

# Kiwa Longboard Classic





## EVENT DESCRIPTION

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A single day fun longboard event designed to bring together like minded local amateur surfers in a fun filled day of surfing. Not looking for future world champions just surfers that like to surf Kirra.





# Event Strategic Plan

## Vision:

To make longboarding/surfing fun and entertaining for tourists and locals alike .

## Mission:

To encourage like minded surfers to gather for a fun day at Kirra.

Boost the economy of Kirra/Coolangatta.

Promote a healthy, active lifestyle.

Competitors and visitors to be treated to an atmosphere proving fun and entertainment for all ages.

Community spirit and social vitality of the area to be showcased.

## Core Values:

**Respect:** For our traditional and present surfing culture, for gender equality, one another

**Inclusiveness:** Openness to diverse participation, personal contribution and effort.

**Teamwork:** Common goals, different roles, collaborative action, shared accountability and rewards.

**Professionalism:** Honest, Integrity and transparency.

**Service:** We partner with our communities in the spirit of collaboration to provide services and expertise.



## Value Proposition:

### Market Segment

- Gold Coast, Intra and Interstate longboard surfing competitors, surfing fans, visitors.

### Offering

- Surfing and social activities
- Surfing gender and age equality
- Regional cultural exposure
- Tourism discounts and prizes

### Customer Experience

- Entry level competition
- Safe, friendly location
- Variety of Restaurants and shops
- Cultural/ Eco uniqueness that surrounds Kirra

### Differentiation

- Unique with no near equivalents in Australia
- Experiences for all ages and abilities to enjoy
- Crowning of champions





## COMMUNITY INCLUSION

An important part of our community are those surfers that need extra help to get into the surf, and to catch a few waves. We will be including a disabled surfers section for a limited number of surfers who are unable to surf in an actual competitive division. Surfers helping surfers.







## Event Partnership - \$7500

### Branding:

Your company name or logo would be incorporated into all our event marketing platforms including all advertising and merchandising developed for the Kirra Longboard Klassic.

Your logo will be printed onto the competitor rash shirts, this will not only ensure brand exposure to the spectators.

### Merchandise:

Your logo will be included on our festival t-shirt which is given free of charge to all competitors.

### On Site Presence:

Your company supplied signage, banners, flags, marquees will be displayed prominently on site. Acknowledgement of your sponsorship through on-beach PA systems. On site marketing strategies can be carried out during the event. Your representative to help present awards.

### Media:

A Media Manager is appointed to do copy, photos and distribution and will market the event and sponsors involvement through many of the popular social media outlets.

**Other packages are available on request:**

## **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.

### **CONTACT**

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