



INTERNATIONAL WINDSURFING TOUR 2017

The International Windsurfing Tour

Tour Goals:

- Inspire the future of the sport of windsurfing
- Provide opportunity for windsurfers of all levels to network, travel and enjoy great sailing conditions
- Increased media exposure and marketing opportunities through live cast and TV

Sponsor Benefits

- Partner with and action and dynamic sport and enjoy positive spill over effects on own brand
- Target an international wealthy population of enthusiasts in most developed countries



Rebranding to appeal a global audience

A global tour...

- Born American, evolved International
- More stops in more locations
- 5 stops in the US, 5 international
- New additions for 2017: Chile and Barbados

Tour Stop Locations



.. for a global Audience

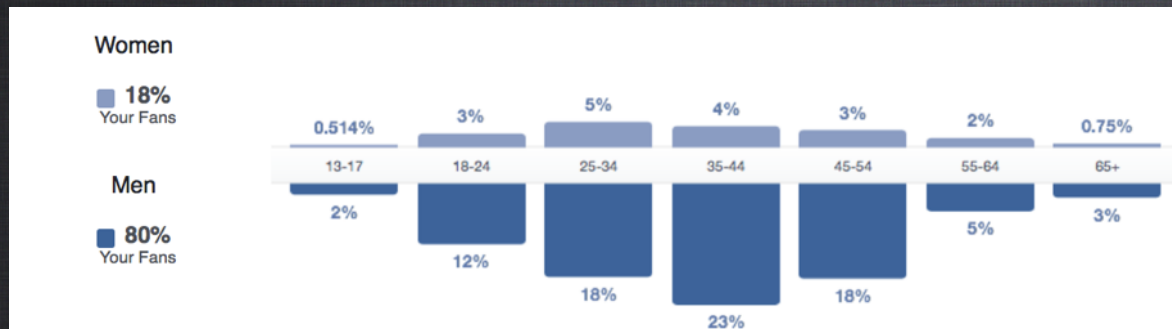
- | | |
|-----------------|-------|
| • United States | 17,6% |
| • Germany | 10,5% |
| • France | 9,6% |
| • Spain | 7,8% |
| • UK | 5,8% |
| • Italy | 5,8% |
| • Others | 39% |

Distribution of streaming audience



Age/gender distribution and divisions

Distribution of AWT Site Visitors



Competition Divisions:

Professional
Amateur
Women
Youth (18-)
Masters (45+)
Grand Masters (55+)



A complete tour: **wave**, but also **freestyle** and **racing**

Waveriding



- Extreme Action
- Jumping and waveriding
- Visually Impressive
- Dynamic and colorful
- Technique and experience

Freestyle



- Artistic elegance
- Complex manouvers on flatwater
- Dynamic and powerful
- Skill, coordination and speed

Racing



- Speed and challenge
- Course racing in high winds
- Entertaining and engaging
- Technique and strategy



Windsurfing Demographics

35-45 Median Age

professionals

\$112,800

Average household income

89%

of them are Male

93.8%
are College
Educated

53.8%
travel at least
twice a year on
windsurfing
vacation



Segment

MIn Windsurfers

Outings/year

Addicted

0,8

>50

Dedicated

2,9

<50

Occasional

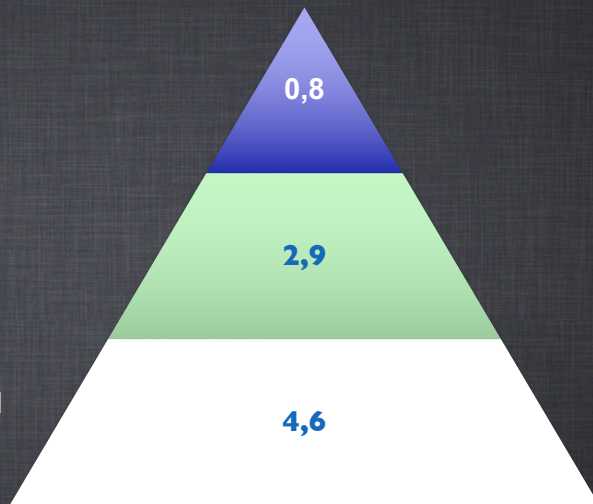
4,6

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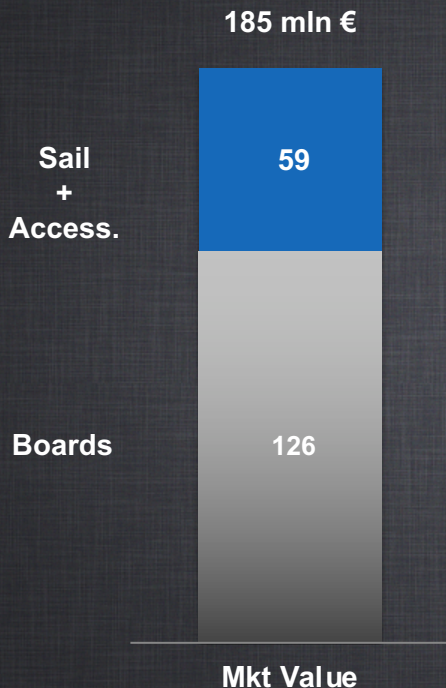
Total

8,4

Total



Windsurfing global market value



- Roughly 85k boards produced and sold annually
- Full cost of gear of 4k €
- Additionally, roughly the same amount spent yearly on travelling



The new tour stops



The poster features the IWT logo (a blue circle with a white flame and 'IWT' text) and the text 'INTERNATIONAL WINDSURFING TOUR' in white. A world map with blue dots indicating tour locations is in the background. The word 'schedule' is written in a large, white, lowercase font. The schedule itself is a list of events with their dates and locations, each in a blue bar with white text. The events are: Hatteras NC OBX-Wind.com (freestyle & racing), Morocco Spot X (wave), Barbados Waterman Festival (wave), Pistol River Wave Bash (wave), Rio Vista Grand Slam (freestyle & racing), Gorge Bash (freestyle & racing), Baja Desert Showdown (wave), Peru Pacasmayo Classic (wave), Chile Matanzas Wave Classic (wave), and Maui Aloha Classic (wave). The website 'internationalwindsurfingtour.com' is at the bottom, and the year '2017' is in large white numbers at the bottom.

IWT | INTERNATIONAL WINDSURFING TOUR

schedule

APR 15-22	HATTERAS NC OBX-WIND.COM /freestyle & racing
MAY 06-13	MOROCCO SPOT X /wave
MAY31 - JUN5	BARBADOS WATERMAN FESTIVAL /wave
JUN 07-11	PISTOL RIVER WAVE BASH /wave
JUN 16-18	RIO VISTA GRAND SLAM /freestyle & racing
JUN 22-25	GORGE BASH /freestyle & racing
AUG 19-26	BAJA DESERT SHOWDOWN /wave
SEP 03-09	PERU PACASMAYO CLASSIC /wave
SEP 24-30	CHILE MATANZAS WAVE CLASSIC /wave
OCT29 - NOV12	MAUI ALOHA CLASSIC /wave

internationalwindsurfingtour.com

2017

- 5 stops in the US, 5 international
- The calendar is set up to always be in the right place with the right conditions
- Rio Vista, Gorge and Hatteras provide freestyle and racing competitions



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Hatteras NC OBX-Wind.com April 15st-22th

Hatteras Island, the **premier location for wave sailing on the East coast accommodates** a significant portion of US windsurfers truly making it a national tour.

The storms in the North Atlantic Ocean consistently bring swell to Hatteras Island mid September.



2015:

44 competitors

6k plays of contest video

Remote location with 350 spectators present



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Morocco Spot X May 6 – 13th

Morocco Spot X is held at Moulay Morocco on the eastern coast of Africa, 30 minutes drive north of the city of Essaoura, well known for its wind more consistent in the period May to September. It adds a touch of exotic to the tour as well as proving an easy access location from Europe and Eastern US.

2016:

55 competitors

200 spectators present

10K views of contest videos



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Barbados Waterman Festival May 13 – June 5th

Barbados is one of the premier windsurfing destinations in the Caribbean. The island is easily accessible from the US and Europe and the competition is scheduled in one of the windiest periods in the island. The location is Silver Sands in the southern tip, a pristine beach surrounded by turquoise waters, home to Brian Talma's DeActionWorld Windsurf Center.



New Tour Stop for 2017!



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Pistol River Wave Bash June 7th – 11th

The Pistol River Wave Bash is the original event on the AWT taking place for the first event ever on the tour in 2010. This year we will be celebrating our 7th anniversary of the AWT Pistol River Wave Bash. The event is held during Oregon's peak wave sailing season.

2016:

37 competitors

250 spectators present

20K views of contest videos



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Rio Vista Grand Slam **June 16th – 18th**

The Sacramento river delta is a premier location for flat water windsurfing located only an hour from San Francisco. The wind is thermal and water temp warmer than the Bay. An ebb tide also builds up ramps for jumping, making it a very interesting freestyle venue.

2016:

60 competitors

300 spectators present

7K views of contest videos



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Gorge Bash June 22-25th

The Gorge is in Hood river Oregon, 60 miles from Portland and its airport. Wind is thermal strongest in summer between june and september. The venue offers ideal conditions for both freestyle and racing, with the river current proving very good ramps for jumping. The river is surrounded by the Oregon forest that provides a beautiful backdrop to the contest.

2016:

40 competitors

1.500 spectators present

7K views of contest videos

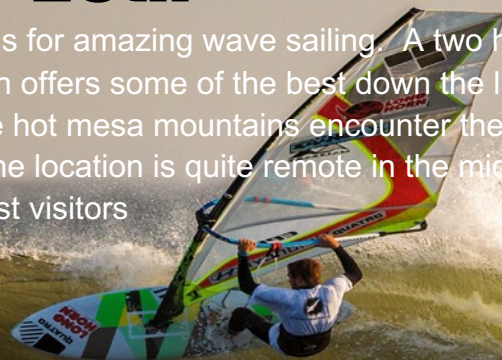


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Baja Desert Showdown

August 19st – 26th

Baja offers consistent conditions for amazing wave sailing. A two hour flight or 10 hour drive south of San Diego, this remote yet unparalleled location offers some of the best down the line wave sailing in the world. The event is hosted at Punta San Carlos, where the hot mesa mountains encounter the cool water of the pacific generating a strong thermal wind in the summer. The location is quite remote in the middle of Baja desert but can be reached by air and offers a permanent camp to host visitors



2016:

26 competitors

7,000 plays of contest video

Extremely remote isolated location



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Peru Pecosmayo Classic Sept 3-9th

Pecosmayo is located in northern Peru and is home to some of the longest waves on the planet. A sandbar the consistent pacific swell and an afternoon steady breeze around 12 to 18 knots combine to offer rides up to 1 km long. Quite long to reach, requiring 2-3 flight connections and a 2 hour transfer, Pecosmayo rewards the visitor with a nice village and good restaurants and cafes. The background is rich history Peru with world renowned attractions like Cuzco and Machu Picchu.

2016:

25 competitors

300 spectators

7,000 plays of contest video



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Chile Matanzas Wave Classic Sept 24-30th

Chile is a country that offers almost 5.000 km of coastline. Matanzas is a small village located two and a half hours drive south from Santiago that offers several almost on the beach accommodations - both hotels and private housing - that blend perfectly with the surrounding environment. Wind is produced by the alternate pressure between the coast and the in-land region and it's pretty reliable in the good season (sept to dec) with a pretty reliable swell to provide some very good sailing conditions. Some nice restaurants provide the ultimate Chilean dining experience.

New location for 2017!



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Aloha Classic Oct 29th – Nov 12th

The Ultimate Venue for Maui's ultimate sport.
Maui is an international destination for top professional windsurfers.
The sport is at it's highest level at Ho'okipa Beach Park where windsurfers
can be seen jumping over 50 feet in the air, and riding 20 foot waves with grace and style.

2016:

130 competitors
7,000 spectators present

Competitors representing 29 different countries
Economic Impact for Maui County: \$1.3 Million

211,000 views of contest live cast



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Media

LIVE CASTING

- The Aloha Classic was live streamed for the 2016 contest with 211k views of the event for 142k unique viewers. This is produced with multiple cameras capturing all the action all day, every day of contest enticing a global audience.

CONTEST VIDEO

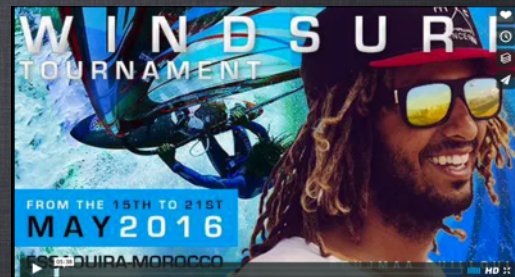
- A professional team creates videos at the end of each event to promote the tour. These videos combined received more than 100k plays last year.

BOARDCAST TV

- Hawaiian Extreme Sports produced a TV show about the 2011 Maui Makani airing on OC 16 and Ocean Paddler TV available 404,000 Households. National and International coverage on NBC Universal Sports, available to 83+ million households including Russia and Portugal. A TV show for the 2012 Makani is currently being produced for the same distribution.

TV NEWS DISTRIBUTION

- Local TV News coverage for all US events projected to reach millions of households.



Media

IN FLIGHT ADVERTISING

- Hawaiian Airlines aired the Maui Makani TV show in flight February and March of 2012. This had a reach of an estimated 450,000 viewers

PRINT COVERAGE

- Coverage in more than 20 publications in 2016 including local newspapers, tourist information brochures, in-flight magazine for Alaska Air and all major windsurfing magazines around the world

WEBSITE (www.internationalwindsurfingtour.com)

- 90,000 unique visits in 2016
- Live cast coverage for contests on website
- Daily reports, video, and photographs during contests add to the viewers interest

SOCIAL MEDIA

- International Windsurfing Tour on Facebook has 11,500 likes and growing following the tour daily through posts, videos and pictures. This is an interactive way for the IWT to track who is interested in what topics of the tour and provide sponsor exposure.



www.internationalwindsurfingtour.com

Branding

SAIL BRANDING

- Windsurfing sails are floating billboards. Clear display of Title Sponsor on athlete sails with presence in all action shots



ATHLETE BRANDING

- Title Sponsor Logo placement on chest and shoulders of jerseys. Association with the stars of the sport and presence in interviews and lifestyle images



BEACH BRANDING

- Prime positioning and majority of branding space for Title Sponsor. Main presence on prize giving backdrop and “ownership” of event site



Branding

MERCHANDISING & PROMOTIONAL MATERIAL

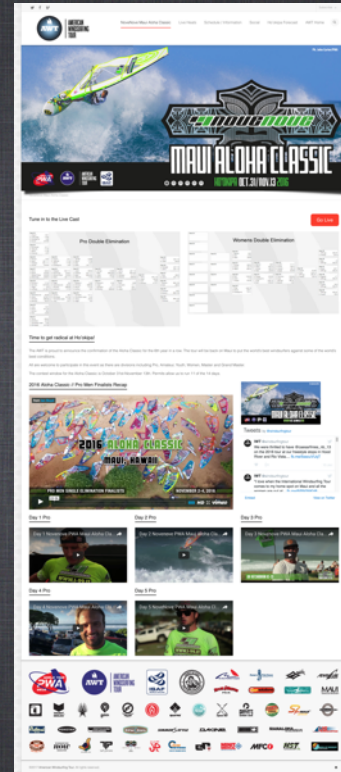
Extending association beyond event site

- T-shirts
- Posters
- Event Programs
- Press Releases
- Brands own promotional items



ATHLETE BRANDING

- Title sponsor's logo is focal point on tour website home page
- Sponsor's logo on live streaming interface.
- Both audio and visual representation on live cast during contest.



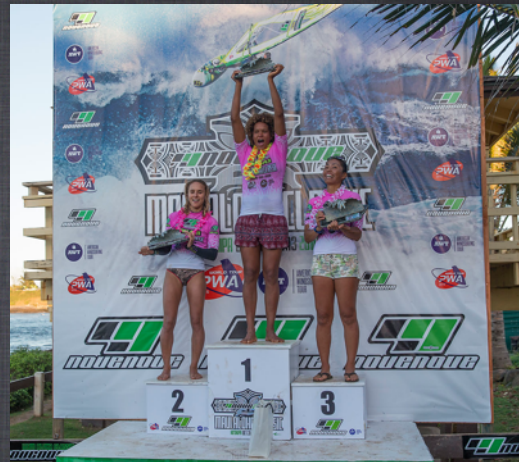
Tour Title Sponsorship \$xxx,xxx

- Lead sponsor for entire tour. Example:
The ____ IWT Tour
- Logo on live cast and all official daily videos of all events for all tour
- Entry fee covered for 2 athletes of sponsors choice to all tour stops
- Prominent banner/flag rights at all tour events
- Banner/flag at all events on tour
- Prominent logo and link on tour website
- Prominent logo on all event T-shirts, posters, jerseys, and prize checks



Single Event Title Sponsorship \$xx,xxx

- Title rights for single event on tour. Example: The _____ Pistol River Wave Bash
- Logo on live cast and all official daily videos of presenting event
- Entry fee covered for 2 athletes of sponsors choice
- Prominent banner/flag rights at presenting event
- Prominent logo and link on tour website
- Prominent logo on all presenting event T-shirts, posters, jerseys, and prize checks



Silver Tour Sponsorship

\$x,xxx

- Banner/Flag placement at all events on tour
- Small Logo and link on tour website
- Small Logo on all event t-shirts and posters
- Entry fee covered for one athlete of sponsors choice throughout the year



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Local Level Sponsorship

\$1,000

- Banner/flag placement at one event on tour
- Small Logo and link on tour website
- Small Logo on single event T-shirt and poster
- Entry fee covered for one athlete of sponsor's choice



www.internationalwindsurfingtour.com

Mahalo



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