



## The Cannon Rocks Kiteboarding Classic



Cannon Rocks is a small seaside village on the east coast of South Africa between Port Elizabeth and East London. It has been regarded over the years as a prime Windsurfing and Kitesurfing destination in South Africa and the World.

In 2011, Local Kiteboarding enthusiast Cedric Vandenschrik and his committee took upon themselves to establish Cannon Rocks as a venue for a kiteboarding event. This project grew wings and has delivered 4 successful events.

[www.cannonrocksclassic.com](http://www.cannonrocksclassic.com)

It is with great excitement that we offer you the opportunity to be part of this event in 2016. 2016 will see the cannon Rocks Kiteboarding classic once again being the **1<sup>st</sup> stop of the South African Kitesurfing tour.**

Freestyle and Wave riding will be competed at a professional level accompanied by a large Amateur division and a display of what the exciting sport of Kiteboarding has to offer

## Organisers

Cedric Vandenschrik, seasoned Kiteboarder and international team rider teams up with the **South African Kitesurfing association (SAKA)**. Cedric has been the driving force behind the Cannon Rocks Kiteboarding Classic since the beginning. Together they will once again be approaching the event with a professional and efficiency driven outlook.



## Image

The **Cannon Rocks Kiteboarding Classic Communicates** fundamentally strong and positive values. These are attractive to anyone, whether they are interested in the sport or not, and include:

**THE HUMAN SPIRIT**

**NATURE AND ENVIRONMENT**

**ADVENTURE AND DISCOVERY**

**PUSHING SPORTING AND PHYSICAL LIMITS**

These are core values that align with sponsors brand and closely represent the interests of many human beings, particular those with high income, free time and purchasing power.

## Proposed events:

Freestyle

Wave

Big Air



## Proposed dates

5<sup>th</sup> to the 8<sup>th</sup> of October 2016

## Target Market

The target market will consist of:

1. Firstly, The Public on the beach made up of Holiday makers (school holiday period) from Cannon Rocks and surrounding areas stretching as far as Port Elizabeth and Grahamstown
2. Secondly, the South African competing riders, their families and friends and locals. These constitute more than 100 people, most of whom will be in a high income bracket.
3. Thirdly, the target market are the Sport/lifestyle market who consist mostly of active, sport loving high income people. Viewership are in the thousands.
4. Fourthly, the World, which really is a global community communicating via facebook, twitter and other social media and through the website [www.cannonrocksclassic.com](http://www.cannonrocksclassic.com)



## **Coverage**



Organizers make sure that the event is covered with images that will be shared and uploaded on all the various media. Given the right sponsorship, bigger platforms can be approached.

## **Beach Activities**

Kites will be available for the public to try. For anyone wanting to get a taste of power kiting. In the event of no wind, activities such as Stand up Paddling, Volleyball, freesbee, tug of war etc.. will take place

Food stalls and exhibitions of various kite brands will be available next to the contest area.





## Branding opportunities

Sponsors would also get the following opportunities depending on the amount sponsored.

- T-shirts
- Branding at the Site
- Branding Stall inside the tent
- Posters
- Announcement on the Sound System at the beach.
- Mention in other media (newspaper, Radio, Internet feed)
- Space on the Website with direct links
- YouTube / TV Production



## Large Sponsorship opportunities

With Various potential “media” Partners to take this event onto bigger platforms such as TV, Radio and Youtube provides the *sponsors* with the opportunity to advertise their brand to the wider public. In 2011 The event, thanks to the involvement of media Partner FILMSTUDIO was flighted on Supersport.

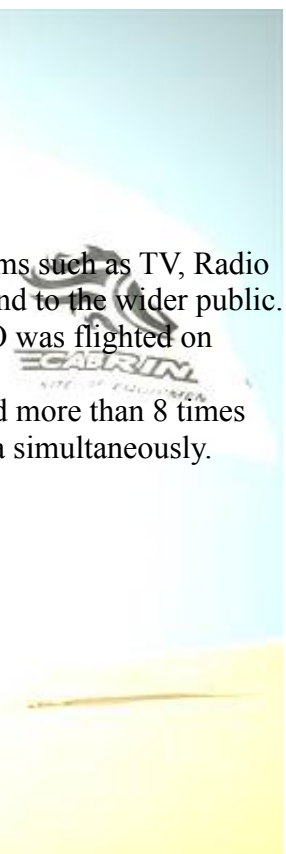
In South Africa, a 26 minute production for Super Sport typically gets flighted more than 8 times through the month with the same amount being flighted on Super Sport Africa simultaneously. Contact us to discuss the possible options we may have to secure such a spot.

## Options

These are the possible options for your business to get involved:  
Sponsors will, in short, obtain the following rights:

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## Large Naming Sponsor



### **Exposure:**

1. Brand name and /or logo to be incorporated into Event Logo
2. Exposure on the front (main) and sides (partner) of all competitors racing vests. (logo supplied by the sponsors)
3. Signage throughout all Start and Arrival areas (supplied by the Sponsors)
4. Start and Finish arch (supplied by the Sponsors)
5. Interview backdrop at headquarters and in press conferences (supplied by the sponsors)
6. Branding on equipment supplied by the organization to all competitors, usually in the form of stickers (supplied by sponsors)
  - Sides of racing vests
  - Helmets
  - Other kiteboard apparel.
7. Other branding like scoreboards - TV, Internet and on site

### **Broadcast**

Billboards at top-and-tail of program and logo display during program in the right top corner. Incidental branding can be arranged.

### **Hospitality**

The Cannon Rocks Kiteboarding Classic provides an excellent opportunity for exclusive, high profile hospitality. A custom made solution is recommended in order to best adapt to specific needs.

### **Other Rights**

1. Exclusivity in its product categories
2. Use of still photo material (shared rights with photographers)
3. Use of all video material (with the approval of production company)
4. The right to use Cannon Rocks Kiteboarding Classic name and logo in any type of corporate communication
- 5.

### **Partners (R12 000)**

- Big Logo on the poster and Tshirts.
- Big Logo on the Website and Facebook
- Specific mention as one of the sponsors on all media correspondence
- Branding on the main stand and around the competition area.
- Specific Mention on Sound System on the beach and opportunity to advertise with Beach Public
- Branding on the competition vests.
- Branding and usage of Official Photographs of the event.

### **Small Cash Sponsors (R 6000)**

- Small Logo on Posters and Tshirts
- Small Logo on Website and Facebook
- Reduced Branding at the competition Area

- Some Mention on the Sound System at the beach
- Usage of Official Photographs

## **Suppliers (goods or small Cash donation)**

If you can offer a product or smaller cash sponsor that can be used as a Prize for competitors or public,  
Alternatively a service that is of use to the Organizers.

The return will be any of the above branding opportunities depending on the goods supplied.  
Note that Cash Sponsors will always get preferential treatment at the event and on media.

Contacts:

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