A photograph taken from the deck of a sailboat, looking out over a vast, choppy blue sea under a clear sky. The boat's yellow hull and a white sail are visible in the foreground. The text is overlaid on the right side of the image.

**PR the project:  
«The Way In-To The Sea»**



# The maintenance:

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# Essence PR of the project:

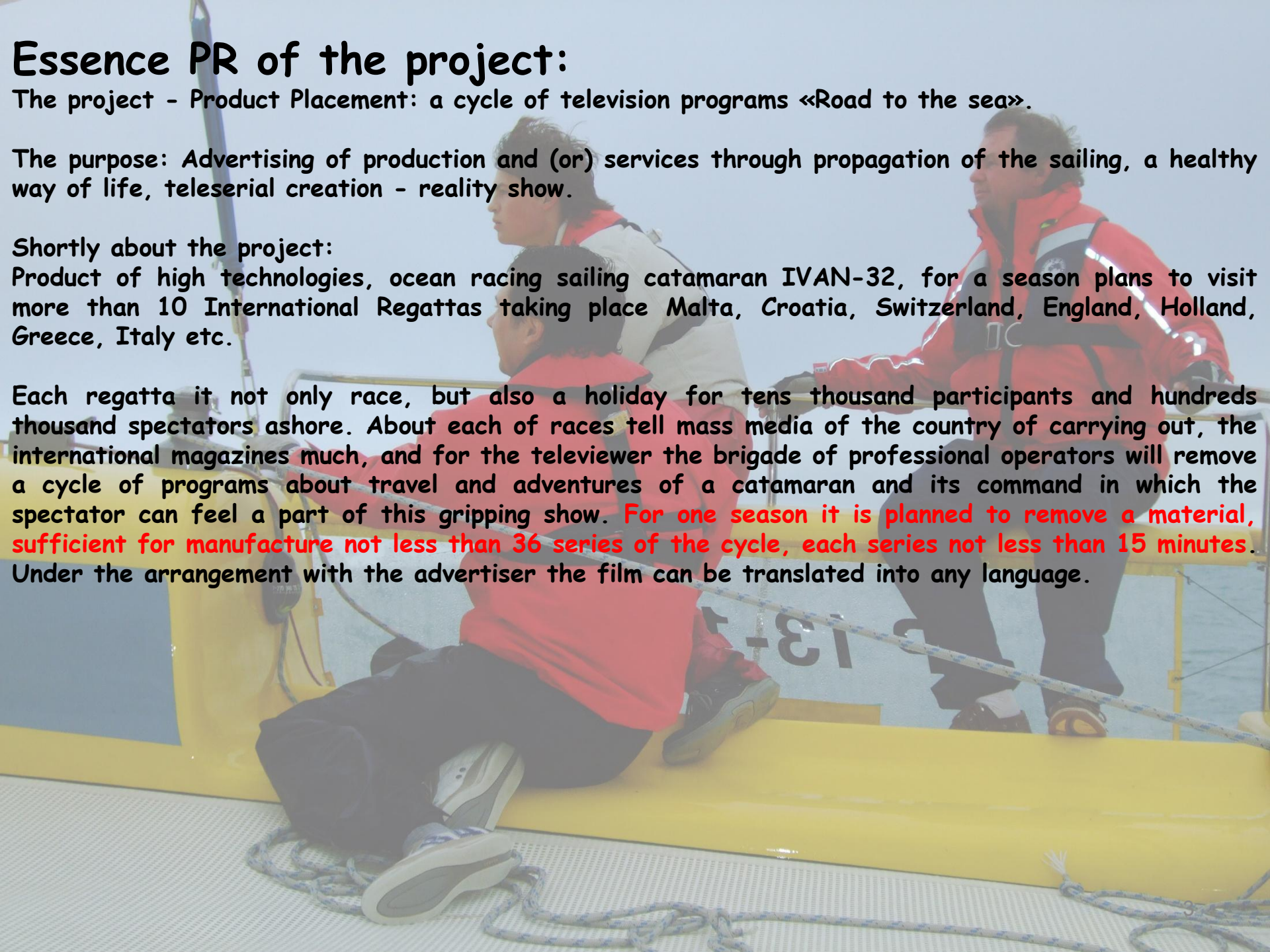
The project - Product Placement: a cycle of television programs «Road to the sea».

The purpose: Advertising of production and (or) services through propagation of the sailing, a healthy way of life, teleserial creation - reality show.

Shortly about the project:

Product of high technologies, ocean racing sailing catamaran IVAN-32, for a season plans to visit more than 10 International Regattas taking place Malta, Croatia, Switzerland, England, Holland, Greece, Italy etc.

Each regatta it not only race, but also a holiday for tens thousand participants and hundreds thousand spectators ashore. About each of races tell mass media of the country of carrying out, the international magazines much, and for the viewer the brigade of professional operators will remove a cycle of programs about travel and adventures of a catamaran and its command in which the spectator can feel a part of this gripping show. **For one season it is planned to remove a material, sufficient for manufacture not less than 36 series of the cycle, each series not less than 15 minutes.** Under the arrangement with the advertiser the film can be translated into any language.





# From project history:

Our first catamaran "IVAN - 30" is the only thing in the world the absolute winner in class S-multy (Great Britain), regattas Fastnet Race (it is spent everyone 2th years with 1925r.), and also unique completely the Russian command winning this regatta, on a yacht constructed in Russia.

Our catamaran model: «Ivan - 30», (the sponsor "Gazprom") is the owner of the Prize of fund of Diana Kempbell" For seaworthiness ". The captain of a catamaran Vitaly Beljakov is awarded memberships in Royal ocean racing club of the Great Britain.


The catamaran crew successfully took part in prestigious European regattas and the well-known world races: Nab Tower Race, Round White island Race, Operation Sail 95, Fastnet Race 97, Plymouth Grand Prix, Fastnet Race 99, Winter Series.

Films removed by crew during expeditions were broadcast on the First channel of the central TV of Russia.

"Crystal Trophy" - a challenge prize for a victory in an elementary grade of multicase yachts taking into account a handicap





"Master Trofi" - a challenge prize for 1 place on absolute time in an elementary grade of multicase yachts.

 Amsterdam 1994

 Island Ploger 1994  
Kiel 1994  
Bremerhaven 1995


 The Geteborg 1996  
Island Gotland 1994, 1995

 S.-Petersburg 1994, 1996

 Gijon 1997, 1999  
Corunna 1997, 1999

 Hull 1996, 2000  
Portsmouth 1996, 1999, 2000  
Southampton 1995, 1997  
London 1995  
Plymouth 1999

 Cherbourg 1995, 1997  
Paris 1997  
Lja-Trinite 1997, 1999  
Lja-Roshel 1997, 1999

 Lisbon 1998

# Our crew:



**Belyakov Vitaly**  
captain, designer,  
director.



**Rumjantsev Vasily**  
first assistant,  
driver, operator.



**Belyakov Valentin**  
second assistant,  
translator.



**Bujmov Alexander**  
operator, driver



**Pochinkin Andrey**  
sailor, driver,  
manager.







**Project basis**  
**IVAN 32™ - best of class S-multi:**

**Technical characteristics:**

- Material ..... 100 % carbon
- Length of cases..... 9700 mm
- Length on a waterline..... 9540 mm
- Width (maximum)..... 6250 mm
- Transport width..... 2500 mm
- Draught (maximum).....1650 mm
- Draught (minimum)..... 380 mm
- Vertical clearance ... ..... 900 mm
- Displacement..... 1,5 tons
- Weight with a trailer ..... 2,1 tons
- Mast height.....14700 mm
- The area of sails..... 54 sq. m
- Additional sails..... 85 sq. m
- Racing point on MOCRA... .....1,467



The main difference of this yacht - a folding design and transportation possibility on an automobile trailer without damage to racing and seaworthy qualities. It has opened before a command "IVAN - 32" new horizons: possibility for two-three days to deliver a yacht to a place of races in any point of Europe and to participate in all prestigious competitions of a racing calendar; and also to take advantage of a network of the international autotransportations and to take part in such races, as "Sydney-Hobart" (Australia) and Cape Town (republic of South Africa) - Rio de Janeiro (Brazil).





# IVAN-32. The history beginning:



The participant of races «Winter Series» (Great Britain)

The participant of races Round Island Race (Great Britain)

The owner of the second place on absolute time in races Round Island White double hand

The participant of races Skandia Cows Week (Great Britain)





## **The concept of a television cycle «Road to the sea»:**

Psychologists consider, that in representation of the majority of people water and nearby the water environment is a special world, positive space where dreams come true and there are events, impossible in an ordinary life.

The analysis of a television announcement shows, that the water theme remains while free though possesses huge rating potential. Passing of one "Talk show" in another, receptions and used stereotypes any more do not provide truly high rating of programs of a prime-time. The offered telecycle possesses cardinal novelty both under the form and under the maintenance.

Voyages, sailing, shipbuilding, sea history, youth education in long voyages, sea museums - all can be united it concepts «sea culture» and «a sea civilisation» to which our cycle is devoted. 16 series «Roads to the sea», are made during the period with 1989 on 1999 of there were on air of the First channel of the central TV of Russia at first as independent, and then in popular programs «Club of travellers».

The main way of "extraction" of the material "extreme" is the mobile studio onboard a new Russian yacht - a catamaran. It does the spectator by the direct accomplice, «a member of a command» our crew. Modern technologies allow to place a videocamera in any point of a catamaran flying in the storm sea and to show the most extreme situations and plots. Telecycle start will transform our swimming into "reality show". The spectator will feel on itself a sea life literally: work of the helmsman, the navigator and the radio operator, cooking, struggle against seasickness and struggle for survivability of the ship ...

He will understand, that the ocean is "excited environment", having got in which the person struggles for a life literally and not always wins this struggle. That it will be more pleasant and more clear for the spectator returning to the earth in port which frequently is far from tourist routes. The spectator is waited for by a meeting with a museum of the ship "Victory" and an admiral Nelson, history of "the Cup of America» and many other things.

Our route will be crossed with routes of educational sailing vessels: "Krusenstern", «Sedov», a brig "Royalist". The life on the big sailing vessels is literally impregnated by sea traditions about which we will tell. Certainly, all possible adventures and teleplots are difficult for planning, but long-term experience and professionalism of a film-making brigade and catamaran crew guarantee a high quality end result.

For 5 months of expedition our catamaran can visit from 5 to 8 countries (Finland, Germany, Denmark, France, Italy, England, Switzerland, etc.) We will pick up routes in such a manner that we can participate at least in one race in each country and tell about history of these races (to show race from within), to communicate to organizers, captains and to visit yacht clubs, for this time is planned to finish shooting a material for 36 programs, for 15-20 minutes everyone.



# Advertising placing In a television cycle «Road to the sea»:

Advertising placing on a catamaran  
for **four** advertisers.  
(the sizes in meter).

Main of 7 places  
On the average  
2,8м x 1,4м

Spinnaker 5 places  
On the average 6м x 4м

Shipboard of 5  
places  
On the average  
2,8м x 1,4м





If necessary the yacht can be recolored in firm color of the advertiser:





# Advertising on the car - the tractor:

Our expedition is planned taking into account a calendar of the international regattas. For moving from one event to another we use the tractor in which role a Mercedes on which we also suggest to place advertising acts. Such lorry convoy we will cross all Europe and not once, we will visit such countries as France, Germany, England, Switzerland, Greece, Sweden, Denmark, Malta, etc. will see Us in large cities on highways and refueling, motels and is final in marina. Believe, our occurrence does not remain not noticed, in memory it will remain on a photo and video chambers, mobile phones, and witnesses of our occurrence I will brag many times to friends of unique shots.





# Advertising on command equipment:

It will see not only during regattas, but also during shootings of other plots of our film. Besides equipment elements always will be with a command during expedition (transportation, interview etc.).





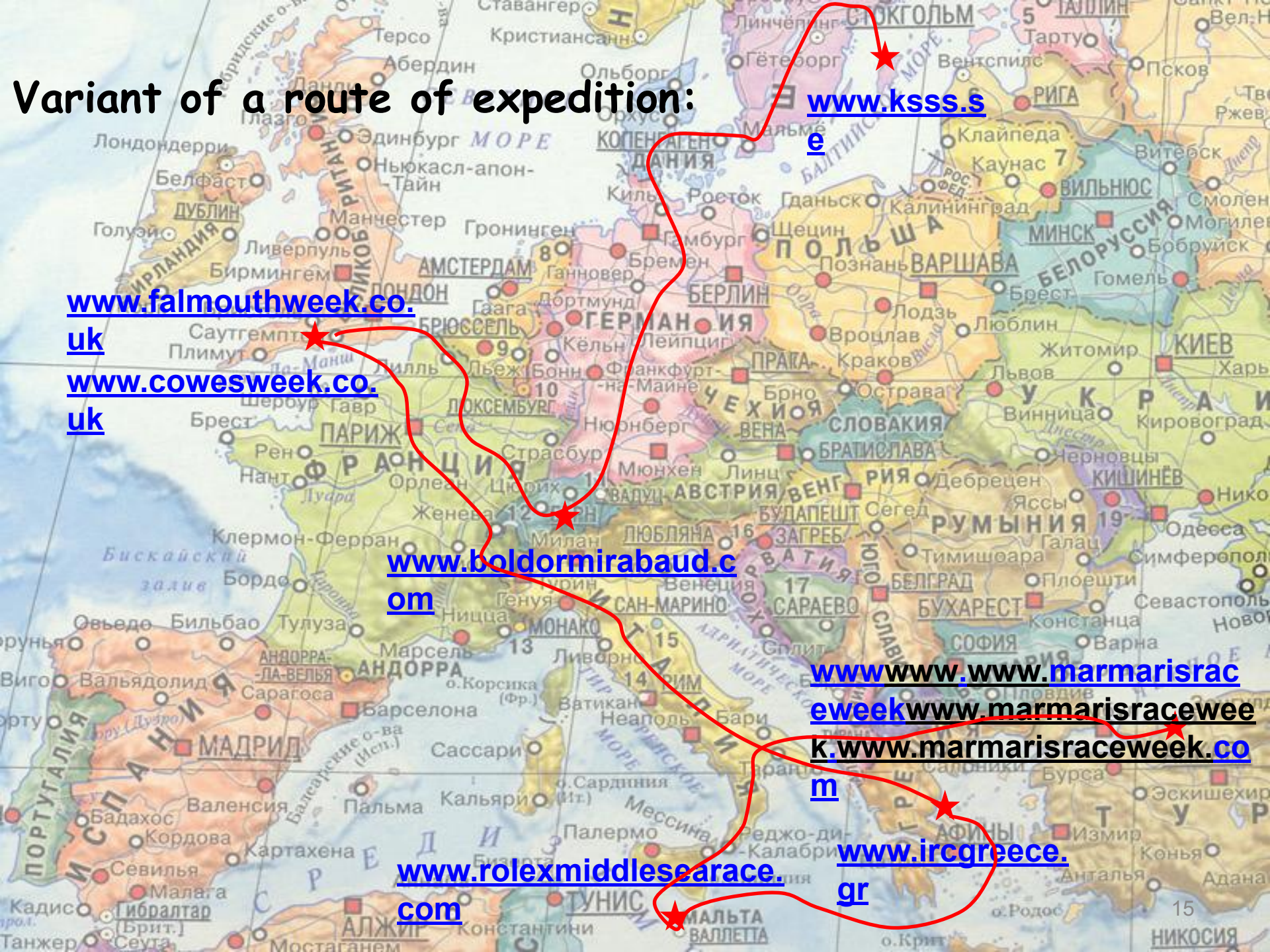
# Charity:

In coordination with the advertiser we suggest to carry out the international share on fund raising for the requiring. By means of the poster onboard our catamaran, the information on our site (at will and on sites of advertisers), mentions of the share in our film and in periodic magazines.





# Variant of a route of expedition:



[www.ksss.se](http://www.ksss.se)

[www.falmouthweek.co.uk](http://www.falmouthweek.co.uk)

[www.cowesweek.co.uk](http://www.cowesweek.co.uk)

[www.cowesweek.co.uk](http://www.cowesweek.co.uk)

[www.cowesweek.co.uk](http://www.cowesweek.co.uk)

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

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

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

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

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

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

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

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

[www.ircgreece.gr](http://www.ircgreece.gr)

[www.ircgreece.gr](http://www.ircgreece.gr)



# Катамаран «Иван»

## Advertising on a command site:

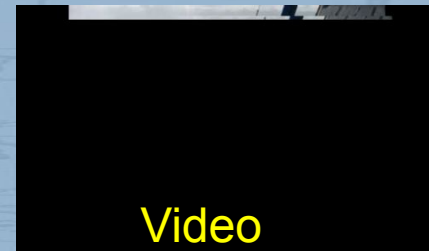


On our site [WWW.CATAMARAN-IVAN.RU](http://WWW.CATAMARAN-IVAN.RU)

The logbook of expedition about a photo and video inserts:

**23.06.2011 - 40 day of expedition**

Today we had to overcome passage the Solent to reach on island White. Weather solar, but a storm have not cancelled.





# Катамаран «Иван»



On a site the forum for dialogue will be created:

|   |   |
|---|---|
| <b>monkus</b><br>Активен<br>Зарегистрирован: 2011-04-16<br>Сообщений: 354   | <a href="#">2011-06-14 12:02:36</a><br>Где вы находитесь и какие планы на будущее?                                    |
| <b>IVAN-32</b><br>Активен<br>Зарегистрирован: 2011-04-01<br>Сообщений: 1345 | <a href="#">2011-06-14 21:17:11</a><br>Сегодня мы в Женеве, собираем наш катамаран и готовимся к регате.              |
| <b>Vas82</b><br>Активен<br>Зарегистрирован: 2011-04-6<br>Сообщений: 146     | <a href="#">2011-06-15 00:07:36</a><br>Слышал проводится конкурс, ну и типа победитель будет участвовать в регате.... |
| <b>IVAN-32</b><br>Активен<br>Зарегистрирован: 2011-04-01<br>Сообщений: 1346 | <a href="#">2011-06-15 06:12:11</a><br>См. вкладку конкурс на нашем сайте и на сайтах рекламодателей.                 |



# Advertising on the Internet:

Considering the increased communicative and entertaining-informative value of the Internet, our command, except the information laid out on a site, it is ready to open the pages and to conduct them on:



http://www



It will add still a quantity captured by our advertising.



Advertising in magazines:



MONOLITH digest



КАТЕРА и ЯХТЫ



# Draw of prizes:

And one of the main means of attraction of an audience to our project is draw of prizes:

It is supposed to spend draw of prizes among consumers of a product (services) of the advertiser. A prize will be the trip to the place of regatta carrying out, participation in it and shooting in the program «Road to the sea».

For a season of such prizes can be about seven.





**Thanks for  
attention.**

