

# 2022

# Foil Festival Sponsorship Package

National Kite Foiling Series event

QLD Titles for Winging, Kite Foiling and Formula X Foiling.



MOOLOOLABA  
YACHT CLUB



KITEBOARDING  
AUSTRALIA

Sunshine  
Coast



## 2022 Event Goals

- The Sunny Coast Foil Festival is an event that will be run from the 8th to the 10th of April with the main goal of encouraging the growth of the sports involved.
- Additional goals involve preparing and developing Australian athletes for better performance outcomes in the 2024 olympics.
- Developing a relationship with Mooloolaba and the surrounding areas in order to nurture the area's foiling culture.
- To set a precedent for events like this in Mooloolaba for the future, and in particular for the lead up to the Olympics in 2032.



## Sponsors Opportunity

1. **Brand Exposure:** With the support of the Sunshine Coast Council and the Mooloolaba Yacht Club, we've secured a significant budget for this event. Most of which will be allocated to media. In comparison to most events, this will allow a very large potential for brand exposure which is vital to grow the sport locally.
2. **Connecting with your Audience:** As the Sunny Coast Foil Festival is part of the national foil series, it is being advertised via the Kiteboarding Australia (KA) database and social networks, giving potential for growth of your brand to a new and emerging market.
3. **Connecting with a "New" Audience:** With the announcement of Kite Foiling being an Olympic event, interest from the athletic population has increased. Many sailing athletes are shifting to competitive foil racing as a new way to progress their skills. By supporting the Sunny Coast Foil Festival you will have a higher chance of engaging these athletes and many new competitors into the future.

## Sponsorship Packages

Tier	Gold	Silver	Bronze
Donation	\$5000 or Equivalent in prizes	\$3000 or Equivalent in prizes	\$1500 or Equivalent in prizes
Flags/ Race Day Ad	✓	✓	
Website Ad	✓	✓	✓
Pre Event Ad	✓	✓	✓
Post Event Ad	✓	✓	
Social Media Ad	3	1	1
Newsletter Ad	✓	✓	✓
Logos on Merch	✓		
Live Stream/ Commentary mention	✓		



## Future Plans

The Sunny Coast Foil Festival is planned to be an annual event to support the growth of the sport in the area in the lead up to the 2032 olympics. It is expected that in the future, the event will also play host to the national competition. Future training and competition events are in the planning phase to lure the international competition to Mooloolaba to train in the lead up to 2032. It is envisioned that the international and national competition will further support Australia's growth as a foiling nation.



Thank You.

Any support is much appreciated. If you would like to support the event in any way that is not mentioned in this package please let us know and we will work a package out that suits you.

Kind Regards,

The Sunshine Coast Kite Racing Committee.

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