



# BLUE ALLIANCE OCEAN RACING

A high-performance sailing campaign  
supporting ocean protection

GLOBAL SOLO CHALLENGE 2027-2028

A RARE OPPORTUNITY

# Three worlds. One campaign.

Blue Alliance Ocean Racing sits at the intersection of elite sport, ocean conservation and corporate storytelling, a combination no other campaign offers.

## ELITE SPORT

*Solo non-stop round-the-world race*

The Global Solo Challenge 2027 is one of sailing's most extreme challenges. 48,000 km of solo ocean sailing, powered only by wind, broadcast to 80+ million people across 157 countries in the first edition.

## OCEAN CONSERVATION

*Real impact, independently verified*

Blue Alliance manages 3.4 million hectares of Marine Protected Areas across Indonesia, the Philippines and Zanzibar, 1.5% of the world's coral reefs. The boat races under Blue Alliance colours, with BA branding on the hull and mainsail, making every mile a visible act of conservation.

## GLOBAL STORYTELLING

*Content that moves people*

Live dispatches from the ocean, documentary footage, skipper talks, and conservation narratives, a content machine that runs for two years.

## THE GLOBAL SOLO CHALLENGE 2027

# One of ocean racing's most extreme tests.

**48,000**

kilometres  
solo, non-stop

**2027**

start in  
Vigo, Spain

**~120**

days at  
sea estimated

**6**

continents  
circumnavigated

## THE SKIPPER

### Jérôme Delire

- 100,000+ nautical miles at sea
- Completed a full global circumnavigation along the equator
- 10+ years competitive racing, Belgian Sailing Team
- Class40 MASAI, Pogo 40 S2, one of only 6 built worldwide. 12.19 m long, 90,000+ nautical miles history including Route du Rhum. Professionally maintained and race-ready.
- Passionate about the ocean, sustainability, and human performance

### Why this race?

The Global Solo Challenge is one of the few remaining truly solo, non-stop, unassisted circumnavigations, no support boats, no crew, no stops. The route passes the three Great Capes (Good Hope, Leeuwin, Horn), starting and finishing in Vigo, Spain. 20+ entries expected for the 2027-2028 edition. ISO 20121 certified sustainable event, no new boats built, low-impact management.

The 2023-2024 edition reached 80+ million people across 157 countries via 106 TV channels (including BBC, CNN, Bloomberg, NBC, Rai, BeIN Sports). Skippers generated 750k+ social media followers and 25M reach. The GSC community totals 134k members. Coverage extended to Forbes, People, major sailing press, and non-sailing media across 14 countries.

## WHO WE ARE

# Blue Alliance: conservation that actually works.

Most Marine Protected Areas exist only on paper, no rangers, no funding, no enforcement. We call them paper parks. Blue Alliance does something different.

### Official government mandate

We hold delegated management agreements signed with the governments of Indonesia, the Philippines and Tanzania, giving us long term legal authority no other NGO has replicated at this scale.

### Fishers, rangers, and scientists, every day

We deploy rangers, community officers, and scientists to enforce MPA rules, monitor and regenerate coral reefs, and engage fishing communities, turning paper parks into functioning ecosystems.

### A blue economy that funds itself

We own and operate businesses in aquaculture, fisheries, and eco-tourism to alleviate poverty in coastal communities. Local fishers get jobs and a share of the revenues. Business income progressively funds MPA operations.

## OUR IMPACT

**3.4M ha**

of MPAs managed

**1.5%**

of world's coral reefs

**48K**

fisher community  
members benefitted

**327**

direct jobs created

**82K tCO<sub>2</sub>e**

emissions avoided

**CNRS**

annual independent  
certification

## WHAT YOU GET AS A PARTNER

# Visibility, storytelling, and a credible sustainability story.

01

### Brand on the Ocean

Blue Alliance is the primary brand on the boat, hull, mainsail, and campaign identity. Corporate partners receive logo placement in designated secondary areas. Race footage, media coverage, and live tracking give your brand sustained international exposure over two years.

02

### ESG & CSR Positioning

Align your brand with verified marine conservation. Blue Alliance's impact is certified by CNRS annually, the credibility your sustainability reporting needs.

03

### Premium Content

Two years of high-quality storytelling assets: ocean dispatches, skipper interviews, documentary footage, conservation narratives. Content for marketing, HR, and sustainability teams.

04

### Employee Engagement

Skipper talks, leadership and resilience sessions, and access to conservation storytelling that energises internal teams and reinforces corporate values.

05

### Partner Exclusivity

A limited number of strategic positions. Blue Alliance retains the right to decline sponsors whose values conflict with ocean conservation, protecting your brand by association.

06

### Blue Commitment Access

Strategic partners can offer Blue Commitments to clients or employees, every \$10 protects 1 hectare of coral reef for 10 years. A tangible, certified conservation gift.

## PARTNERSHIP TIERS

# Two ways to join the campaign.

*The first EUR 250,000 raised funds the race campaign. Conservation fundraising begins immediately after.*

### STRATEGIC PARTNER

**>EUR 50,000**

*Financial or in-kind equivalent*

- Prominent logo on hull and sails (in addition to Blue Alliance primary identity across the full campaign)
- Named strategic partner in all campaign communications
- Presence in storytelling, media, and documentary content
- Skipper talks and employee engagement sessions
- Blue Commitment package for clients or staff
- Joint press announcements and social media features

### SUPPORTING PARTNER

**< EUR 50,000**

*Financial or in-kind – flexible contribution*

- Logo on campaign materials and website
- Recognition as official project partner
- Digital presence across campaign channels
- Invitations to campaign events and launches
- Association with ocean protection mission
- In-kind welcome (equipment, services, expertise)

## HOW IT WORKS

# Transparent by design.

01

### The campaign launches

Partners join and fund the Blue Alliance Ocean Racing campaign. All sponsors are jointly approved by Blue Alliance and MASAI to ensure alignment with ocean conservation values. From day one, the boat sails under Blue Alliance colours, visually anchoring every media appearance to the conservation mission.

02

### First EUR 250,000 funds the race

The first funds raised cover Jérôme Delire's participation in the Global Solo Challenge 2027, boat preparation, safety, training, logistics, and storytelling production.

03

### Beyond EUR 250,000 goes to conservation

All funds raised above the race budget go directly to Blue Alliance, financing Marine Protected Areas and the Blue Commitment programme. Conservation fundraising runs in parallel from day one.

04

### Two years of storytelling

From the start in Vigo in October 2027 to the finish in March 2028, partners receive continuous content, updates, and visibility as Jérôme races solo around the world under the Blue Alliance flag.

CAMPAIGN TIMELINE

# Two years of racing and storytelling.



JOIN THE CAMPAIGN

# Race around the world. Protect what makes it worth racing for.

A limited number of strategic partner positions are available.  
All sponsors are jointly approved to protect brand and mission alignment.

CAMPAIGN CONTACTS

**Pierre Rousseau**

Turbilhão Nómada Ida

[PierreR@bluealliance.earth](mailto:PierreR@bluealliance.earth) | +351 939 900 545

**Tanja Zagorac**

Campaign Coordinator

[Tanjaz@bluealliance.earth](mailto:Tanjaz@bluealliance.earth) | +33 629 22 29 12

# Annex



# MEET THE SKIPPER JÉRÔME DELIRE

- LIFELONG SAILOR WITH 100,000+ NAUTICAL MILES
- COMPLETED A GLOBAL CIRCUMNAVIGATION ALONG THE EQUATOR
- 10+ YEARS OF COMPETITIVE RACING EXPERIENCE (BELGIAN SAILING TEAM)
- PASSIONATE ABOUT THE OCEAN, SUSTAINABILITY, AND HUMAN PERFORMANCE

**“The best preparation for the Global Solo Challenge?  
Having already sailed around the world!”**

# The Yacht — MASAI, Class40 #109

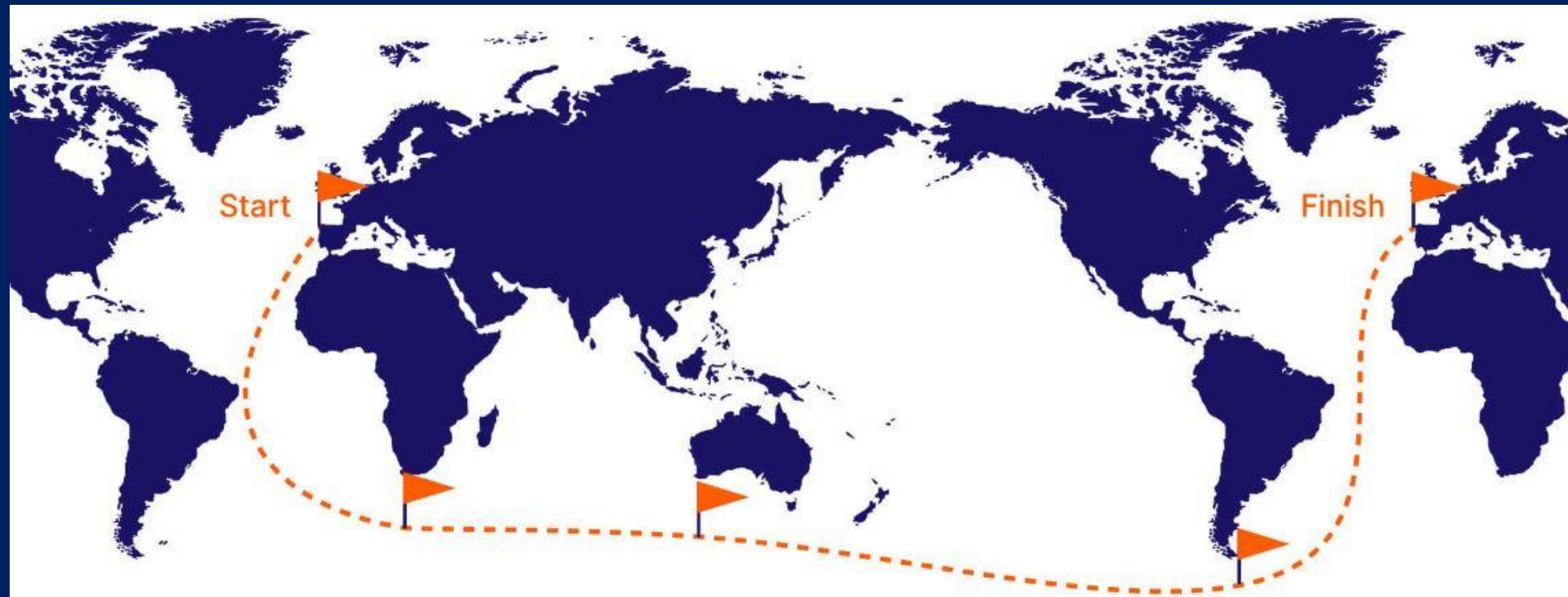
- Pogo 40 S2, one of only 6 built
- 12.19 m long
- Proven offshore performance, including Route du Rhum
- Over 90,000 nautical miles history
- Professionally maintained and race-ready



# The Challenge — Global Solo Challenge 2027

**Solo, non-stop, unassisted circumnavigation**  
**Starts in Vigo, Spain**  
**Extreme endurance and navigation challenge**  
**International exposure & media coverage**

48,000 kilometers of solo sailing,  
powered entirely by the wind.



ISO  20121  
Sustainable Events

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

# Branding and Corporate Visibility

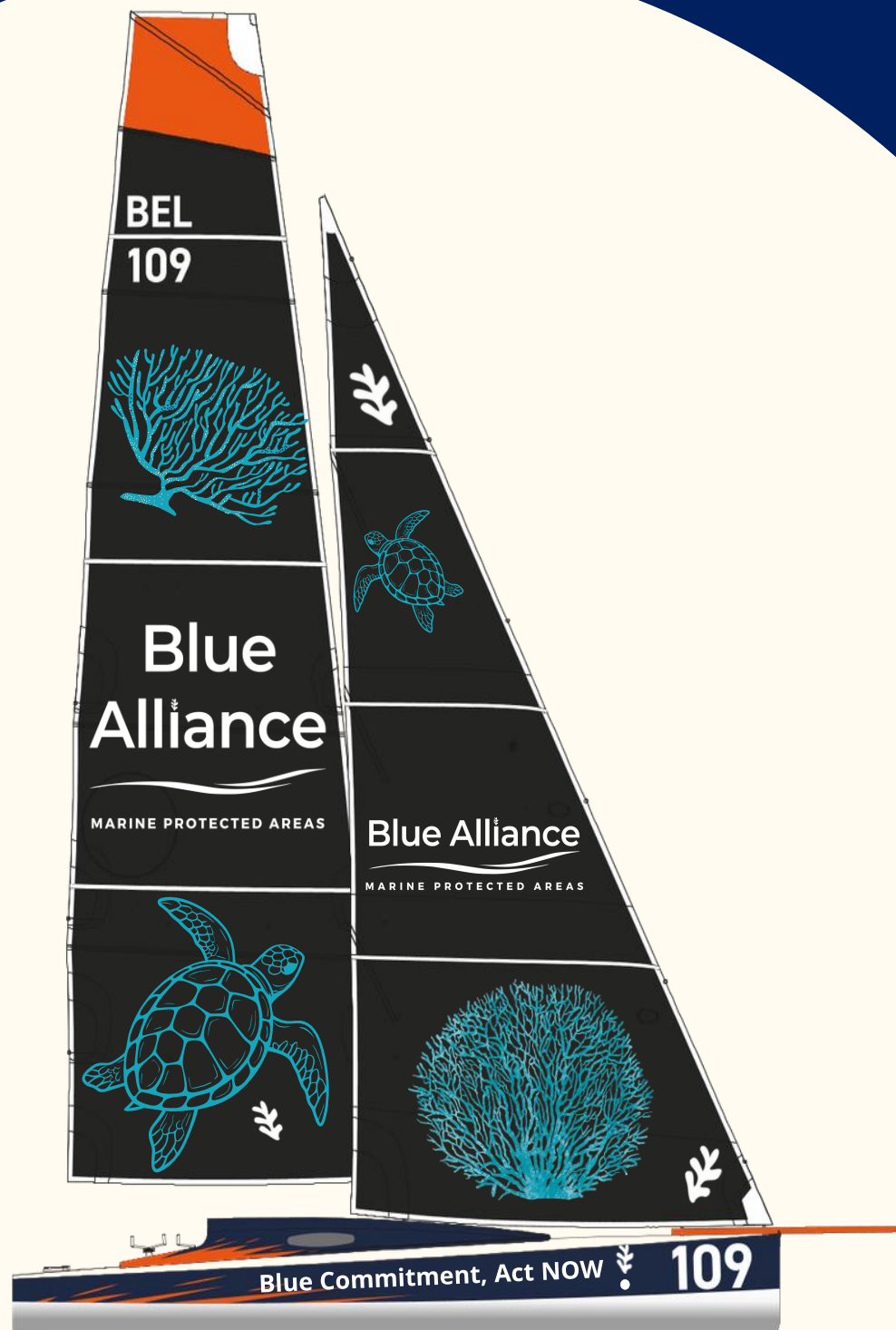
How partners are showcased while preserving the mission

Primary Branding, Protecting the Mission

## Blue Alliance

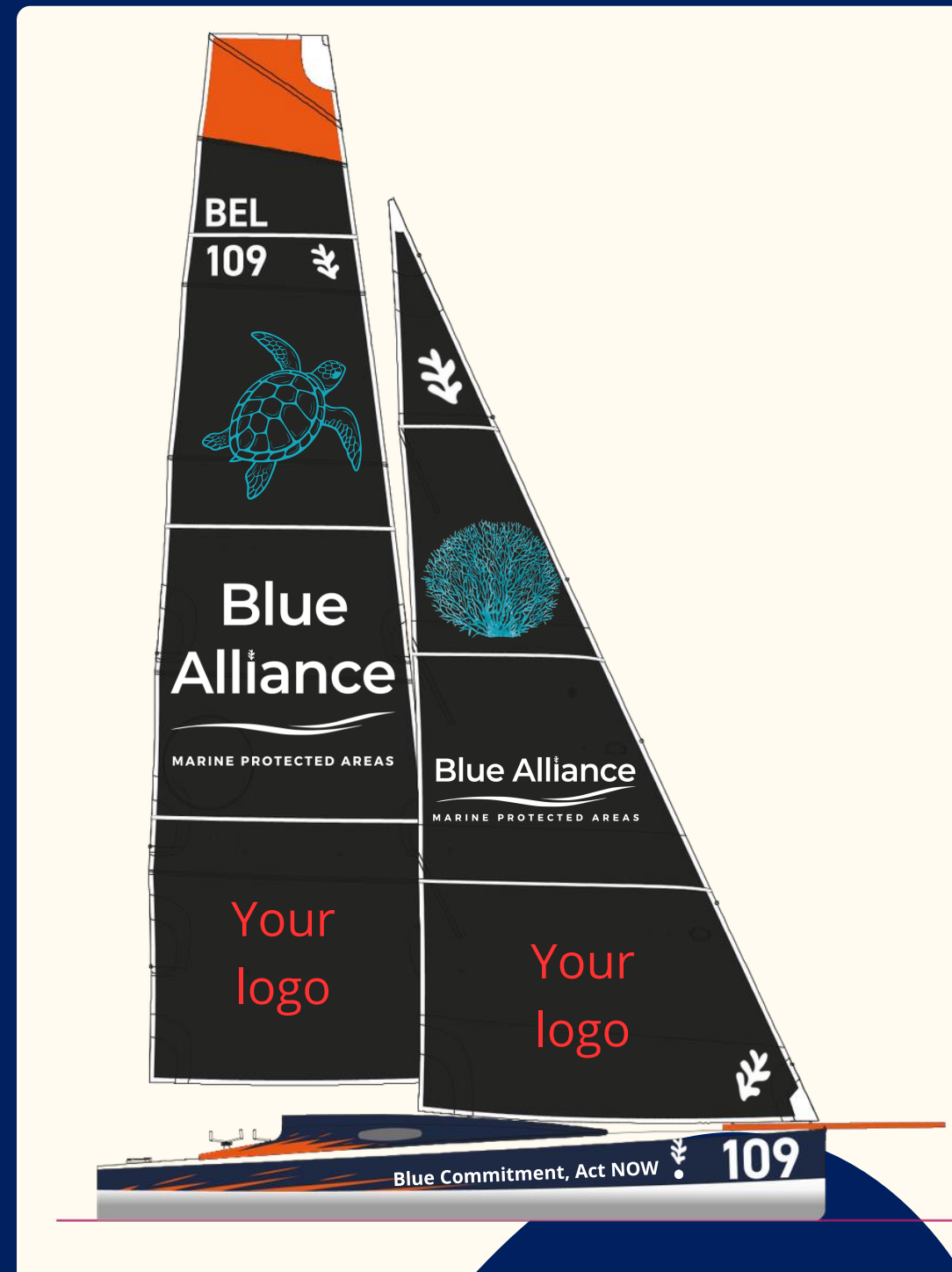
MARINE PROTECTED AREAS

- Exclusively reserved for Blue Alliance
- Main visible identity on the yacht
- Logo placement on hull and sails
- Association with campaign messaging



# Branding and Corporate Visibility

How partners are showcased while preserving the mission



- Logo placement on secondary areas of the yacht
- Inclusion in communication materials
- Website & digital media presence
- Documentary & storytelling content
- Campaign events and conferences

\*zone to be defined by the designer

# How the Campaign Budget is Allocated

A balanced investment between performance, safety, and communication

1

## Performance & Safety



Boat preparation  
Technical upgrades  
€80,000



Safety equipment  
Navigation systems  
€40,000



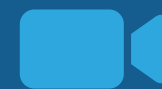
Training  
Qualification sailing  
€30,000



Logistics  
Race preparation  
€35,000

2

## Visibility & Engagement



Media production  
Storytelling  
€35,000



Communication  
Outreach  
€15,000



Coordination  
Fundraising  
€15,000

# Imagine a world...

...where half-million local fishers earn a sustainable income, where communities thrive, and where five percent of the world's coral reefs, once threatened, are teeming with life.



This is not just a dream -  
it is the vision of **Blue Alliance**, by 2030





3,400,000 ha MPAs

managed by Blue Alliance

1.5% of the world's  
coral reefs

already coming back to life

**Philippines**

NE Palawan MPA Network  
Area protected: 1,040,000ha

Mindoro MPA Network  
Area protected : 236,000ha

**Zanzibar**

North Pemba Conservation Area  
Area protected: 27,000 ha

**Indonesia**

Banggai Conservation Area  
Area protected : 741,000 ha

Maluku Conservation Area  
Area protected: 1,410,000ha



Asha Bakar Mtwana, one of our Blue Alliance PECCA rangers, patrols Pemba's shores with quiet courage, breaking barriers and protecting the ocean so her community, and her daughters, can inherit a future full of life and possibility.

**“If we take care of the ocean, the ocean will take care of us”**

# Our growing team (Total: 280+)

223

**A dedicated team for MPAs**, incl. rangers, community officers, scientists and managers responsible for implementing on-the-ground MPA activities

48

**A dedicated team for social enterprises**, incl. technicians, community developers, eco-guides, crews and managers managing community-based aquaculture, fisheries & ecotourism businesses

14

**Senior expert team with multi-disciplinary know-how** providing leadership & strategic guidance to MPAs and businesses

We are one of the few teams in the space with a **decade of proven experience** co-managing MPAs & building reef-positive blue economy businesses in developing countries



## THE BLUE COMMITMENT

# Your partners and employees can protect coral reefs.

Strategic partners gain access to the Blue Commitment, a certified conservation product your company can offer to clients, staff, or use in brand campaigns.

every

# \$10

protects

## 1 hectare

of coral reef

### for 10 years

*Impact certified annually by the largest scientific research center in Europe*

## HOW PARTNERS USE IT

### Client gifting

Offer Blue Commitments to key clients as a meaningful, certified sustainability gift. Every \$10 protects 1 hectare, scale to any budget.

### Employee rewards

Give teams a tangible connection to ocean conservation. Allocate commitments by team, region, or business unit. Certificates issued in their name.

### Brand campaigns

Anchor an ESG or sustainability campaign around a verifiable conservation product. Ready-to-use PR materials, logos, social posts, and impact reports included.

### Reporting frameworks

A Blue Commitment aligns with TNFD and SBTN biodiversity targets, adding a verified nature dimension to your sustainability reporting beyond carbon.

# The reefs that survive will be the ones we protect now

- Coral bleaching events are accelerating. The window for effective intervention is narrowing.
- We are not asking you to fund an experiment: we are asking you to scale something that works, while there is still time for it to matter.

IMPACT AT SCALE





**The ocean does not need more paper parks. It needs partners ready to act. The model is proven. The mandate is in place.**

**This is the moment to shape a legacy for the ocean.**