



Louis Vuitton America's Cup World Series Village Event Village Overview

Hello and thank you for your interest in exhibiting at the Louis Vuitton America's Cup World Series (LVACWS) Bermuda Village to be held on Front Street, Hamilton on **Friday 16th, Saturday 17th, & Sunday 18th of October.**

Please read the following information about the LVACWS Bermuda event, inclusive of the Village Street Festival concept.

Please refer to the health and safety terms and conditions (in the Exhibitor Terms and Conditions document) that all exhibitors must adhere to prior to completing the **separate application form.**

Introduction:

The America's Cup Event Authority (ACEA) is organizing a Louis Vuitton America's Cup World Series (LVACWS) event to be held in Bermuda on October 15th, 16th, 17th and 18th, 2015. This event will consist of two days of fleet racing in the Great Sound with one day of practice racing prior to the weekend. The races will finish in Hamilton Harbour adjacent to Pier #6.

This event is a premier racing circuit that forms part of the 35th America's Cup programme. The series will take place during 2015 in Portsmouth, Gothenburg and Bermuda. Four to six LVWS events are expected in 2016. These events will feature the best sailors in the world competing on foiling, wing-sailed 45ft catamarans.

The venue for the LVACWS Bermuda event is Front Street, Hamilton. The Event Village will include a technical team compound, fan zone, food court, family zone, media centre, hospitality facilities, spectator pick-up/drop-off zones and a festival area for exhibitors.





Figure 1: Event Map



America's Cup Village Concept:

Front Street will be closed for 3x days (Court Street to Par-La-Ville Road) to provide for a street festival that showcases the best of Bermuda. Court Street to Parliament Street will be a designated VIP Drop off, Taxi waiting zone.

Note: Provision for trash collection and servicing of operation on Front Street will be made in the early morning of each day.

The Front Street site will be divided in zones with specific themes, including (but not limited to):

1. Taste of Bermuda
2. Sports in Bermuda





3. Bermuda Arts & Crafts
4. Bermuda Parishes & Towns – Representation purposes only (i.e. Murals representing East End (Deliverance or Forts, West End (Dockyard) and Central (City of Hamilton))
5. Youth of Bermuda
6. Bermuda Water
7. Hospitality Bermuda
8. Bermuda Heritage
9. Bermuda Entertainers
10. Bermuda Tourism

Each of the zones will accommodate approximately 8-10 participants or exhibits.

ACEA is inviting all stakeholders, businesses, entities, entertainers, artists and groups who represent Bermuda to register their interest to participate in the festivals, both on water and on shore activities. On shore participation can be in the form of an exhibition on the street, or a performance in the Fan Zone.

Alongside the festival on shore, ACEA will run an on water program off Hamilton waterfront. This will take place in the morning of each race day, prior to the official races. Diversity of water activities and displays in Bermuda should be showcased.

For avoidance of doubt: registration to be a part of the LVACWS Bermuda Village is open to everyone in Bermuda, not only traditional exhibitors with a commercial product. Please note that due to space restrictions, ACEA can only offer a maximum of 100 spots in this program.

Selection Process:

ACEA intends to provide fair access to the village in order to deliver a balanced event. ACEA along with the Bermudian based selection committee will consider all applications carefully and make its selection based on the quality of the products/ performance and/or mission statement.

Please fill in the attached application and **return by Monday, July 6th, 2015** to ***village@americascup.com*** or directly to the **America's Cup offices located in the RenRe Building, 3rd Floor, Windward Place, 24 Crow Lane, Hamilton (across from Great Things)**. Applicants may be contacted after application if more details are deemed necessary.

ACEA will make final selections and contact all applicants by **August 15th, 2015**.

Facilities and Logistics:

LVACWS Bermuda Village exhibitors will be required to follow directions from ACEA's Facilities and Operations Manager, who will work with each participant based upon their electrical and technical requirements.





Exhibitors will be responsible for their own set-up and operation and must adhere to the guidelines. ACEA is researching purchasing tents to be a part of the exhibition fee to ensure uniformity.

Branding:

ACEA reserves the right to specify the “Look & Feel” of the festival.

ACEA will provide final approval for all booths/facilities.

Any exhibitors interested in producing a product featuring the America's Cup logo, or any America's Cup affiliated branding, are **REQUIRED** to license their product. For more information on licensing please contact the ACEA's Chief Development Officer, Steven Roberts, at **steven.roberts@americascup.com** before any product can be commissioned.

Future Events:

The 2015 LVACWS Bermuda Village will be the first of a series of Louis Vuitton America's Cup affiliated events to be in hosted Bermuda leading up to June 2017. While the ACEA encourages all interested parties to apply, there will be a limited number selected to participate in this event. Exhibitors who are not selected for participation are encouraged to prepare and re-apply for future events.

Inquiries:

Questions regarding the America's Cup World Series Village should be directed to **village@americascup.com**.

