

**DÉFI DE MONTE-CRISTO
2021**

8, 9, 10, 11 JULY 2021

10, 11 & 12 SEPTEMBER 2021

MARSEILLE

A swimmer is captured mid-splash in the deep blue sea. In the background, the massive stone walls and towers of the Château d'If, a famous prison on a rocky island, rise against a clear sky. The water is dark and textured with white foam from the swimmer's splash.

| 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](#)



23RD EDITION IN FIGURES

1ST

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



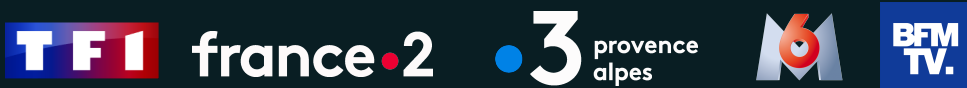
MEDIA COVERAGE

2019

PRINT



TV



RADIO



WEB & SOCIAL NETWORKS





MEDIA COVERAGE

2020

PRINT



TV



RADIO



WEB & SOCIAL NETWORKS





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
19H00 : 1 K OPEN JUNIOR
20H00 : PARTNER PARTY
07

11 | 09H15 : 5 K WITHOUT FINS
14H00 : 2,5 K WITH FINS
19H00 : 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
19H00 : 1 K OPEN JUNIOR
20H00 : PARTNER PARTY
09

12 | 09H15 : 6 K WITHOUT FINS
14H00 : 2,5 K WITH FINS
19H00 : 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).

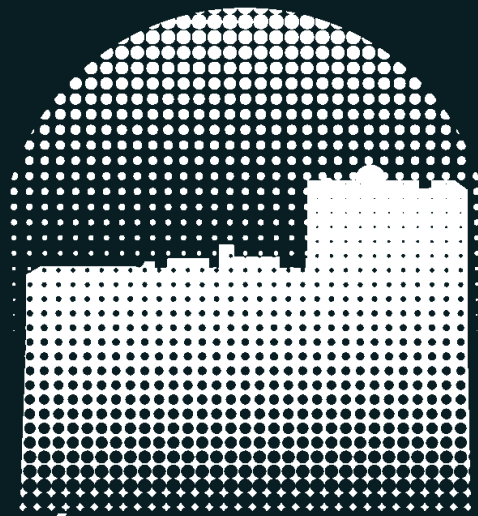
Open to all, the life of the village is punctuated by the attendance of participants, accompanying persons, animations and marketing activations of sponsors. As sport is also sharing and partying, in the evening the village turns into an open-air dance floor on the beach.

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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