



NOVEMBER 18-22, 2010



ST. BARTH  
*Cata-Cup*

THE LEADING FORMULA 18 REGATTA  
IN THE CARIBBEAN



Photos Pierrick Contin©



## FORMULA 18

### Not just a sport, more like a way of life!

Navigating faster than 20 knots, your body skimming over the water, a delicate balancing act on the hull, this is all part of the excitement that brings hundreds of competitors together where the waters are warm waters and the days are hot and sunny during the winter... like Saint Barthélemy for example!

Open to all makes and boat builders, the F18 class is subject to a box rule that sets the regulations for length and width of the boat, as well as mast height, sail sizes, overall weight, and choice of materials for construction. This helps keep the cost within reach, from \$20,000 - \$25,000.

The F18 class has stimulated vigorous competition among naval architects to design winning catamarans. The market is in full expansion, bringing a breath of fresh air and new opportunities to such well-known names Cirrus, Hobie Cat, Nacra, Prindle, or Dart ...



### A LOOK AT FORMULA 18 BY THE NUMBERS

- Over 1200 boats currently registered
- **More than 400 racers rated through national competitions**
- **200 competitors pre-selected and expected in Erquy in July for the 2010 World Championships**
- **The F18 class attracts the top names in sailing today, such as Franck Cammas, second place in the 2008 World Championships or Peter Holmberg, winner of the 2007 America's Cup aboard 111 Allinghi!**

## ST BARTH CATA CUP

*The last catamaran competition of the year, and the race of reference in the Caribbean!*

Successfully launched in 1992, the St Barth Cata Cup had already attracted 35 racing teams by 1995 when the Caribbean was battered by hurricane Luis, imposing different priorities for the islanders and relegating the race to "sometime in the future."

In 2008, under the aegis of four catamaran fans, the non-profit association, St Barth Multihulls, jumpstarted the event anew, and it immediately attracted top racers as well as sponsors.

### EVENT ORGANIZERS

**President :** Thierry Lhinares, age 50, St Barth resident for 25 years

**Secretary :** Jeff Lédée, age 38, St Barth, travels between the island and France

**Treasurer :** Vincent Jordil, age 48, St Barth resident for 15 years

**Logistics and Communication :** Hélène Guilbaud, age 43, St Barth resident for 20 years

Their goal is to establish an important annual event on the Formula 18 racing circuit. To achieve that status, they have offered transportation for boats (via containers from France, Guadeloupe, Puerto Rico, Holland, and Belgium), rental cars, and housing for competitors (hotels or private homes). In fact, each team only pays 500 Euros to register!

The beautiful landscapes, warm ambiance during the race, financial stability, and of course the reputation of the island have helped make this event a big success. For November 2010, registration for the St Barth Cata Cup is completely full, with 40 racing teams, or a total of 80 sailors, coming from around the world to compete...



**ST. BARTH**  
*Cata-Cup*

## A RACE UNTO ITSELF

*Saint Barth, November 18-20, 2010*

The St Barth Cata Cup is affiliated with the French Sailing Federation (FFV), represented by the Saint Barthélemy Nautical Center. The races are for two-person teams, and each course is either a short run along the coast or around the island, determined by the weather conditions and direction of the wind.

There are very few buoys to race around and the courses are not Olympic triangles! In Saint Barth, nature has placed its own traps with such pretty names as Goat Island, Ile Coco, Ile Fourchue, Ile Frégate, Ile de la Tortue, Les Grenadins, Sugar Loaf, Ile Petit-Jean, and Ile Toc Vert., which add a little spice to the circuit and allow the boats to battle toward the finish and play with the winds, and abandon themselves to the pleasure of the race!

### COMPETITIVE and CONVIVIAL

*The five days of the St Barth Cata Cup juxtapose races out on the water and activities on the beach, around the pool, or around the table for a good meal with friends, families, and sponsors of the event.*

- Thursday, November 18**                      Morning : Welcome for racers  
Confirmation for inscriptions  
3pm Prologue "pre-starter" on St Jean Bay  
6pm Welcome Cocktail for racers and sponsors
- Friday, November 19**                      Breakfast at La Plage restaurant  
9:30am - 2:00pm : Races  
Meals La Plage restaurant  
Dinner "Special Cata Club"
- Saturday, November 20**                      Breakfast at La Plage restaurant  
9:30am - 2:00pm : Races  
Meals La Plage restaurant  
2pm: Windsurfing regatta for kids from the Nautical Club  
and Optimists from the St Barth Yacht Club  
Dinner "Special Cata Club" with music
- Sunday, November 21**                      Breakfast at La Plage restaurant  
9:30am - 2:00pm : Races  
Meals La Plage restaurant  
4pm: Awards Ceremony for the ST BARTH CATA CUP  
Cocktail and closing party with music
- Monday, November 22**                      Breakfast at La Plage restaurant  
9am : Start of a quick race to Pinel Island  
Lunch at Pinel and afternoon return





## TOP-NOTCH INTERNATIONAL ROSTER

They come from all over the world pour the pleasure of competing in a most exceptional environment. The elite of international sailing mix with award-winning amateurs. But at the end of the day, the champions remain the champions!

### To list a few of our championship competitors :

**Emmanuel Boulogne**, French F18 World Champion in 2003 aboard a Cirrus boat, fresh from the Boulogne Conception Marine shipyard, Champion of France for F18 Raids in 2002, Champion of Belgium in 2001, 2003, and 2008, Champion of France for Olympic sailing in 2001, 2002, 2003, 2004, and 2005

**American Carrie Howe**: F18 North American Champion in Galveston (Texas), 2<sup>nd</sup> at the Olympic week in Hyères in 2007, Yngling\* class, 1<sup>st</sup> in US Sailing's Rolex Miami OCR in 2007, 4<sup>th</sup> in the 2008 Feminine World Championships, Yngling class

*(\*the Yngling keel designed for Olympic Match Racing is reserved for the feminine division)*

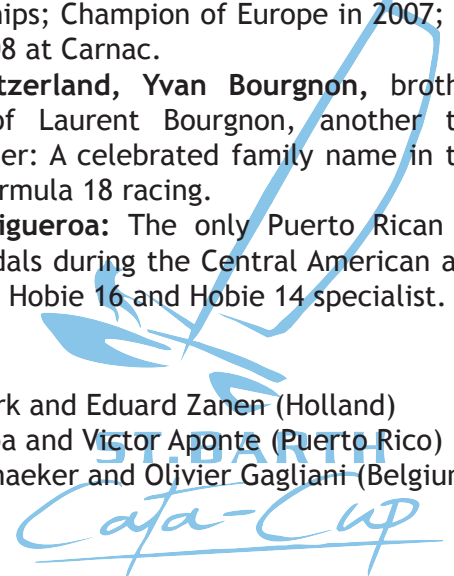
**Dutchman Mischa Heemskerk**, a former favorite in the Tornado Olympic circuit, and an ace F18 racer: Victory in the Dutch Nationals in 2008; 3<sup>rd</sup> in the 2008 World Championships; Champion of Europe in 2007; 2<sup>nd</sup> in the Eurocat 2008 at Carnac.

**From Switzerland, Yvan Bourgnon**, brother and teammate of Laurent Bourgnon, another top transoceanic winner: A celebrated family name in the upper strata of Formula 18 racing.

**Enrique Figueroa**: The only Puerto Rican to win four Gold Medals during the Central American and Caribbean Games; Hobie 16 and Hobie 14 specialist.

### Winners 2009

- 1) Misha Heemskerk and Eduard Zanen (Holland)
- 2) Enrique Figueroa and Victor Aponte (Puerto Rico)
- 3) Patrick Demesmaeker and Olivier Gagliani (Belgium)



# Sports spectacle! Fabulous, high-e



# energy events... even on land!



## OUR PARTNERS

The co-authors of our success story!



- **SAINT BARTHELEMY NAUTICAL CENTER**  
Association partner affiliated with the French Sailing Federation (FFV)

- **COLLECTIVITÉ DE SAINT BARTHELEMY**  
The island government has supported this event since its debut and hopes to ensure its future. The Collectivity provided storage of sea containers.

- **TOURISM COMMITTEE**  
Helps the organization and the competitors to make sure everyone is comfortable and has what they need on the island.

- **HOTEL ASSOCIATION**  
Offers eight free nights to each team (a double room for two) and a special price of 100 € per day for their entourage. The event generates over 400 paid hotel nights.

- **RESTAURANT LA PLAGE**

On the beach in St Jean, the restaurant, La Place, hosts the press center as well as home base for the racers and their families, from breakfast through parties late into the night.

- **RMP CARAIBES - SET CARGO - MARFRET**

Round-trip transportation for two containers Rouen / St Barth

- **AVIS and BUDGET**

Provide 20 cars (10 each) for the week of the race

- **TRADEWIND AVIATION**

Round-trip transportation from Puerto Rico for a Salsa band (9 people)

- **BLUE LIFE STYLE & NE ME QUITTE PAS SBH:** Provide the committee boat and press boat from three to five days with fuel and pilot

- **GIFTS and PRIZES** from numerous businesses, including CARAT TIME, which offers one watch and a large discount to the top three winners

## PLEASE JOIN US

In less than three years, the **St Barth Cata Cup** has confirmed its presence as an important, yet convivial, event in the sailing world. Today, its organizers hope to find new partners, and associate the name of the event to that of a major sponsor.

**The idea is not to open the race to hundreds of new competitors, but on the contrary, to maintain the subtle balance between the reputation of the island plus the quality of its hospitality and the diversity of the racing teams, their sportsmanlike spirit, and the overall ambiance created by the mix of all these ingredients.**

The sponsorship costs for the St Barth Cata Cup vary according to your level of participation. Three options are currently available:

### **Title Sponsor - Official Partner - Technical Provider**

According to your level of interest, we can offer you:

- An event and a major location to promote your brand in an unusual setting.
- A race and a trophy in your name
- Your brand on the hull or voile of a boat
- Sponsorship of a special event or cocktail party in your name
- Visual opportunities for your logo

On the beach reserved for the boats

Flags on the boats, while on land

In the race press center

On all of our communication tools for race teams, the press, and our sponsors

On our website, including a link back to your site

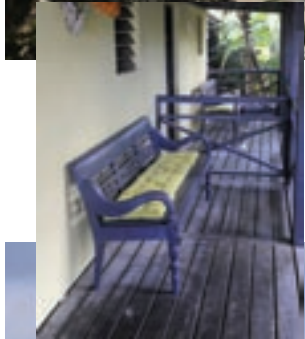
On merchandising objects you can present to the racers

**The cost is 50,000 € for a TITLE SPONSOR whose name will be linked to the event for a minimum of three years: "The (your name here) St Barth Cata Cup"**

**Participation fees for all other sponsors will be billed on a case-by-case basis.**



# A LITTLE SLICE OF PARADISE!



# SAILING: A GREAT TOOL FOR MEDIA COVERAGE AND VISIBILITY FOR OUR SPONSORS

Competitive sport is the perfect vehicle to promote the competitors as well as their sponsors. Sailing, which takes place in a natural, ever-changing environment, demands a level of discipline that only accepts those with determination, commitment, courage, and humility.

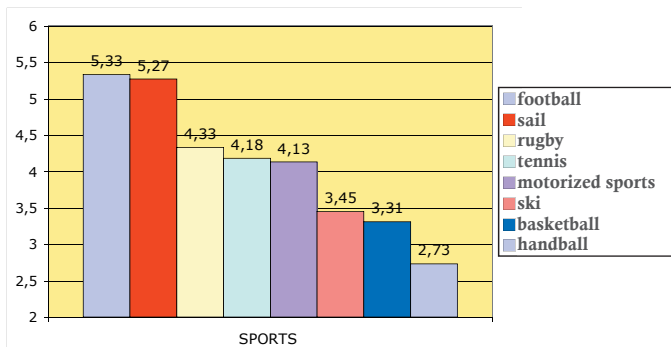
Presence in a sailing event can completely transform a business: the stature of the navigators can be copied onto our daily lives. The head of a company and his staff can appropriate what sports scientists call "the mentality of a champion," and be motivated in many different directions, both internally and externally, to embrace the often paradoxical values of the sailing world, which fluctuate from:

- . Dream to reality...
- . Tradition to contemporary...
- . Naturalness to the most high-tech...
- . Emotion and frisson to patience and anticipation...

Hickory Sport, a multisport agency involved in sailing, reports an average return-on-investment from 2.5 to 4.5% per year from the sponsoring sailing events, and that number can go as high as 9 to 10% for high-interest races such as the Vendée Globe, Route du Rhum, or America's Cup.



Comparative evolution of the interest for the sport news  
(period of the race « la Route du Rhum»)



note interests from 1 to 10 - investigation Sport-Lab

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