

Dossier de présentation

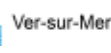


# Sand Yachting world championship and Gold Beach Sports Nature Event's

From june 29 to  
july 05 2024



Standart, class 3, class 2, class 5, class 8, Kart à Voile, NSF et Promo



# Who are we? ?

## Preamble

For the organisation of the world championship 2024, the world sand yachting organisation or FISLY (International Federation for Sand and Land Yachting) has chosen the association of Asnelles 2024.

This competition will stand on a very high sporting level, each country selects several pilots, who will participate on this championship.

Nevertheless, it is necessary to contextualize this project as a whole and to present the association to grasp of its importance.

## The association

The association "Asnelles 2024 Sand yachting Bid Comitee" has been created the 23 September 2017. Declared to the subprefecture of Bayeux on 6 December 2017 and published on the official journal of the French republic the 9 December 2017.

The association has been constituted by volunteers, mayors of coastal communes, the deputy of the 4th constituency, two senators of Calvados, Calvados department Vice-President, The President of the Sand Yachting French Fédération (FFCV) and by the president of the International Federation for Sand and Land Yachting (FISLY).

To allow sand yachting to become an Olympic sport, FISLY has joined since 21/07/2018 the Global Association of International Sport Federation (GAISF) as an "observer member". First mandatory step to become a full member of the IOC (Internation Olympic Committee).

In October 2020, the association modified its statutes to become "Asnelles Gold Beach 2024" instead of "Asnelles 2024 Bid Committee".

From now on, its objective will be to enhance the practice of sand

yachting allowing it to become an Olympic discipline in a near future (2028, 2032...).

Since its creation, our association has received the support of political personalities such as Mr. Gérard LARCHER (President of the Senate) and many local elected officials.

The association has as main partners the FISLY, the ISSA, the French Federation of Sand Yachting and the Centre de Loisirs Nautiques Asnelles Gold Beach etc...



[Découvrez l'équipe ->](#)



# The team

Olympiade 2020 - 2024



**François GARNAVAULT**

Président



**Eric FOUREZ**

vice président



**François LECOUTURIER**

Trésorier



**Benoit MARTIN**

Secrétaire adjoint



**Julien BENOIS**

Secrétaire adjoint



**Nelly SONZOGNI**

Trésorière adjointe



**Camille ADAMY**

Chargée de projet



**Flora BOULESTIN**

Chargée de projet

# Le context

## From an Olympic discipline project to a World Championship

In March 2019, Paris 2024 announced the additional sports selected for the Olympic Games. Currently, meeting 18 of the 19 criteria, sand yachting does not meet the specifications and will not be able to participate on the 2024 Olympic Games. The 19th criterion was to reach the number of 50 national federations affiliated to the FISLY.

To date, only 21 meet this criterion. Our objective is to make the sand yacht known to federate more nations.

Asnelles 2024 is now turning to the organisation of a major event. This will be held following the 80th anniversary of the D-Day. We wish to give a new impulse to sand yachting and to use it as a demonstration, two months before the Paris Olympics. Our goal is to reach the 50 national federation in the world to become an Olympic discipline.

The organisation of the World Championship was created in 1975.

This event has not been held for 6 years in Europe and 12 years in France which is why it is of particular importance.

<b>1975</b> Saint Peter-Ording Allemagne	<b>1987</b> Lytham st. Anne Angleterre	<b>1993</b> Saint Peter-Ording Allemagne	<b>1998</b> De Panne Belgique	<b>2000</b> Terschelling Pays-Bas	<b>2002</b> Ivanpah Lake Etats-Unis	<b>2004</b> Saint Peter-Ording Allemagne
<b>2006</b> Le Touquet-Paris Plage France	<b>2008</b> Rada Tilly Argentine	<b>2010</b> De Panne Belgique	<b>2012</b> Cherrueix France	<b>2014</b> Smith Creek Playa Etats Unis	<b>2018</b> Sankt Peter-Ording Allemagne	

The arrival of an event of such magnitude is not a new thing for the town of Asnelles and the organizing club, the CLNA. Since 1996, the club has organized a European Championship and in the last few years 2 Eurocups have been held on the beaches of Asnelles, which the last took place in 2022.

The organisation of this edition will be held just after the commemorations of the D-Day and will be a significant lever of attractiveness meaningful in the context of the World Championship organisation.

This edition provides an exceptional opportunity to highlight the discipline at the eyes of the entire world. Due to the tourist influx brought by commemorations and events of the D-Day Normandy Festival. Wich takes place between the end of May and the beginning of June as well as the project of the arrival of the Olympic torch at this same period. Indeed, Asnelles 2024, in collaboration with the Normandy region, the Calvados department and the municipalities concerned (Asnelles, Meuvaines, Ver-sur-Mer, Graye-sur-Mer, Arromanches and Saint-Côme-de-Fresné) as apply to be one of the Olympic torch bearers. In addition, there will be two inter-municipality (Bayeux Intercom and Seules Terre et Mer) to accommodate the host of the Olympic torch at the end of May beginning of June 2024. Our wish would be for the Olympic torch to be carried in a two places sand yachting on the historical site of "Gold Beach" beaches with a paralympic Athlete between Arromanches and the Croix de Lorraine at Graye-sur-Mer.

The Olympic torch relay will be a highly mediatized event. That's why combining it with the practise of sand yachting will provide an exceptional promotion to this sport and to the World Championship.

This allows us to link History to our sport around core values of Olympism:  
Excellence, Friendship and Respect.

# Territory

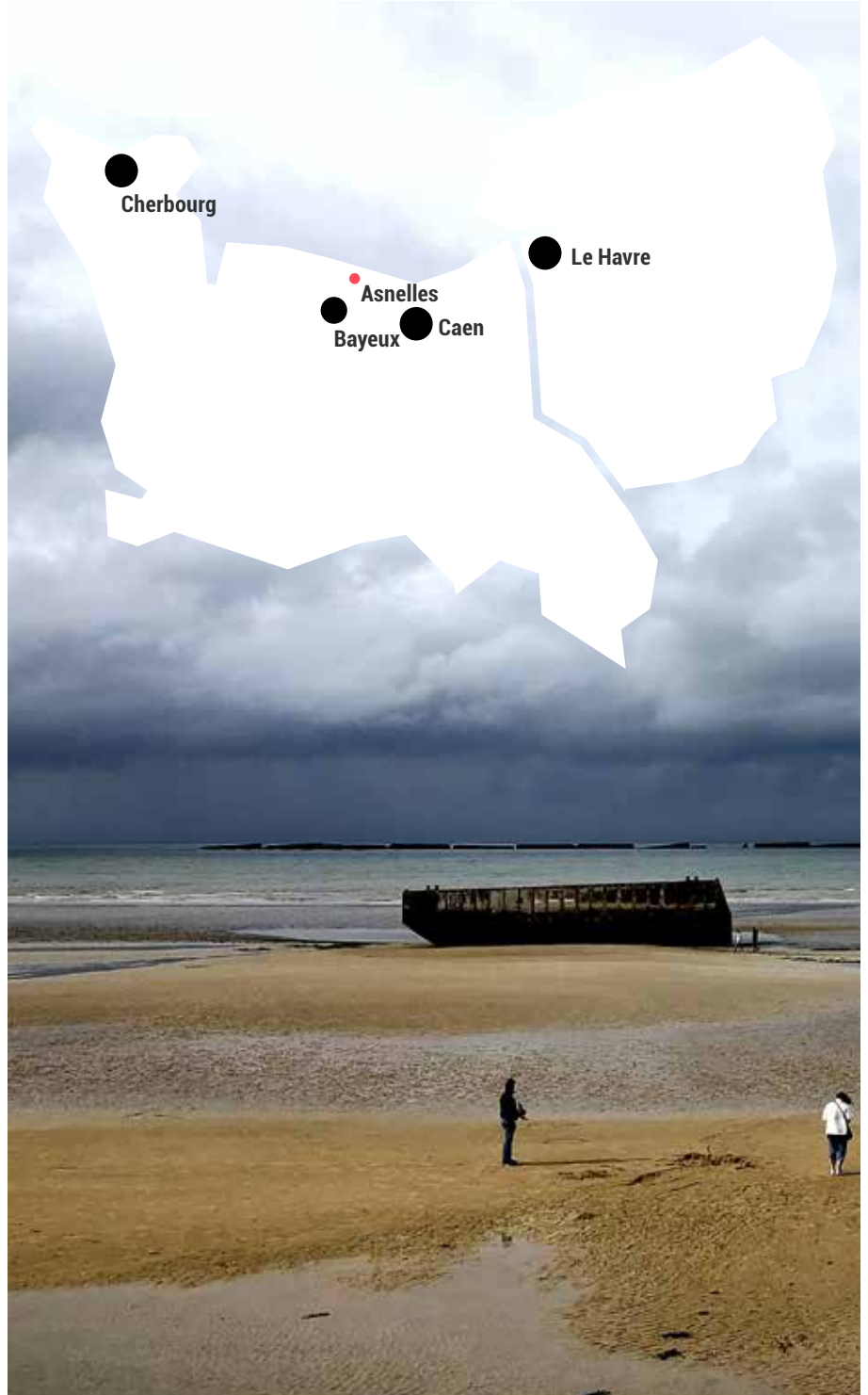
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## A strategic position between Caen and Bayeux

Rural town, located on the Calvados coastline with seaside resort status. Despite a low demographic density, Asnelles as an undeniable touristic attraction thanks to her strategic geographical position (located between Caen and Bayeux, two historically rich cities) but also by his history which his closely linked to the Second World War.

Among the five beaches where the allies landed on 6 June 1944, our village is counting Gold Beach. A 3 km long sandy beach, ideal for sand yachting with her 2 km dike and with a large public capacity. Asnelles has three large accommodation facilities on her territory, such as The Tourelles, The Tamararis, The Gold Beach hotel as well as a wide range of accommodation options in the local coastal towns. Similarly, restauration is not to be outdone, as there are more than 600 covers per day on the seafront with which we will work in partnership for this project.

We are collaborating with the Tourelles and the Tamaris over many years. Rooms are already booked to be able to welcome competitors and staff members. It will also be possible to book rooms at the Tamaris for volunteers.



# The project

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## The project

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This event will take place from June 29 to July 5 2024 after the commemorations of the 80th anniversary of the D-Day and before the Olympic Games in Paris.

Around this event, "Asnelles Sports Nature Event's" will be organised, bringing together a Sports Nature Village made up of sports associations from the area to set up activities and promote outdoor sports.

This World Championship will bring together around one hundred competitors from all over the world. The pilots will be divided into three categories (juniors, seniors and veterans). They will have the possibility to compete on 8 different types of sand yachts. These supports are the classes: class standart, class 3, sailing kart, the new FISLY support, classe 5, classe 2, classe 8 et Promo.

For the 8 different classes 4 areas will be specially delimited and organised: One between Asnelles and Arromanches, the one on between Asnelles and Meuvaines and the last one, 2 areas between Courseulles and Ver sur mer

One of the objectives of the association by organising these championships between the commemorations and the Olympic Games is to give maximum visibility to sand yachting.

## The supports

2

Over time, the practice of sand yachting has largely developed with the appearance of different classes.

The sand yachting institution (affiliated or not to FISLY) includes 10 different classes, however only four of them will be represented during the competition.

- Class 3: Formula 1, it is a streamlined machine that is driven lying down. Its speed can reach 120 km/h
- Standart Class: These are one-design sand yachting. Its speed can reach 100 km/h.
- Sailing Kart: Can be practiced on the beach but also in in-land spaces. They are smalls, handies and easily transportables. Its speed can reach 80 km/h
- FISLY support (from 16 years old) : These are one-design sand yachting, easy to use, popular with schools. Its speed can reach 60 km/h
- Promo: This sand yacht is the first competition dynamic profile sand yacht for competitors over the age of 15
- Class 5: it is the scalable, fast, light and responsive sand yacht, which adapts to a maximum of beaches
- Class 2: Big brother of Class 3
- Class 8: More commonly known as kite sailing, the class 8 was invented in the 90s

To facilitate the arrival of competitors, especially those residing in a distant country, Asnelles 2024 plans to make available the federal supports available to the CLNA.

The goal is to reach the maximum number of participants from all nations.



**Class 3** PHOTOGRAPH



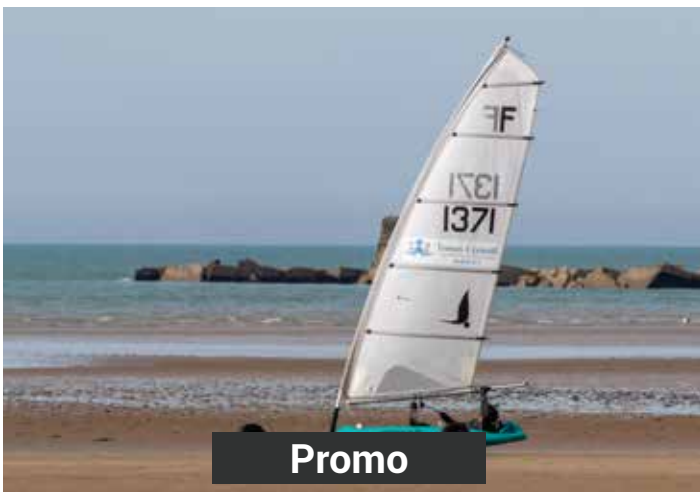
**Standart**



**NSF**



**Class 2**



**Promo**



**Sailing kart**



**Class 8**



**Class 5**

## Planning of the Sand Yachting World Championship and Gold Beach Sports Nature Event's

# 3

### **Saturday 29 June 2024 - Low tide: 11h25 / Coefficient: 62**

Opening of the nature sports village: 10h to 19h  
general briefing and opening of the championship: 9h  
races start : 09h30  
Opening Ceremony and welcome drink: 17j

### **Sunday 30 June 2024 - Low tide: 12h26 / Coefficient: 58**

Opening of the nature sports village: 10h to 19h  
Briefing and races: 10h30  
Award ceremony: 18h30  
Gala dinner: 19h30

### **Monday 01 July 2024 - Low tide: 13h33 / Coefficient: 58**

Opening of the nature sports village: 10h to 19h  
Briefing and races: 11h30  
Award ceremony : 18h30

### **Tuesday 02 July 2024 - Low tide: 14h42 / Coefficient: 60**

Opening of the nature sports village: 10h to 19h  
Briefing and races : 12h45  
Award ceremony : 18h30

### **Wednesday 03 July 2024 - Low tide: 15h47 / Coefficient: 65**

Opening of the nature sports village: 10h to 19h  
Briefing and races : 14h  
Award ceremony : 19h30  
Gala dinner : 20h30

### **Thursday 04 July 2024 - Low tide: 16h47 / Coefficient: 70**

Opening of the nature sports village: 10h to 19h  
Briefing and races : 15h  
Award ceremony : 20h30

### **Friday 05 July 2024 - Low tide: 17h39 / Coefficient: 74**

Opening of the nature sports village: 10h to 19h  
Briefing and races : 15h30  
Award ceremony and gala dinner : 21h



## Race zones

# 4

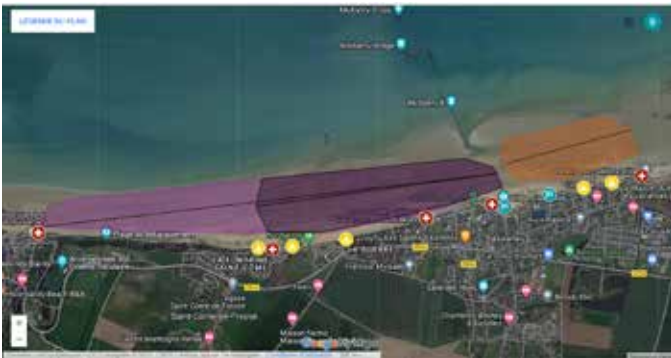
In order to run the four classes present, three very distincts racing circuits will be set up.

The first course for Class 3 and Standart pilots. It represents a loop of about 5500 meters, the diameter is 1263 meters.

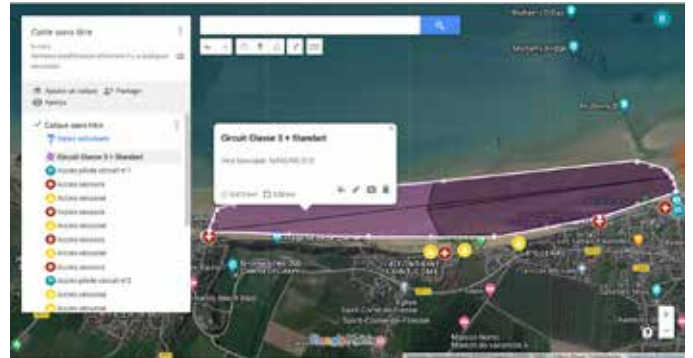
The second course, smaller, is intended for pilots of Sailing Karts and NSF. Its loop is approximately 1185 meters and its diameter is 736 meters.

The third is for class 5, class 2, class 8 and promo pilots. Its loop is approximately 7670 meters and its diameter 400 meters.

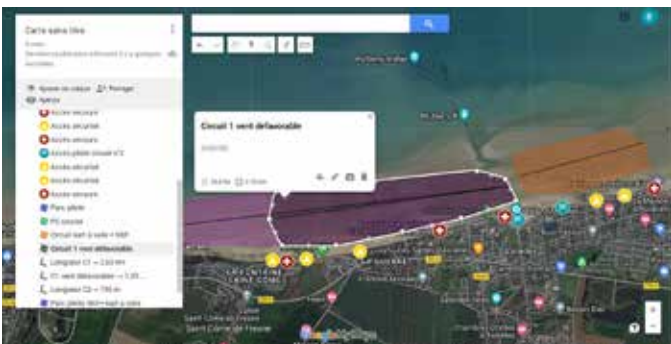
However, it is important to specify that these data are approximate and may vary depending on weather conditions and the state of the beach.



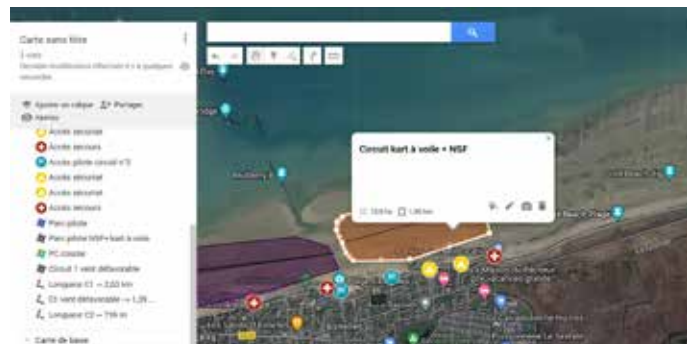
A. overview of the races area



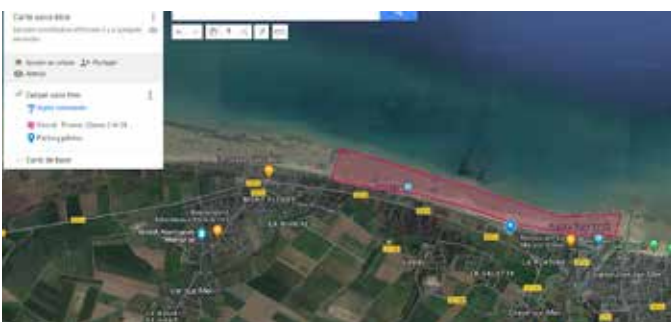
B. Race 1 : Classes 3 + Standart favorable wind



C. Race 1 : Classes 3 + Standart unfavorable wind



D. Race 2 : Kart à Voile + NSF



E. Race 3 & 4 : Promo + Class 5 + Class 2 + Class 8

2 possible races

## Title awarded

5

Youth World Champion (14 to 18 years old): NSF class  
Youth World Champion (16 to 18 years old): all classes (except NSF)  
Senior World Champion (18 to 50 years old): all classes  
World Champion Veterans (50 years and over): all classes

## Criteria for a class to be eligible for a World and European Championship

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World Championship: 5 countries including 1 outside Europe and 16 competitors  
European Championship: 3 countries, 16 competitors

## Number of selected by classes and registration terms

7

Maximum 10 male practitioners per category and per country  
Maximum 10 female practitioners per category and per country  
-> Including the European and World champion(s)  
To facilitate the organization and the warm welcome of the drivers, reservations will be compulsory and paid for before November 30, 2023. A link will be sent to you to register on the World Championship website from 01/06/2023.  
Registered drivers who do not have their eligible class (World Championship or European Championship) will be reimbursed for their registration by the organization.

## Provision

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The organizing club provides 15 New FISLY Supports and 4 Standart free of charge for pilots outside Europe.  
A loan agreement will be put in place for the provision of equipment.  
Interested pilots can contact François Garnavault as soon as possible.  
-> francois.garnavault@asnelles2024.com

## Accommodation

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The organizers provide free accommodation from 06/29/24 to 07/05/2024 for pilots outside Europe (rooms for two to four people).  
A complete list of possible accommodation will be offered from 01/06/2023 when pilot registration opens form 01/06/2023.

## Average human

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**This project requires significant coordination and preparation. Asnelles 2024 has hired a fixed-term employee and an MBA work-study student to best meet the requirements of this project.**

The job description is as follows:

- Participation in the development of the event policy of the Asnelles 2024 association
- Design of communication media and content creation (brochures, posters, partners, website, Facebook page, etc.)
- Event programming
- Management and coordination of relations with partner associations (organization of meetings, minutes, etc.)
- Prospecting for private partners
- Organization and management of events (meetings, press conferences, etc.)
- Develop specifications for the organization of the event and communication media
- Team and schedule management

## Goals

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- Promote sand yachting as a discipline at the Olympic Games
- Introduce sand yachting to as many people as possible
- Provide the territory with an attractive and dynamic image
- Find new customers
- Improve the visibility of project stakeholders and their activities
- Develop the economy and tourism in Asnelles, Seules Terre et Mer and Bayeux Intercom
- Increase hotel capacity and catering in coastal municipalities
- Anchor the territory as a mecca for outdoor sports in Europe
- Highlighting local history through sports practice

## The targets

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- Children, adolescents and adults
- Womens and mens
- People who want to practice sport while respecting the environment
- The inhabitants of the Normandy region
- The people of Bessin
- Residents of the town of Asnelles and other neighboring towns
- Memory tourism present during the 80th anniversary of D-Day
- The competitors
- IOC members
- Affiliated federations
- Schools in the area wanting to discover outdoor sports

# Contact

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