

NEWSLETTER



2022 AN EXCITING YEAR AHEAD!

We wanted to wish all of our friends and family a Happy New Year and are very excited to announce the launch of our Ocean Racing Campaign, headed up by Oliver Heer - Team Skipper.

Our objective is to be at the start line of the Vendée Globe 2024, a single handed, non-stop round the world sailing race taking place every four years. The race is considered to be one of the greatest sporting challenges left on this planet, with only 114 finishers in its 30 year history.

Over the last few months the Oliver Heer Ocean Racing team has been busy setting up the campaign, launching oliverheer.com, opening the Zurich office and getting the project rolling. The team reached a key milestones on December 28, 2021 when we established our company "Oliver Heer Ocean Racing AG". Now that we have a business entity we are primed and ready to take on the challenge of a lifetime!

Vendée Globe 2024 we are coming to get you.....

NEWSLETTER HIGHLIGHTS

AN EXCITING YEAR AHEAD

WHY

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WHY?

"I've worked and sailed with Ollie for over 4 years and he is not only a very talented offshore sailor he also displays the main qualities a Vendée Globe skipper needs - resilience, tenacity, determination, and an ability to communicate. I have no doubt he's got what it takes."

Alex Thomson - Skipper
Hugo Boss

Over the last four years, Ollie worked, sailed and trained alongside Alex Thomson onboard the IMOCA 60 HUGO BOSS. As Boat Captain and Co-Skipper, Ollie gained crucial skills and experience learning from one of the greatest skippers in the sport and played a key role in the HUGO BOSS campaign.

It was Alex who challenged Ollie on the idea of competing in the race, and now we consider ourselves very fortunate to be able to count on Alex as Ollie's mentor and friend, guiding him towards successful completion of the Vendée Globe 2024.



TEAM OBJECTIVES

To make the campaign appealing to sponsors and create a story greater than the Vendée Globe, we have set ourselves three objectives:

Firstly we want to use the boat as data collection platform working together with a leading university to collect environmental data while sailing, thus playing our part to further understand our planet and climate.

Secondly, we will use the boat as a R&D platform to test, develop and promote sustainable technologies on board in collaboration with a university and tech enterprises.

Finally, we want to bring the sport of sailing into every Swiss household.

With multiple Swiss Vendée Globe entries and the announcement of Alinghi Red Bull Racing to compete in the America's Cup, Switzerland is once again on the path to becoming a renowned sailing nation.

Longterm, our aim is to become the first high profile Swiss-German sailing team.



MEET THE TEAM

Ollie Heer is the team skipper and chairman of the board. He leads the campaign and drives its success. Ollie considers himself very fortunate to be surrounded by peers who fully support his endeavour and want to be involved in the Project Vendée Globe.



Theresa Heer will look at building the bones of the company and is responsible for marketing, communications, PR and events. As we start to secure sponsors, she will predominantly hold the relations and ensure that the sponsorship commitments are delivered.

Luca Brunner leads our business development – working alongside Ollie and the team, to get the opportunity out into the world and secure much needed sponsors. He is also responsible for the teams sustainability initiatives and outreach partners, promoting our slogan #RACEFORCHANGE.

Daniel Rudisuli advises us on all aspects of financial matters. Highly driven and with his wealth of financial knowledge, he complements the board perfectly. As a lifelong friend, Ollie trusts Daniel implicitly and is very glad to be able to count on his support.

Stephan Zueger is joining us as Team Principal, looking at the bigger picture, implementing our long-term strategy, and developing commercial business relationships in Switzerland.

Nik Heer is the creative mind. Besides having sound technical knowledge, his creative skills are unmatched. He advises us on conceptualising marketing ideas and makes sure that everything we do is on-trend.

Andy Fitze, is leading the Tech Advisory Board. As co-founder of Swiss Cognitive, he is supporting us on our goal to position the team and boat as "Floating Research & Development Lab" and guiding us in the right direction with his global knowledge and specialist experience. He is also a high latitude skipper, and enjoys extreme environments.





We are very excited for 2022. Apart from securing funding for the campaign, our priority for the first quarter is to find and acquire the right boat.

Currently, there are not too many boats on the market, therefore we have set our eyes firmly on a 2006 IMOCA 60. It has no foils but is a solid investment and a good boat to start our journey. Our plan is then to upgrade to a competitive foiling boat in spring 2023.

THE NEXT 12 MONTHS....

2022 will be used to collaborate with sponsors, familiarise ourselves with the new boat and spend as much time sailing, training and working on the boat as much as possible in preparation for the Route du Rhum in November.

In between training sessions, we will use the boat for business development, corporate entertainment, as well as partner and sponsor sailing experiences.



RACE NEWS

VENDÉE GLOBE

To qualify for the Vendée Globe and apply for a spot on the start line in 2024, we have to compete and finish the Route du Rhum in 2022.

ROUTE DU RHUM

This race takes place in November 2022 and is a single-handed transatlantic race starting in St. Malo and finishing in Guadeloupe.

FUN FACT

DID YOU KNOW?

The Vendée Globe runs every four years. It starts and ends in Les Sables-d'Olonne, France.

The course is a circumnavigation along the clipper route.

The boats head south, down the Atlantic Ocean, and hang a left at the Cape of Good Hope, traveling clockwise around Antarctica. Once past Cape Horn they head north across the Atlantic, returning to France.

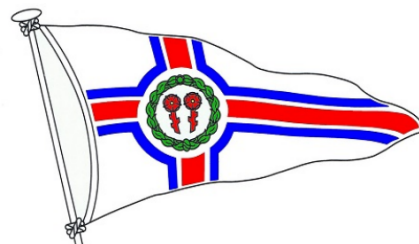
EVENTS NEWS

10.1.22 - CAMPAIGN LAUNCH

This January we were planning on organising an evening to officially launch our campaign in Zurich. Due to the current Covid situation, we reluctantly decided to postpone our plans.



We hope to have a party soon, in the meantime we really hope that you JOIN US ON OUR JOURNEY and become a supporter for our #RACEFORCHANGE campaign.



17.1.22 - YC RAPPERSWIL (FULLY BOOKED)

Oliver will be hosting an evening at the YC Rapperswil, Switzerland, his local sailing club. www.ycr.ch

He will be speaking about how his sailing career has progressed and his aspirations for his Vendée globe campaign.

The event is by invitation only and is now at capacity, but we will be releasing more dates and locations very soon.

PLEASE FOLLOW US ON OUR
SOCIAL MEDIA CHANNELS:



For more information
about our campaign
and to sign up for our
quarterly newsletter
visit:

WWW.OLIVERHEER.COM

SPONSORSHIP

Our long-term goal is to be the first non-french sailing team to win the Vendée Globe and position ourselves as ambassadors in the race to conserve our planet, but we can't achieve this by ourselves.

We need an amazing team of people and commercial, technological, scientific and NGO partners who want to become part of our journey and make a difference.

If you like what you have read, or have contacts that may be interested in our project and want to know more about how you can join Oliver Heer Ocean Racing on our journey and offer support, we would love to hear from you.

Email: Partnerships@Oliverheer.com