÉFI DE MONTE-CRISTO

- Editorial content & news feed
- 10 newsletters sent (12000 qualified e-mail addresses)
- Launch of contests

#### FACEBOOK @LE DÉFI DE MONTE-CRISTO

- Editorial content & news feed
- Launch of contests
- Facebook live streaming of the 5K races

#### INSTAGRAM @DEFIMONTECRISTO

- News feed
- Launch of contests



### PARTNER WEBSITES

#### LA VILLE DE MARSEILLE

- Editorial content & news feed
- Launch of contests

#### LA PROVENCE

- Editorial content & news feed
- Launch of contests
- Live streaming



### BILLBOARDING

- **JC DECAUX** : 60 posters MUPI
- **K-PUB MARSEILLE** : 500 posters





# MEDIA PLAN

## 2021



### PRESS

#### LA PROVENCE

- Quarter page ad x 3
- Junior banner x 4
- Editorial content & event coverage

#### RELATIONS PRESSE

NORTH COMMUNICATION agency is in charge of press relations & community management for the event, from December 2020 to December 2021.

It also provides custom support to sponsors in order to optimize their investment.



### TV & RADIO

#### REGIONAL RADIO CAMPAIGN

- Ad spots
- Editorial content & news
- Interviews
- Launch of contests

#### TV SUD

- Interview & event announcement

#### LIVE

- Recording of 5K races
- Live broadcast on Facebook on Defi de Monte Cristo
- Live broadcast on Laprovence.com





# PROGRAMME

## 2021

JULY 2021

08 | 20H15 : 5 K BY NIGHT  
07

09 | 09H15 : 5 K WITHOUT FINS  
14H00 : 3,5 K WITHOUT FINS  
19H00 : 2 K OPEN  
20H00 : PASTA PARTY  
07

10 | 09H15 : 5 K WITH FINS  
14H00 : 2,5 K WITHOUT FINS  
16H00 : 1 K OPEN JUNIOR  
20H00 : PARTNER PARTY  
07

11 | 09H15 : 5 K WITHOUT FINS  
14H00 : 2,5 K WITH FINS  
16H00 : 1 K OPEN  
20H00 : CLOSING PARTY  
07

SEPTEMBER 2021

10 | 09H15 : 6 K WITHOUT FINS  
14H00 : 4 K WITHOUT FINS  
19H00 : 2 K OPEN  
20H00 : PASTA PARTY  
09

11 | 09H15 : 6 K WITH FINS  
14H00 : 2,5 K WITHOUT FINS  
16H00 : 1 K OPEN JUNIOR  
20H00 : PARTNER PARTY  
09

12 | 09H15 : 6 K WITHOUT FINS  
14H00 : 2,5 K WITH FINS  
16H00 : 1 K OPEN  
20H00 : CLOSING PARTY  
09



# | LE VILLAGE

Essential place of the event, built on the beach facing the sea, the village is the heart of the Défi de Monte-Cristo for 7 days (4 days in July & 3 days in September).

Open to all, the life of the village is punctuated by the attendance of participants, accompanying persons, animations and marketing activations of sponsors. As sport is also sharing and partying, in the evening the village turns into an open-air dance floor on the beach.

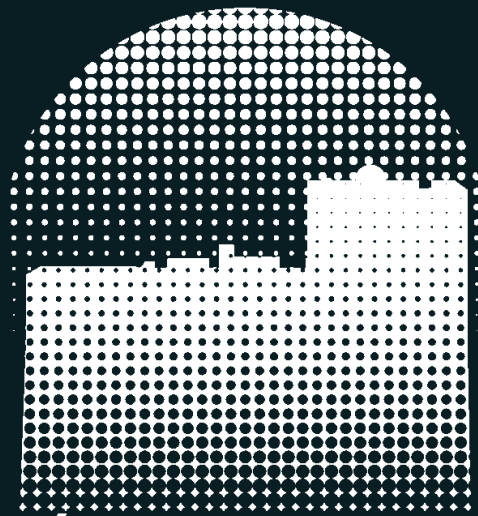
## EN QUELQUES MOTS ...

- A 5,000+ sq m ephemeral area, secured and guarded
- A cumulative influx of 18 000 people over the 7 days
- A 150 seat bar / restaurant
- Amenities: showers, WC, changing rooms & lockers
- Sponsors shops
- An entertainment area
- A concert stage





| CONTACT



**DÉFI DE MONTE-CRISTO**

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