

THE AUSTRALIAN

# LONG BOARD

SURFING OPEN



## **Introduction**

Held annually, at Kingscliff on the wave rich Tweed Coast, the Australian Longboard Surfing Open is the premier World Surf League international longboard surfing event in Australia. Surfers and Spectators alike are attracted to this celebration of longboard surfing and the surfing lifestyle that promotes a sport powered by the clean raw energy of nature, to active families in a friendly festival atmosphere. Media reach has grown each year. ALSO is a Regional Flagship Event proudly supported by local and state government.

## **The Event**

Men's and Women's World Surf League Longboard Qualifying Series divisions  
Open professional divisions  
Amateur and age divisions  
Movies and Live entertainment  
Surf Vehicle Display  
Learn to Surf Lessons  
Beach Activities for the Kids  
Old Mal Display



**Total Attendees**  
8,000 +  
32% Local  
28% Intrastate  
35% Interstate  
5% International

### Media Exposure

By partnering with the 2017 Australian Longboard Surfing Open, you will enjoy regional, national and international exposure through the following mediums:

Regional and National and International TV highlights - TV advertising on 7/Prime - Local and regional radio - Regional and interstate newspapers - Surfing magazines and publications - Social media and official event website - Global live web stream - WSL network and publications



65,000 video minutes downloaded



26,000 Website hits



1,000,000 potential viewers



30,000 Social media hits per day

## Partnership Objective

The Australian Longboard Surfing Open is looking forward to establishing a partnership with you that will support your marketing objectives and deliver promotional opportunities while enabling us to stage Australia's premier professional longboard surfing event.

## Partnership Benefits

- Printed Advertising
- Digital Advertising
- Onsite Advertising
- Onsite Sales
- Video Content Creation
- Image Creation
- Hospitality
- Public Relations

## 2016 Partners

**Volley**<sup>TM</sup>





## Platinum Partnerships Costs

- 1) Men's World Surf League Longboard Qualifying Series \$25,000
- 2) Women's World Surf League Longboard Qualifying Series \$25,000
- 3) Presenting Sponsor \$25,000
- 4) Combine all three \$60,000

### Contact

**Island Style** promotions

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