

THIS SUMMER 2026

**4 CATEGORIES OF ULTRALIGHTS
MANY CHECKPOINTS TO CROSS
AN UNFORGETTABLE RACE
ACROSS EUROPE**

**Sponsor
Positioning
& Package**

**ULTIMATE
AIR
CHALLENGE**





ULTIMATE AIR CHALLENGE 2026

The new European aeronautical competition about Sport Innovation and Human history

The UAC (Ultimate Air Challenge) is a one-of-a-kind international aeronautical competition.

A high-intensity aviation challenge that crosses Europe, told every day through impressive media production, a modern format and an immersive digital experience.

It is not just a race: it is a technical, human and cultural adventure, which unites elite pilots, manufacturers, innovators and a European public increasingly passionate about aviation.

**Clear values:
technology
ethics
adventure**



**The UAC tells Europe
from above through a
modern narrative:**

Sports performance

Aeronautical innovation

European identity

Human paths.



Expected impressions 1st ed.

500,000 website

750,000 social medias

350,000 newsletters

600,000 press

40,000 visitors

UAC is a unique visibility opportunity in the aeronautical sector

A pan-European media platform

- ❑ **Multilingual coverage**, daily video formats, **live tracking**, integrated weather, **pilot storytelling**.
- ❑ Official productions, **backstage contents**, technical and cultural capsules.
- ❑ UAC LIVE: mobile studio, speakers, influencers, technical and direct analyzes from the airfields.

Sponsor Positioning

The UAC is an offshore aerial **European Navigation and Resistance Regatta**.

It's a **long - distance** flying race composed of:

- ❑ individual **strategy**,
- ❑ heavy **dependence on weather**,
- ❑ **freedom** of route (balises scattered throughout Europe),
- ❑ long **endurance** (up to 45 cumulative flight hours),
- ❑ strong determination and **risk management** component.

Its format is :

endurance race with total management freedom

Focus Branding: Offshore Regatta



UAC = Offshore Air

The UAC is very similar to the big offshore and nautical competitions such as:

- Fastnet
- Mini Transat
- Route du Rhum
- The Ocean Race

And it can be positioned as the "Ocean Race of ultralight".

Brand Values : technology , energy , adventure , mobility , sustainability , safety , innovation

Promoting your brand with UAC gives you access to a **legend** that is renewed every year.



A “next-gen” competition

The UAC brings together two categories of pilots:

ULTIMATE – Manufacturer Teams

High performance planes,

Pilots-ambassadors,

Direct media exposure for brands

ADVENTURE – Independent pilots

Spirit of exploration,

Strong personal stories,

Strong appeal to the public

A perfect format to promote

engines and advanced propulsion,

innovative **avionics** and on-board systems,

accessories, security, tracking, digital

services, meteorological technologies, data

services, flight intelligence



Why become a sponsor or partner of the UAC

Strengthen your image
alongside an innovative
European event

Demonstrate **technological
leadership** in a competitive
and media environment

Reach a **qualified audience**
of pilots, flight schools,
manufacturers, operators,
enthusiasts

Identify with European light and
sport aviation with a modern and
professional initiative

Integrate your products into a
real, dynamic story with high
technical credibility

Potential Advertising Value Equivalent

Structural data

Event Type: European ULM (microlight) competition with start/finish in Chambley, France.

Expected **participants:**

- 40 crews
- 21 national federations
- 21 European countries involved

Categories: **Ultimate** and **Adventure**

Expected flight duration: **~45 hours,**

Time extension: **9 days**

Conservative Estimated:

Audience values of **1.5–3M**, and **5M** contacts for a first edition event.

AVE Growing Drivers:

- ❑ streaming partner coverage grows
- ❑ increase the daily video content
- ❑ development of media partnerships (e.g. magazines aeronautical European)
- ❑ introduction of “mass” social formats



Comparative AVE Analysis of UAC vs similar Models

<input type="checkbox"/> The Ocean Race	70,9 M€
<input type="checkbox"/> America's Cup	21,6 M€
<input type="checkbox"/> Sail GP	4,6 M€
<input type="checkbox"/> Ultimate Air Challenge	35,0 K€
<input type="checkbox"/> Sidney Hobart	22,0 K€
<input type="checkbox"/> Fastnet	19,5 K€

The Nine Visionaries



Christophe Guyon
Media & Communication



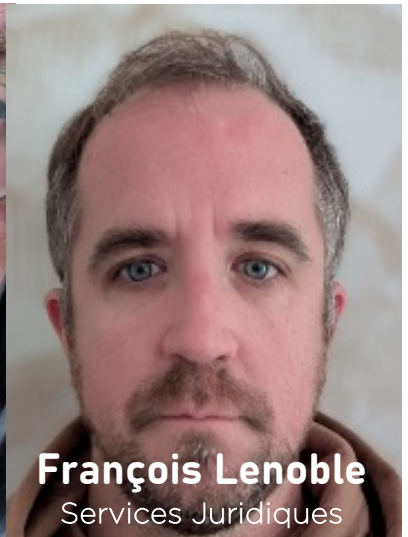
Claude Cordelle
Assurances



Zoé Beaumale
Solutions Graphiques



Gabriel Quenu
IT et Infrastructure



François Lenoble
Services Juridiques



Renato Lavorato
Sponsoring & Finance



Pierre Legreneur
Directeur Sportif



Goerges Humeau
Organisation



Alain Dugas
Directeur des vols

Summary of the planned media coverage for sponsors.

The event benefits from daily multi-channel media coverage, centered around:

- the official website,
- social media platforms,
- live streaming and replays.

Each race day, all pilots contribute to content curated by the organizers, including pre- and post-flight interviews, as well as editorial coverage ensuring clear and continuous tracking of the competition. Race leaders receive enhanced editorial coverage, focusing on performance analysis, strategic choices, and sporting challenges.

Race tracking is provided by the organizers' editorial team, with daily summaries presenting the event's progress, provisional standings, key events, incidents, and retirements. This content is continuously available on official digital platforms.

Every evening, a daily live broadcast (in English) is produced from a TV studio set up at Chambley Aerodrome and then made available for replay. Hosted by a presenter, the program reviews the day's races, analyzes performances and strategies, and features interviews with pilots, experts, and other figures in the aviation world. It includes live segments with competitors making stopovers, as well as pre-recorded segments produced in advance of the event, covering microlight flying, the competition, the regions traversed, and the sporting and cultural aspects of air sports.

Partner teams are given priority exposure through dedicated segments prepared in advance, showcasing the teams, their projects, their sponsors, and their commitment to the competition. The audiovisual production is handled by a specialized professional service provider, including studio control, TV set design, a multi-camera setup, and the necessary technical teams. The coverage extends from the qualifying rounds to the awards ceremony, ensuring consistent, high-quality, and controlled exposure for all partners.



SPONSOR PACKAGE – ULTIMATE AIR CHALLENGE 2026

On race covering:

- Pre-flight pilot interviews
- Post-flight pilot interviews
- In-depth interviews with race leaders
- Daily editorial coverage of the competition (progress, provisional standings, highlights, incidents, retirements)
- Daily race summaries broadcast on official channels
- Articles and editorial content published on the official website
- Daily posts on the event's social media platforms
- Daily live broadcast from an on-site TV studio
- Replay of the daily broadcast
- Sports analysis and debriefings during the daily broadcast
- Featured appearances by pilots, experts, and key figures in the aviation industry
- Live interviews with competitors during stopovers
- Pre-recorded segments on microlights, the competition, and air sports
- Cultural and regional features related to the countries and regions crossed
- Features dedicated to partner teams (team spotlights, projects, sponsors)
- Priority coverage of sponsor teams during the daily broadcast
- Specialized content related to the qualifying rounds
- Editorial coverage of the awards ceremony

Pack	Visibility	Indicative cost	Exclusivity	Physical apparence	Digital apparence	Pass VIP	Stand	Estimated ROI
Official Partner	★★★★★	41,000	Unique	Maximum	Maximum	10	Large	8–9x
Gold	★★★★	22,000	Limited (5)	High	High	6	Medium	7–8x
Silver	★★★	13,000	Limited (10)	Average	Good	2	Standard	6–7x
Bronze	★★	10,000	Open	Basic	Essential	1	Shared	5–6x
Official supplier	★★	10,000	Category	Technical	Targeted	–	Variable	4–5x
Destination / Stage Partner	★★	5,000	Local	Local	Good	–	Local	4-5x

1) TITLE SPONSOR – “Official Sponsor UAC 2026”

Maximum visibility package – reserved for a single sponsor

Main contents

- Exclusive co-branding for “Ultimate Air Challenge 2026 – Presented by [Your Brand]” Total sector exclusivity (no direct competitors accepted).
- Access to the Partner Village
- Logo on all participating aircraft (large format)
- Logo on flight suits, badges, and technical clothing for staff
- Proportional logo on the website (header), newsletters, and official documents
- Proportional logo on the Sponsors page of the website
- Proportional logo on the Crews page of the website
- Proportional logo on the start/finish boards and interview backdrops
- Production of a dedicated corporate video (1 minute), broadcast on all official channels.
- Premium stand at Chambley airfield (100–150 m²).
- Official speaking engagement during the start and finish ceremonies.
- Sponsor mention in the name of the main trophy and on navigation charts.
- Proportional logo in the official newsletter
- Proportional logo in the press review
- Proportional logo on the GPS tracking page
- Full access to audience data and the media impact report
- VIP pass 10

Estimated Visibility

- 100% of press coverage will include the Title Partner
- 1.5 to 3 million estimated impressions
- Estimated ROI: €8 to €9 advertising equivalent per euro invested

2) PARTNER GOLD

High visibility – limited to 5 partners

Main contents

- Total sector exclusivity (no direct competitors accepted).
- Access to the Partner Village
- Small logo on the aircraft engine cowling and tail fin
- Logo on the flight suits, badges, and technical clothing of the staff
- Proportional logo on the homepage and internal pages of the website
- Proportional logo on the Sponsors page of the website
- Proportional logo on the Crews page of the website
- Proportional logo on the start/finish boards and interview backgrounds
- Official video clip
- Dedicated partner booth (40–60 m²).
- Proportional logo in the official newsletter
- Proportional logo in the visitor welcome kit
- Proportional logo in the press review
- Proportional logo on the GPS tracking page
- Proportional logo on the official map
- Proportional logo as a background for interviews and daily debriefings
- Detailed marketing performance report.
- 6 VIP pass

Expected Visibility

- 700,000 – 1,400,000 impressions
- Estimated ROI: €7 to €8 per euro invested

3) PARTNER SILVER

Cross-platform visibility – up to 10 sponsors

Main contents

- Access to the Partner Village
- Proportional logo on the homepage and internal pages of the website
- Proportional logo on the Sponsors page of the website
- Proportional logo on the Crews page of the website
- Proportional logo on the start/finish signs and interview backgrounds
- Official video clip
- Standard stand (20–30 m²)
- Proportional logo in the official newsletter
- Proportional logo in the visitor welcome kit
- Proportional logo in the press review
- Proportional logo on the GPS tracking page
- Proportional logo on the official map
- Proportional logo as a background for interviews and daily debriefings
- Digital asset performance report
- VIP pass 2

Expected Visibility

- 400,000 – 700,000 impressions
- Estimated ROI: €6 to €7 per euro invested

4) PARTNER BRONZE

Accessible entry into the partner network – ideal for SMEs, driving schools, workshops, resellers

Main contents

- Access to the Partner Village
- Proportional logo on the homepage and internal pages of the website
- Proportional logo on the Sponsors page of the website
- Shared, non-personalized Standard Booth
- Proportional logo in the official newsletter
- Proportional logo in the visitor welcome kit
- Proportional logo in the press review
- Proportional logo on the GPS tracking page
- Proportional logo as a background for interviews and daily debriefings
- VIP pass 1

Expected Visibility

- 200,000 – 500,000 impressions
- Estimated ROI: €5 to €6 per euro invested

5) OFFICIAL SUPPLIER

For companies offering technical products or services

Examples:

- Fuels, lubricants
- Avionics / GPS / tablets / planning software
- Technical clothing
- Audiovisual equipment / media drones
- Tools, maintenance, aeronautical accessories

Main contents

- Official title: “Official UAC Supplier 2026”
- Proportional logo in the official newsletter
- Proportional logo as background for interviews and daily debriefings
- Organization of a technical workshop or seminar (safety, avionics, maintenance) on behalf of the sponsor.

Expected Visibility

200 000 – 400 000 impressions

Estimated ROI: €4 to €5 per euro invested

6) DESTINATION / STAGE PARTNER

For cities, regions, airports and tourist offices associated with the European route

Main contents

- Official stage name: “Stage of [City] – Powered by [Sponsor]”
- Branding in local stage communications.
- Logo integrated into tracking maps.
- Short video (30–45 sec) dedicated to the destination.

Expected Visibility

100 000 – 200 000 impressions

Estimated ROI: €4 to €5 per euro invested

CONTACT
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UAC — Ultimate Air Challenge

The event that combines Sport, Innovation, and Aviation storytelling.

Come aboard as a partner or sponsor and bring your brand to the heart of the adventure.