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# PRESS KIT

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Thursday, February 9, 2012



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## I. The Sport Business Personality Award

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**The Sport Business Personality Award**, created upon the initiative by Nathalie Zimmermann-Nénon and Bruno Lalande, awards a sports industry leader – organisation, corporate sponsor or media – whose performance throughout the year has been unanimously recognised by his/her peers. The prize-giving ceremony is an unmissable event for industry leaders, helping them decipher, analyse and forecast market developments.

Awarded for the first time by David Douillet in 2009 to celebrate a decade which launched sport business in France, following the marketing and commercial success of the 1998 Football World Cup, this award, unique in the sport industry, was bestowed on Jean-Michel Aulas, President of the Olympique Lyonnais football club, for the decade 1998-2008.

Since 2010, the prize has been awarded each year according to the same method. Jacques Lambert, the current President of the Euro 2016 Organising Committee was awarded at the last edition for his work for the French Football Federation; helping to see the Euro 2016 awarded to France.

**The originality of this award lays in the way its winner is selected. It is the only prize in the sports industry to award a personality according to votes by representatives of the sport business sector, organised by Kantar Media, a three stage voting system:**

- **From January 3 to 16 2012:** an electoral college of more than 200 sport business professionals (corporate sponsors, media, sports men and women, agents, events planners, local authorities, governing bodies, experts, lawyers, etc.) was consulted to draw up a short-list of 10 personalities who stood out during the year.
- **From January 19 to February 1:** an extended college of more than 1,500 sport sector professionals was consulted to elect THE personality of the year, from the 10 nominated personalities.
- **Thursday February 9:** the prize-giving ceremony takes place at the TF1 Grand Auditorium in the presence of all the major sports marketing players.

**This 3<sup>rd</sup> ceremony will be completed with a series of round table discussions led by the most eminent sport business experts.**

- **Round table N°1:** « TV rights : heading towards the end of exclusivity? »
- **Round table N°2:** « What visibility is needed for corporate sponsors in 2012 to help stand out? »

The transcript of these debates will be posted on the official Sport Business Personality Award site just after the event.

The site presents all partners and participants of the 2012 edition, as well as archives from former editions: [www.prixdelapersonnalite.com](http://www.prixdelapersonnalite.com)

« Efficiency, confidence, expertise, energy and loyalty during this Olympic year, the values that we defend remain our main commitments, including that of the Sport Business Personality Award 2011, in which Nataf Fajgenbaum & Associates has been involved since its beginnings. » **Fabienne Fajgenbaum and Jacques Nataf, Co-founders of the Nataf Fajgenbaum & Associés office.**

**This year, the trophy will be awarded by Nikola Karabatic, taking over from Teddy Riner.**

« Sport and business used to be in opposition, even though they are activities which share many common elements: performance research, in the collective meaning. Sport and business can and must enrich one another with these common values in mind. In the age of professional sport, athletes also need the business world to help them prepare in optimum conditions and give them an even larger dimension to their disciplines. It is therefore with great pride that I award the Sport Business Personality Award: we have so many things to share together. »

**declared Nikola Karabatic.**



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Born in 1984 in Niš, Serbia, Nikola Karabatic is a French handball player with a Croatian father and a Serbian mother.

He measures 1.96 m and weighs in at 105 kg. He occupies the left back or centre position in the French side and in the French Championship for his Montpellier club.

He has been French and German champion several times and is a multiple winner of the French Cup, League Cup, German Cup and German Supercup; Germany being a country which boasts the most prestigious Championships in Europe. He also won two Champion's Leagues in 2003 with Montpellier and in 2007 with Kiel.

He was voted best German Championship player two seasons in a row and best player in the French Championship in 2010. With the French National side, he holds three major handball titles: Olympic Champion in 2008, double World Champion in 2009 and 2011 (of which he was voted MVP) and twice European Champion, in 2006 and 2010.

On August 6, 2008, he was officially voted best handballer of the year for 2007 by the International Handball Federation. He is considered one of the best players in the world due to his physical strength, technical ability and tactical intelligence. He was voted « French Champion of Champions 2011 » by the sports newspaper, L'Équipe.

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## II. Reasons for the Award: 2011 Roundup and 2012 Perspectives

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*1998-2008 saw the emergence of the sport sector in France, following the marketing and commercial success of the French Football World Cup in '98. With Bruno Lalande, co-founder of the award, we were lucky enough to take part in this adventure and we are privileged witnesses of the sector's growth. We feel it necessary to promote the performance of its leaders, whether they are from organisations, federations, corporate sponsors or media, with an award dedicated to their economic, marketing, commercial and organisational vision. For this prize to have more meaning, we feel it is indispensable to involve representatives from the industry in the winner's selection.*

*The sport business industry in France is now witnessing a new era, in which innovation and major events are taking place in quick succession.*

*Although it was an odd-numbered year, 2011 was packed with captivating sporting events, which often proved surprising: The Rugby and Ladies Football World Cups, the Handball, Swimming, Athletics and Judo World Championships, a memorable Tour de France, etc. The renovation of existing sports infrastructure, the construction of new stadia and covered sports halls in France will contribute significantly to the correct functioning of our sector in years to come.*

*Furthermore, the awarding of FEI World Equestrian Games 2014, Euro 2016, the World Handball Championships 2017, the Ryder Cup 2018, and the promotion of the Evian Masters to the ranks of major tournament, prove that France plays an important role in the sports world. The arrival of foreign funds on the French sport business market (TV rights, club participation, etc.) could substantially modify the outlook. All these events foster significant market development. In the same way, like any developing industry, a growing demand for quantification, rationalisation and investment optimisation is now showing.*

*We bring about change in the **Sport Business Personality Award** from year to year, to keep up to date and to offer, thanks to our prestigious partners- all leaders in their domains- a cutting-edge and prospective view of the sport industry.*

*We thank our partners wholeheartedly for their trust and all the participants in the vote; without whom the awards could not exist.*



**Nathalie  
Zimmermann-Nénon**

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Co-founder of the Sport  
Business Personality  
Award and CEO  
of NZConsulting

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### III. Personalities nominated for the 2011 Award

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#### ***Nasser Al-Khelaifi***

Chairman of QSi, General Manager of Al Jazeera Sport Channels, President of Paris Saint Germain, President of the Qatar Tennis Federation, Vice President of the Asian tennis federation for West Asia

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At 38 years old, Nasser Al-Khelaifi is the Chairman of Qatar Sports Investments (QSi). He was appointed director of acquisitions rights when Al Jazeera Sport Channel was launched in 2003 and currently serves as General Manager of the Qatari based channel since March of 2008. He is President of the new sport channel currently being developed in the French market and in charge of all international sports channels developed by the Al Jazeera Media Network. In that capacity he is overseeing and orchestrating all the sport rights acquisitions. The launch of this new channel is set for the second quarter of 2012. Nasser Al-Khelaifi has been President of the Qatar Tennis Federation since November 2008. In 2011, he was elected Vice-President of the Asian Tennis Federation for West Asia. Nasser Al Khelaifi is a former Davis Cup player and member of the Qatar National Tennis Team with which he won the GCC Team Tournament. With the recent QSi acquisition of the Paris Saint-Germain Football Club on June, 30th 2011, Nasser Al-Khelaifi became the Chairman of the board of PSG, and the president of the club reinforcing Qatari interest in French football.



#### ***Georges Barbaret***

French Golf Federation President

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Born in January 1939 in Les Avenières (Isère Department), Georges Barbaret is an agricultural engineer, who graduated from the ESA school. In his professional career, he was General Manager of the Coopagri-Bretagne group, a major agri-food cooperative with 4,500 employees, and he was also French foreign trade consultant and administrator for the French National Agronomics Research Institute.

In French agriculture, he was named Knight of the Legion of Honour and Agricultural Merit Officer. This golf fan spent thirty years of his life, « making people play and taking care of young people » as President of a club, league and Deputy Vice-President of FFGolf. Nominated President of FFGolf in 2005, Georges Barbaret made his ambitions clear: to develop golf in France, particularly thanks to a scheme known as « 100 little pieces of equipment » and to reach the goal of 700,000 registered players by 2018.

At the dawn of its centenary, FFGolf has lifted its discipline to the rank of major French sport and attracted 10,800 new members in 2011. The Ryder Cup 2018 should attract 80,000 people each day during the week-long event at the National Golf Course in Saint-Quentin-en-Yvelines and generate highly significant sporting and economic advantages.



### ***Jean-René Bernaudeau***

Europcar Cycling Professional Team General Manager

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Born in July 1956 in Saint-Maurice-le-Girard (Vendée), French professional racing cyclist from 1978-1988. Europcar Team Manager, professional cycling team founded in 2000, which developed under its sponsors, Bonjour, Brioches la Boulangère, Bouygues Telecom and Europcar as of January 2011. Creation of the amateur Vendée U team in 1991, in parallel with the 'Pôle Espoir' centre in La Roche-sur-Yon, headed by Richard Tremblay. These two structures allow young cyclists to continue studying while carrying out international sporting activities. Following « home stretch » negotiations with Europcar, Jean-René Bernaudeau's team confronted the 2011 season with an even stronger spirit of solidarity. The team was very united to face the season and the results demonstrated this quickly.

The season proved to be exceptional with 22 victories and a Tour de France which stayed in peoples' minds thanks to Thomas Voeckler (10 days with the yellow jersey) and Pierre Rolland, who won the white jersey for the best youth cyclist in Paris.

2011 will go down in history and reconciled the public with cycling thanks to the conduct of the Europcar team and its leader, Thomas Voeckler as shown by the significantly swollen audience figures.



### ***Charles Biétry***

Al Jazeera Sport France Channel Director

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Charles-Pierre Biétry (born November 5, 1943 in Rennes) is a French sports journalist. He graduated from the Centre of Journalist Training in Paris (1966).

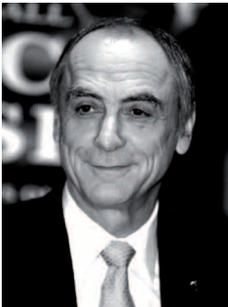
He also held positions of responsibility in the sports domain as of 1992, taking the reins of PSG Omnisports until 1998. He boasts a long and successful journalism career. Reporter then 'grand reporter' for the French News Agency AFP (1966-1984), he took over as Sports Director for the Canal+ TV channel from 1984 to 1998.

He went on to become Director of Sports (1999-2001) for France Télévisions then advisor to the Presidency. He was also President of Paris Saint-Germain from July to December, 1998.

His status as Honorary President of the Brittany Football Association (BFA) since 1997 proves his love for the world of football. He was also member of the FC Lorient board of directors for the seasons 2004-05 and 2005-06, then recruiting agent for Stade Rennais since November 2007.

Onzeo (a satellite TV channel shared by AS Saint-Étienne and RC Lens) approached him in 2006 to become Producer and Consultant. L'Équipe TV recruited him as Editorial Director until mid-2011. He has been Director of the Al Jazeera Sport France channel since June 23, 2011 which will be launched in France in spring 2012.

He has also won almost all the broadcasting rights for the Champions League, the most prestigious of all European competitions, for 2012-2015.



## **Joël Delplanque**

French Handball Federation President & International Handball Federation General Secretary

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Joël Delplanque, aged 65 began his career in education. His first commitments to the FFHB date back to 1977 when he became Ministerial Delegate. From 1982 to 1992 he became Nelson Paillou's Director of Cabinet, President of the C.N.O.S.F. In 1999, he was appointed Director of Sports at the Ministry of Youth and Sports and in 2002 became General Inspector for Youth and Sports. In 2004 he became advisor to André Amiel, the former FFHB President. Then he presided over the FFHB grand jury from September 2007, finally becoming FFHB President on October 11, 2008. From the start of his mandate, Joël Delplanque made clear his desire to make handball « France's major indoor sport, recognised both inside and outside France ». Following the failure to win the 2015 World Cup, which was appointed to Qatar, obtaining the 2017 World Cup should turn handball durably into a major French sport. This decision is the proof of the recognition given to French handball, whose team won its fourth world title in January 2011.

Appointed General Secretary of the International Handball Federation in June, 2009, Joël Delplanque strives to offer ladies' handball the real place it deserves, while increasing the number of female registered players from 36% to 39%.

Its aims, which involve the launch of the 'Handball House' in Colombes and the Male World Championships in 2017 are large scale projects planning to attract at least 500,000 people to the Arenas in 2017, that is twice the record number reached by Germany in 2007.



## **Philippe Germond**

PMU Chief Executive Officer

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Following his studies at Centrale and Stanford, Philippe Germond began his career in 1980 for the Hewlett-Packard group, of which he became southern Europe Manager in 1993. He then became director of SFR Groupe Cegetel, evolving into one of the French telecommunication leaders. In 2002, Philippe Germond joined Alcatel then Atos Origin in 2006. Apart from company development, he inspired a veritable 'sports culture' and built solid and lasting relations with the Olympic Games, of which Atos Origin provides all IT services.

Philippe Germond also took the reins of the French state-controlled betting office PMU as of May 1, 2009. A high level sports competition was awaiting him, with the opening of the online gaming market. While revitalising horse racing, PMU also became involved in sports betting and poker. Lady luck was smiling upon them. In 2011, PMU recorded growth in activity of 7.3% to 10.236 billion Euros. He won almost 20% of the sports online betting market in just 18 months. At the same time, PMU's image became more contemporary and opened further to the world of sport. Apart from the many awards won for its TV advertising campaign « Jockeys turn to sport », Philippe Germond made PMU a major player in French sport. He consolidated the privileged and historic relationship of PMU with the Tour de France and the National Rugby League and signed new partnership deals, in particular by becoming a major partner of the French Football Federation.



## **Pascal Grizot**

President of the Ryder Cup France Commission 2018

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Pascal Grizot aged 49 has two loves in life: entrepreneurship and golf.

For 20 years he has been creating and buying out companies in the retail field, becoming in 2001, in association with Carrefour, the most significant franchisee in Paris. In 2006, he sold all his participations, with the exception of his security company, CPS, set up 20 years earlier. Since this date, he has taken part in the creation of Novescia, the main French player in medical analysis from then on, taken part in varied domains including communication (EGC & Associés), flower delivery (Interflora), golf equipment (Golf Challenge) and has launched funds for structured products (Crystal Investissement).

He has been able to reconcile his passions throughout his life, winning many individual titles (28 grand prix, French Champion) and in a golf team (18 French Champion titles and 2 European Champions, winning the Anderson Memorial).

He is personally involved in the French Golf Federation as Vice-President of the High Level Commission. He has also been captain of the male French teams for the last 7 years, with whom he became World Champion (1<sup>st</sup> French victory) and Europe in 2011 (and silver medal in 2007). Last but not least, he took charge of the Ryder Cup project, allowing France to be selected in 2011 to organise this prestigious competition in 2018. He has excelled through his creativity and through his ability to lead effective lobbying thanks to participation with the European Tour, which he always wished to be constructive. Attention to detail, which made the difference with regards foreign candidacies.



### ***Philippe Guillemot*** Europcar Group General Manager

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Philippe Guillemot, aged 52, is a graduate of the Ecole des Mines. He began his career in 1983, for Michelin, where he occupied different quality and production positions in Canada, France and Italy. After earning an MBA from Harvard in 1991, he became consultant for the automobile sector with Booz-Allen & Hamilton. In 1993, back with Michelin, he was appointed very upmarket tourism tyre industrial manager. Two years later he became executive board manager, as quality, organisation, IT systems and logistics manager.

He joined Valeo in 1998 as Director of the engine cooling activity. In 2001, Philippe Guillemot joined Peugeot-Citroën (PSA) to become Executive Vice-President for automobile seat activity for Faurecia, its subsidiary. In January 2004, he was appointed CEO of Areva T&D (Transmission and Distribution), and member of the Areva executive committee. He spearheaded the Europcar Group in April 1, 2010 and signed a sponsoring contract for 3 seasons with the Jean-René Bernaudeau cycling training.



### ***Bernard Lapasset*** International Rugby Board President

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Bernard Lapasset, born October 20, 1947 in Tarbes (Hautes-Pyrénées Department), has been President of the International Rugby Board since January 1, 2008, after serving as President of the French Rugby Federation from 1991 to May 2008, when Pierre Camou, then Vice-President, took his place, inheriting a power delegation on the occasion of the elective general assembly.

He was also Vice-President of the French National Olympics and Sports Committee from 1992 to 2009 and Committee Administrator since 2009.

As a rugby player, he was French juniors Champion Reichel with the US Agenais in 1967, then French corporate Champion de France with the Parisian US Douanes. As a leader, he served as President of the Rugby regional Committee for the Île-de-France region from 1988 to 1991, then General Secretary of the French Rugby Federation in 1991, before being appointed President in December 1991, replacing Albert Ferrasse. In 2003, he helped France win the organisation of the Rugby World Cup 2007 of which in 2004 he became President of the GIP World Cup 2007. He is also Officer of the Legion of Honour and Co-President of the France-New Zealand friendship fund. In July 2006, he received the New Zealand order of merit. On October 19, 2007 he was nominated President of the International Rugby Board, taking over from Syd Millar. He was re-elected head of the IRB last December 12, 2011.



### **Noël Le Graët**

French Football Federation President

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Born December 25, 1941 in Bourbriac (Côtes d'Armor Department), Noël Le Graët was CEO of the Family Holding Company, Groupe Le Graët until June 2011.

After sitting on the board of directors from 1984 (as D2 club representative), he became President of the National Football League (ex-LFP) from 1991 to 2000. Historic President of the En Avant Guingamp Club from June 1972 to September 1991, then from 2002 to June 2011 (finalist of the French Cup 1997, winner in 2009), he led the club from the Division Supérieure Régionale (72) to Division 1 (1996) and the UEFA Cup. He was member of the Federal Council from March 2004 to June 2011 as a representative of professional football as well as Vice-President of the FFF in charge of the economic domain from February 2005 to June 2011.

His political responsibilities began in 1995 in Guingamp, where he was Mayor until 2008. On June 18, 2011, Noël Le Graët was appointed President of the French Football Federation.



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## VI. Sports Business Personality Prize 2011 Partners

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### OFFICIAL PARTNERS

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#### *Hublot, « the art of fusion »*

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Hublot was the first prestigious Swiss watch brand to merge gold with rubber. When, in 2004, Jean-Claude Biver – one of the rare people to influence the history of Swiss watch-making – took over as brand manager, he offered tremendous impulsion and searing growth with the creation of the Big Bang, a chronograph with a classically elegant and contemporary design, which has been awarded on various occasions. Today, with its new high-tech factory on the shores of Lake Geneva and over 40 exclusive stores around the world, including two in Paris, Place Vendôme and Rue Saint Honoré, Hublot continues to write the history of the Art of Fusion, by combining unusual materials such as zirconium, tantalum, tungsten, titanium, carbon and Magic Gold with more conventional materials including gold, platinum, steel, ceramic, diamond and precious stones. The consistency and coherence of Hublot's developments are as remarkable as its taste for shaking up stereotypes; also illustrated by its marketing strategy: « To go where potential clients are located ». Jean-Claude Biver was the first person to bring a luxury brand to football. In 2010, the house became the first historic « Official Timekeeper » of the FIFA World Cup, just after being appointed Formula 1's « Official Watch ». The brand also invested heavily in polo, American basketball and skiing, through major competitions and ambassadors.

See the website: [www.hublot.com](http://www.hublot.com)



#### *Kantar Media*

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Kantar Media allows brands, presenters, institutions, advertising agencies and PR, to optimise the piloting of their marketing and communication strategies in a world of media in constant evolution. Advertising and editorial monitoring, brand reputation and positioning, decryption of consumer conduct and commitment and measuring online influence strategies: Kantar Media makes media monitoring and competitive intelligence services available, integrating analysis of Paid, Owned and Earned Media. A partner of 22,000 clients, Kantar Media monitors over 3 million brands across 50 countries.



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As the world's top analysis and studies network dedicated to sports players, KantarSport is a Kantar Media solution. KantarSport offers tools allowing you to pilot investments in sport and a whole range of studies offering sports marketing players key indicators for their strategic thinking and decision making.

**See the websites:** [www.kantarmedia.fr](http://www.kantarmedia.fr);

[www.facebook.com/kantarmediafrance](https://www.facebook.com/kantarmediafrance); [http://twitter.com/kantar\\_media](https://twitter.com/kantar_media)

LEROY  
TREMBLOT



## *Leroy Tremblot*

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The only design agency exclusively dedicated to sport, Leroy Tremblot has been a partner to sport economy stakeholders for over 25 years, working on identity expression problems, promotion and partnership exploitation. In sport, perceived quality is the result of brand expression on its visibility supports. Design is therefore one of the key factors for the success of a sports partnership.

Leroy Tremblot consolidates the perceived value of these partnerships by offering concrete answers to corporate sponsors, federations and beneficiaries in terms of:

- identity
- emergence
- enticement
- marketing
- merchandising

**See the website:** [www.leroytremblot.com](http://www.leroytremblot.com)

NATAF FAJGENBAUM & ASSOCIÉS



## *Nataf Fajgenbaum & Associés*

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Nataf Fajgenbaum & Associés is a law firm bringing together specialised teams in Intellectual Property Law and Corporate Law. A precursor in Sports Law, Nataf Fajgenbaum & Associés is known for its expertise and day-to-day experience in this field. Recognised as reference by professionals,

Nataf Fajgenbaum & Associés places an onus on efficiency, trust and ethics when defending the interests of its clients with energy and passion. Made up of specialised professionals, not only in the field of law, but also in that of their clients' profession, sharing at every moment the noble values of sport, Nataf Fajgenbaum & Associés assists, advises and defends with fair play and single-mindedness.

**See the website:** [www.nfalaw.com](http://www.nfalaw.com)



## ***NZConsulting***

NZConsulting is a marketing strategy and business development consultancy in the areas of sport, culture and leisure. We work with the main sector players whether they are rights holders, corporate sponsors, local authorities or sports organisations. Preliminary based in London, NZConsulting is now also present in Lausanne and Paris. Mindful of the need for both short and long-term results, we are committed to our clients lasting development; we accompany them through strategic and operational recommendations and if necessary, throughout the implementation of solutions to ensure goals are reached. Our unique approach is based on 20 years of knowledge of the sport and leisure ecosystem and on a full range of formal modelling and statistical analysis techniques, which allow us to guide and validate performance improvements.

In particular, these techniques turn out to have significant added value for ticketing, image rights, stadia and infrastructure or for partnership rights optimisation.

We are proud to count among our clients: Visit London, Royal Opera House (London), Automobile Club de l'Ouest (including the 24 Hours of Le Mans), European Athletics, La TRANSAT AG2R LA MONDIALE, Vendée Globe, several French federations including those of Tennis, Football, Badminton, and professional football clubs as well as several corporate sponsors, including Michelin.

**See the website:** [www.nzc-consulting.com](http://www.nzc-consulting.com)

## **MEDIA PARTNERS**



## ***Eurosport***

Following 2011, which was a year brimming with emotion; marked in particular by the exceptional prowess of the French teams in the Rugby World Cup for the boys and football for the girls, loyal to their two fundamentals which are the strength of LIVE sport and the excellence of their EXCLUSIVITIES, Eurosport now offers a new and unmissable sports season!

2012 marks a turning point in the history of Eurosport, with extended broadcasting to new subscribers. Already received by satellite subscribers (CANALSATELLITE) cable (NUMERICABLE) and fee-based TNT, EUROSPORT HD, EUROSPORT & EUROSPORT 2 are now accessible to internet provider subscribers via ADSL and fibre optics (ORANGE, SFR & BOUYGUES TELECOM) since January.



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Involved in all world sports, whatever their screen (TV, web, mobile phone and tablets), Eurosport group channels permit subscribers to follow their favourite sports stars, anywhere and at any time.

In 2012, the world will have its eyes glued on London, for the summer Olympics. To follow French qualifications at the Olympics, Eurosport will be the ideal sporting destination. Moreover, once again this year, the most prestigious sports events will be accessible to Eurosport subscribers: tennis Grand Slam tournaments and the best of motor sports (F1, Moto GP, 24 hours of Le Mans), as well as the major cycling events and major European team sport competitions, such as basketball (EuroCoupe), rugby (Amlin Challenge Cup) and football (Euro 2012), etc. And don't miss the many talks on offer throughout the year with the channel's consultants: European Tour with Frank Lebœuf, Cup Evening with Olivier Dacourt, Ignition Switch with Xavier Garbajosa and Olivier Magne, Off-piste with Julien Lizeroux, F1 Sunday with Margot Laffite... En 2012, Eurosport is more than ever, for all, the channel of every sport and every emotion.

**See the website:** [www.eurosport.fr](http://www.eurosport.fr)

## Les Echos

### *Les Echos*

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Les Echos, is France's main economics and finance daily paper. With its unique and expert editing and 200 journalists, consolidated by twelve permanent foreign correspondents and a network of around fifty regional correspondents, Les Echos guarantees readers quick and efficient up-dates on business and economics news, on a regional, national and international level. The total paid diffusion of Les Echos is 115,706 copies (source: OJD 2010). In total, over 609,000 people read the paper each day (Source Epiq 2010). The paper's site boasts 3.4 million unique visitors and 36.3 million page views per month (monthly average 2011, Xiti).

**See the website:** [www.lesechos.fr](http://www.lesechos.fr)



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## SPONSORING.FR

### *Sponsoring.fr*

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A newcomer in the media universe, Sponsoring.fr offers strategy and economics expertise for sport business within the ecosystem of sports marketing and company decision makers. Editorial content enriched by the opinion of specialised professionals in their domain to better comprehend subjects. Co-founded by David Tomaszek, Emmanuel Frattali and Bruno Lalande, Sponsoring.fr is positioning it self as the official media for sports marketing: « *Our aim is to promote the virtues of sports sponsoring with French companies, in the interest of all market stakeholders!* »

Sponsoring.fr boasts 4 supports for greater visibility:

- The website [www.sponsoring.fr](http://www.sponsoring.fr) for daily news with over 20,000 articles archived since 1997
- The web newsletter, an unbeatable tool for sponsoring monitoring, diffused each Friday
- The sponsoring letter for a monthly summary of hot off the press sports marketing, sponsoring and media news
- The twice yearly magazine is a top-end reference for making the ecosystem of sport business credible and more accessible

**See the website:** [www.sponsoring.fr](http://www.sponsoring.fr)

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## OFFICIAL SUPPLIERS

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### *Adaka*

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The interactive communication agency ADAKA offers professional solutions allowing clients to stand out from the pack by meeting all their demands.

- Our job is to attract via image, allowing our clients to reach their objectives.
  - Our mission is to advise and accompany businesses and public authorities, from logo creation to the launch of a website or interactive application.
  - Our involvement obviously resides in the design of paper as much as online supports to harmonise overall communication.
  - Our agency is human sized and allows us to foster privileged relationships with our clients.
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- Our expertise grows richer daily, with part of our time dedicated to research and development, aiming to analyse the web, analyse trends, study projects by web stakeholders and offer innovative, tailored solutions.

**See the website:** [www.adaka.fr](http://www.adaka.fr)



## ***Agence France Presse***

The AFP is a world press agency supplying rapid, verified and complete news, concerning events of international importance, wars and conflicts, politics and sport, entertainment and major developments in terms of health, science and technology. Its 2,900 staff members, spread across 165 countries report in six languages on world events, 24 hours a day, in video, text, photo, multimedia and computer graphic format. Its strategic positioning in sports news, which leads it to cover with a range of media, national and international competitions, (summer and winter Olympics, European Cups, World Cups, etc.), made its partnership as official supplier to the Sports Business Personality Award both natural and obvious.

Boasting an international network of specialised journalists and privileged access to multisport results and rankings on a world scale, the AFP supplies sport content, (dispatches, photos, videos, live results and even interactive web applications) to press-radio-TV journalists and public media, (sites and web portals) and even mobile phone operators.

In the framework of the next Olympics (London 2012), and the European Football Championship (Poland-Ukraine) dozens of journalists, photographers, photo-journalists and technicians, will work live at competition sites for the benefit of sports fans around the world, bringing them the very best of these two events.

**See the website:** [www.afp.com](http://www.afp.com)



## **Liliane Fretté Communication**

Set up in 1990 by Liliane Fretté, the Liliane Fretté Communication agency, located in Paris, is specialised in press and public relations in the public sports domain.

The agency works in two areas: promoting companies committed to sports sponsoring and large organisers of sporting events with French and international media. The agency acts in all sports domains: cycling, sailing, rugby, athletics, car racing, golf, football, judo, rally driving, etc.

For the second year running, the Liliane Fretté Communication agency is teaming up with the Sport Business Personality Award.

*« Our expertise in press relations for the last 20 years in French and international sport allows us to earn the trust of sports event organisers, journalists, sports men and women and sports stakeholders. Our agency is now a reference in terms of press relations in the sports domain. » Liliane Fretté.*

Numerous partners and events organisers use the Liliane Fretté Communication: America's Cup, Vendée Globe, the 2003 Athletics World Cup, 2007 Rugby World Cup, Tour de France, 4L Trophy, MMArena inauguration, Vendée Saint-Petersburg, La TRANSAT AG2R LA MONDIALE...

**See the website:** [www.frette.fr](http://www.frette.fr)



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## V. Backstage at the event

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- Website: [www.prixdelapersonnalite.com](http://www.prixdelapersonnalite.com)
- LinkedIn: Sport Business Personality Prize
- Event: Sport Business Personality Award 2011
  
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