

NOOSA FESTIVAL OF SURFING

15 - 23 MAY 2021



NFOS 2021

CELEBRATING THE JOYS OF SURFING FOR 30 YEARS!

The Noosa Festival of Surfing brings the spirit, culture and the joys of surfing to the shores of Noosa Heads in 2021 for it's 30th year! For such a momentous occasion we want to offer your brand the unique opportunity to partner with Australia's largest surfing event and the only one of its kind in the world.

Our team of professionals and surfers are dedicated to putting on an event that shares the stoke of surfing by celebrating and educating with a fully rounded festival program of surf culture, competition, art, live music, film and environmental awareness.

In 2021 we have identified a great opportunity for accommodation partners and are open to creating unique packages tailored to your accommodation values and objectives

Throughout the 9 day festival (14-23 May) you will have access to a variety of digital media platforms, event activations, local events and ambassadors.



AUDIENCE



AUSTRALIA = 70%

- Brisbane
- Sydney
- Melbourne
- Byron Bay
- Gold Coast
- Sunshine Coast
- Western Australia

INTERNATIONAL = 30%

- Japan
- North America
- Hawaii
- Brazil
- Spain
- UK/Europe
- Indonesia
- New Zealand

*Despite a reduced international audience in 2021, we expect the same number of competitors as previous years due to the growing demand each and every year.

80 / 20

Australian/Overseas visitor ratio

.....

600+

Total surfing participants

.....

15 - 73 Years

Youngest - Oldest competitors

.....

****8 nights**

Average minimum stay during NFOS

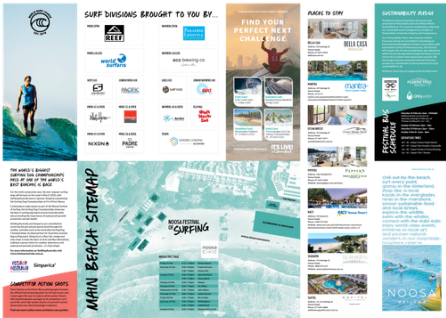
****People who have booked accommodation with the purpose of attending the NFOS as a competitor, spectator or staff member**

INTERESTS

1. Surfing
2. Music
3. Travel
4. Camping
5. Environment
6. Adventure
7. Music
8. Yoga
9. Sustainability
10. Arts & Film

MEDIA

PRINT



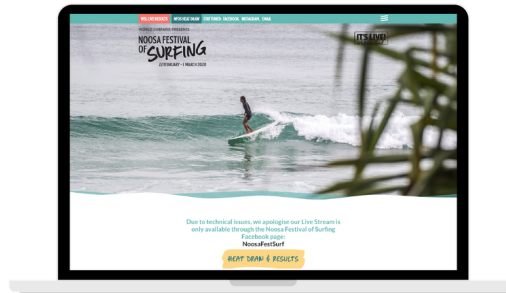
Every year a unique festival program is designed to give our competitors and spectators a useful resource to find out what's on and where. Based on sponsorship level you get logo placement & ad placement opportunities to major sponsors.

20,000

Number of brochures printed

and distributed 1 month prior to the festival to Brisbane, Gold Coast and parts of Sydney.

NFOS WEBSITE



noosafestivalofsurfing.com

38,340

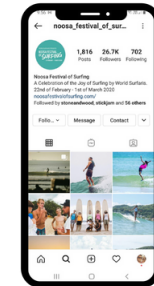
page visits during 10 day festival

21,315

Total NFOS email database

Accommodation partners will receive pre & post digital marketing promotion through all internal channels. The NFOS team will also book people into your accommodation.

SOCIAL MEDIA



47,700

Combined festival following across Instagram and Facebook

263,650

Total live stream audience across 9 days of competitive surfing

SCHEDULE

WHAT'S ON AND WHERE?

FRIDAY 14 MAY:

5PM - Opening Ceremony and Paddle Out
6-8PM - Live Music @ The Beach Bar

SATURDAY 15 MAY:

7AM - Active Escapes Beach Workout
7AM-5PM - Day 1 of Surfing Competition
6-12PM - Thomas Surfboards Opening Party

SUNDAY 16 MAY:

7AM - Active Escapes Beach Yoga
7AM-5PM - Day 2 of Surfing Competition
8-12PM - After Party @ Halse Lodge

MONDAY 17 MAY:

7AM-5PM - Day 3 of Surfing Competition
2-8PM - Art Show @ Heads of Noosa Brewery
8-12PM - After Party @ Halse Lodge

TUESDAY 18 MAY:

7AM-5PM - Day 4 of Surfing Competition
3-5PM - Locals Day
6PM - She To The Sea Art Show @ Halse Lodge

WEDNESDAY 19 MAY:

7AM-5PM - Day 5 of Surfing Competition
7PM - Spoons Film Showing @ J Theatre
8-12PM - After Party @ Halse Lodge

THURSDAY 20 MAY:

7AM-5PM - Day 6 of Surfing Competition
9-11PM - ACDC @ Reef Hotel

FRIDAY 21 MAY:

7AM-5PM - Day 7 of Surfing Competition
5PM - National Surfing Reserve Presentation
8-12PM - After Party @ Halse Lodge

SATURDAY 22 MAY:

7AM - Active Escapes Beach Workout
2-12PM - The Drop Festival
7-10PM - Heads of Noosa Party
7AM-5PM - Finals Start For Surfing Competition

SUNDAY 23 MAY:

7AM-2PM - Finals Completed For Surfing Competition
3-5PM - Dog Surfing
6-8PM - Closing Ceremony and Presentations

BEACH BAR

**OPEN 12-8PM
EVERYDAY**

**3-5PM
HAPPY
HOUR!**

*SCHEDULE NOT CONFIRMED

EVENT MARKETING SERVICES

GET THE MOST OUT OF YOUR
SPONSORSHIP WITH OUR DEDICATED
EVENT MARKETING TEAM.

'THE VARIOUS ARTISTS'

WWW.WEAREVA.COM.AU

Statistically, 65% of business owners/managers believe event marketing is a critical marketing channel for their business. However, 54% of businesses actually take full advantage of their event marketing investments, claiming that a lack of available resources and budget is the reason for not putting bigger emphasis on capitalising on these opportunities.

Further to this, a staggering 84% of people who attended an event in 2019/20 said they had a more positive opinion about a company, brand or product they had seen promoting at an event and were 64% more likely to buy from them in the future.

In 2021 our **presenting partner, beach bar partner and first point partners** will receive marketing support before, during and after the Noosa Festival of Surfing. This provides significant value to your business and ensures you're capitalizing on your event marketing investment.

OUR TEAM OFFERS A FULL SUITE OF MARKETING SERVICES INCLUDING:

- Website Optimisation & SEO
- Email Marketing
- Event Activation Ideas
- Social Media Management
- Graphic Design
- Content Creation
- Data Capture
- Merchandising

A vertical photograph on the left side of the slide shows a man in a white tank top and dark shorts surfing on a wave. The background is a cloudy sky.

PARTNERSHIP PACKAGES

PRESENTING PARTNER > \$50K (MIN 2 YEAR AGREEMENT \$25K PER YEAR)

- Noosa Festival of surfing presenting partner with brand placement across all NFS media
- 6 months exclusive event marketing services provided by event marketing team, The Various Artists
- Name/logo paired with NFS and printed on ALL festival merchandise
- Tagged in every social media post (mentioned in every footer caption)
- 1-2 minute branded promo clip to be used across all digital platforms available (including 4x 30 min TV show produced for Fuel TV)
- Screening of branded promo clips shown before major screenings at all Noosa events
- Branding on every NFS email newsletter that goes out to our 20k+ database
- Branded daily highlights video displayed in the beach bar and on festival website
- PA announcements on the beach everyday e.g. "Welcome to the Noosa Festival of Surfing presented by company abc"
- Prime logo placement on all digital and printed media
- Activation space on Noosa main beach
- Private function area of beach bar available for up to 10 members of your team at all times
- Opportunity to present awards to competitors at official presentation ceremony
- Opportunity to commentate as a special guest in the judges tower
- Complimentary access to all ticketed events during the NFS
- All data captured during the festival, to be shared with your company for future marketing/promotional purposes

BEACH BAR PARTNER > \$25K

- Noosa Festival of Surfing official beach bar partner
- 3 months exclusive event marketing services provided by event marketing team, The Various Artists
- Presenting sponsor of live entertainment
- Prime logo placement on NFS website
- Prime logo placement on NFS posters and advertising
- Listing in NFS program
- Tagged in every NFS social media post (mentioned in every footer caption)
- 3x exclusive EDM's to NFS database of over 20k
- Daily social media posts promoting a bar activation or entertainment
- Pre NFS social media promotion
- 1 minute branded clip
- Inclusion in all sub-event venues around Noosa where possible (i.e. film nights at Noosa J theatre)
- Access to all festival imagery and video
- All data captured during the festival, to be shared with your company for future marketing/promotional purposes





FIRST POINT PARTNER > \$10K (12 AVAILABLE)

- Opportunity to be presenting partner of any of the following event categories:
 - Womens Open
 - Mens Open
 - All Junior divisions
 - All Senior divisions
 - Noserider
 - Logger Pro
 - Old Mal
 - Team's Event
 - Sustainability
 - Media
 - Entertainment
 - Judges Tower
- 2 months exclusive event marketing services provided by event marketing team, The Various Artists
- Beach activation and signage available
- Logo placement and business listing on NFS website
- Listing in NFS program
- Logo placement on all posters and advertising
- Tagged in every NFS social media post (mentioned in every footer caption)
- 2x dedicated social media posts pre & post NFS to help promote your business (4 in total)
- Branding on highlights video of each division heat you have sponsored (including 4x 30 min TV show produced for Fuel TV)
- Access to all festival imagery and video
- Private function area of beach bar available for up to 10 members of your team at all times
- All data captured during the festival, to be shared with your company for future marketing/promotional purposes



BOILING POT PARTNER > \$5K (8 AVAILABLE)

- Logo placement and business listing on NFS website
- 1x dedicated social media posts pre & post NFS to help promote your business (2 in total)
- 1x feature EDM including business listing and web link
- On-site branding/signage displayed around beach bar and judges tower
- Listing in NFS program/brochure
- Private function area of beach bar available for up to 2 members of your team at all times

LITTLE COVE PARTNER > \$2K (5 AVAILABLE)

- Logo placement and business listing on NFS website
- 1x dedicated social media posts pre & post NFS to help promote your business (2 in total)
- Featured logo in EDM's sent to NFS audience
- Opportunity to provide 600+ gift bag items for competitors.

"IN KIND" SPONSORSHIP

We are open to any "in kind" sponsorship contributions. This can be any product or service you can provide which we can sell or limits our expenses, e.g. storage, vehicle hire, food & drinks, staff and merchandise.

In the past, sponsors who have chosen to contribute a cash + contra sponsorship have been given priority and secured a higher level of sponsorship reward for their business.

Please contact Josh to discuss types of "in kind" sponsorship the 2021 NFS is looking for.

NOOSA FESTIVAL OF SURFING

15 - 23 MAY 2021

COMMUNITY SUPPORT

The Noosa Festival of Surfing is positively and proudly supported by it's local community, council and businesses and is regarded as an event that perfectly aligns with the regions values whilst celebrating Noosa Heads long and proud history of surf culture.

THANK YOU

The Noosa Festival of Surfing proudly acknowledges Aboriginal and Torres Strait Islander people as the traditional owners of this land and pay our respects to their history, their living culture and to elders past and present.

CONTACT

The Noosa Festival of Surfing team can be contacted:

.....

EVENT MANAGER

John Finlay

.....

SPONSORSHIP & MARKETING

Josh Allen

.....

SUSTAINABILITY COORDINATOR

Amanda Pummer

.....

CONTEST DIRECTOR

Glen Gower

info@noosafestivalofsurfing.com