



# **AUSTRALIAN LONGBOARD SURFING OPEN**

**June 2021**

**Sponsorship Approach**



## Event Description:

The Australian Longboard Surfing Open (ALSO) is the premier international longboard surfing and festival event in New South Wales with its home being Kingscliff Beach, located on the far North Coast of NSW.

ALSO represents a unique five day differentiated surfing festival model with no near equivalents. ALSO consists of a range of family, social and sporting activities for everyone to be a part of. ALSO is proudly supported by our partners at Destination New South Wales (DNSW) the Tweed Shire Council (TSC), corporate and festival partners.

This multi-day surfing event attracts competitors, spectators and media Australia wide and internationally.

The competition programme has a focus on gender equity and includes, Open men's and women's professional longboard, Amateur men's and women's longboard, Stand-up paddle boarding, All-age amateur divisions (Juniors to Golden Oldies).

The surfing event structure is augmented with a variety of festival activities that combined enhances the social atmosphere creating a pleasurable collective program for participants, visitors and local community to partake in and enjoy.



## **Vision:**

Our longboard surfing festival will be fun and entertaining for tourists and locals alike.

## **Mission:**

Our world-class surfing event and festival program will boost the economy of the Tweed Region, while promoting a healthy, active lifestyle in an area of enduring natural beauty. Tourists and local visitors will be treated to an atmosphere proving fun and entertainment for all ages. The community spirit and social vitality of the area will be showcased, and all visitors will be able to explore the fascinating cultural heritage of the region.

## **Our Core Values:**

1. **Respect:** For our traditional and present longboard surfing culture, for gender equality, one another
2. **Inclusiveness:** Openness to diverse participation, personal contribution and effort.
3. **Teamwork:** Common goals, different roles, collaborative action, shared accountability and rewards.
4. **Professionalism:** Honest, Integrity and transparency.
5. **Service:** We partner with our communities in the spirit of collaboration to provide services and expertise.

## Value Proposition:

### Market Segment

- Longboard competitors, Australian and International
- Surfing fans
- Intra and interstate visitors
- Festival fans
- Experience seekers

### Offering

- 5 days of surfing and event festivities, off peak season
- Surfing gender and age equality
- Regional cultural exposure
- Tourism discounts and prizes

### Customer Experience

- World class performances
- Safe, friendly location
- Variety of festival vendors
- Cultural/ Eco uniqueness that surrounds Kingscliff

### Differentiation

- Unique with no near equivalents in NSW
- Free festival activities
- Experiences for all ages and abilities to enjoy
- Crowning of champions

### Benefits

- Boosting economy
- Community pride
- Outdoor entertainment
- Networking and socialising

### Evidence

- 10 years of continuous operation
- Community and Government support
- Commercial long term sponsorships
- Returning competitors and visitors



## Summary of the event over the last 3 years:

Between 2016 -2019 nearly 24,000\* visitors and 671 participants from around the globe enjoyed the surfing. We added additional non-competitive surfing initiatives as we position Kingscliff as a recognized surfing and family holiday destination, including, a beach clean-up, became part of the Fluro Friday family to help those living with mental health issues, invited buskers to entertain the visitors and engaged with local community markets. Visitors were provided with the opportunity to have an Indigenous experience.

## Do You Need An Engaging And Effective Strategy To Capture Your Audience?

We understand that everyone's needs are different, so we invite you to work with us creating the perfect solution for your company.

Partnering with us will give you the perfect solution to achieve your company's marketing objectives.





## **SILVER PARTNERSHIPS**

You will have branding as the naming sponsor to your chosen division. These packages range from \$500 to \$3,500 and are designed to give local, and some national exposure.

## **GOLD PARTNERSHIPS**

You will have branding as the naming sponsor to your chosen division. These packages range from \$5,000 to \$15,000 and are designed to give local, national and some international exposure.

## **PLATINUM PARTNERSHIPS**

You will have branding as the naming sponsor to your chosen division. These packages range from \$20,000 to \$35,000 and are designed to give maximum exposure on all platforms developed for the event local, national and international exposure. Includes live streaming on KAYO Sport and packaged production for Fox Sports.

## **SOLE PLATINUM PARTNERSHIP**

You will have branding as the naming sponsor of the Australian Longboard Surfing Open, and all major divisions \$150,000. With maximum exposure on all platforms developed for the event, your branding will become synonymous with the event. . Includes live streaming on KAYO Sport and packaged production for Fox Sports.

**To Be Involved Contact**

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**ISLAND STYLE PROMOTIONS**

