



# **KINGS OF KIRRA**

**TEAMS SURFING CHALLENGE**

**5<sup>th</sup> & 6<sup>th</sup> September 2020**  
**Kirra Beach, Gold Coast Qld**

## Event Profile:

**The Kings of Kirra is a brand-new teams surfing event, representing a unique differentiated surfing model with no near equivalents. It consists of Tag Team Surfing where club or corporate teams compete for the grand title of Kings of Kirra, and a Trans-Tasman Test where Australian and New Zealand surfers showcasing the friendly rivalry that exists between the two countries, compete for the inaugural Trans-Tasman Cup on both traditional longboards and modern shortboards.**

**This multi-day surfing event is designed to attract competitors, spectators and media from both New Zealand and around Australia.**

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



# Event Strategic Plan

## Vision:

To make longboarding/surfing fun and entertaining for tourists and locals alike by showcasing our sport with the best possible surfers from both Australia and New Zealand.

## Mission:

This event will utilise the friendly rivalry between NZ & Australia to attract spectators to boost the economy of the Currumbin/Kirra/Coolangatta area 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.

## 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

- International, Intra and Interstate longboard and shortboard surfing competitors
- surfing fans
- visitors

## Offering

- 2 days of surfing and social activities
- Surfing gender and age equality
- Regional cultural exposure
- Tourism discounts and prizes

## Customer Experience

- World class performances
- Safe, friendly location
- Variety of Restaurants and shops
- Cultural/ Eco uniqueness that surrounds Kirra

## Differentiation

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





## Sponsorship Packages

### Kings of Kirra Naming Rights Sponsorship \$7,500

You will have branding as the Naming Sponsor to the Kings of Kirra.

**Branding:** Your Company's brand would be the biggest incorporated into the event name, and on all advertising and merchandising developed for the Kings of Kirra.

**On Site Presence:** Your company's signage; banners, flags, marquees, on site (you supply), 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.

### Presenting Sponsorship Rights \$2,000

You will have branding as the Presenting sponsor to the Kings of Kirra.

**Branding:** Your Company's brand would be the next biggest incorporated into the event name, and on all advertising and merchandising developed for the Kings of Kirra.

**On Site Presence:** Your company's signage; banners, flags, marquees, on site (you supply), Acknowledgement of your sponsorship through on-beach PA systems. On site marketing strategies can be carried out during the event.

## Sponsorship Packages

### Naming Sponsor to the Trans Tasman Test. \$20,000

**Branding:** Your Company's brand would be the biggest incorporated into the event name, and on all advertising and merchandising developed for the Kings of Kirra and the Trans-Tasman Test.

**On Site Presence:** Your company's signage; banners, flags, marquees, on site (you supply), 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.

**Unique Marketing:** Live streaming through KAYO Subscription TV and a highlights package of the Trans-Tasman Test to be shown by Fox Sports.

### Naming Sponsor to either the Australian or New Zealand Test Team. \$5,000

You will have branding as the Naming Sponsor to either the Australian or New Zealand Test Team during the Kings of Kirra.

**Branding:** Your Company's brand would be the next biggest incorporated into the event name, and on all advertising and merchandising developed for the Kings of Kirra and the Trans-Tasman Test.

**On Site Presence:** Your company's signage; banners, flags, marquees, on site (you supply), Acknowledgement of your sponsorship through on-beach PA systems. On site marketing strategies can be carried out during the event.

**Unique Marketing:** Live streaming through KAYO Subscription TV and a highlights package of the Trans-Tasman Test to be shown by Fox Sports.



We understands that everyone's needs are different when it comes to partnerships, so we invite you to work with us in tailoring the perfect solution for your company that will support your marketing objectives.

## TO BE INVOLVED CONTACT

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