



2023

SPONSORSHIP DECK



# 2022 WRAP UP





# NFOS 2023

## CELEBRATING THE JOYS OF SURFING

The Noosa Festival of Surfing brings the spirit, culture and the joys of surfing to the shores of Noosa Heads in 2023 for it's 32nd campaign!

We want to offer your brand the unique opportunity to partner with Australia's largest surfing festival 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 2023 we have identified a great opportunity for our partners and are open to creating unique sponsorship packages tailored to your brand values and objectives.

Our sponsorship packages not only include daily value during the event, but our event marketing team will work with you in the months leading up to the event so you get the best value from your investment.



# AUDIENCE



## AUSTRALIA = 75%

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

## INTERNATIONAL = 25%

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

With international borders now open we expect to see a return to our strong international contingent of competitors who bring a great vibe and atmosphere to the festival each and every year.

## 25,000 - 30,000

Total event visitors over 9 days

.....

## 450+

Total competitors across 26 divisions

.....

## 57% Male

## 43% Female

Demographic of visitors

.....

## \*\*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**

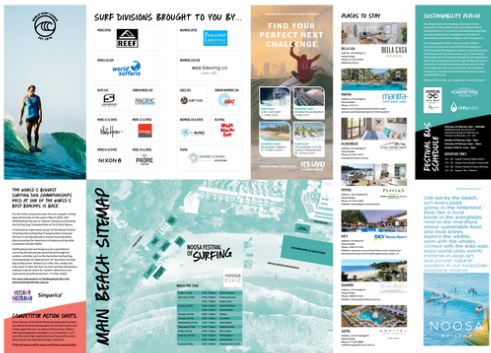
## INTERESTS

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.

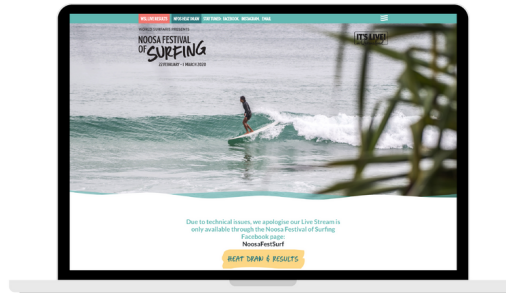
Based on sponsorship level, select sponsors will receive ad space and editorial opportunities.

**23,000**

**Noosa Shire Population**

Distributed 1 month prior to the festival.

## WEBSITE / EMAIL



**noosafestivalofsurfing.com**

**38K+**

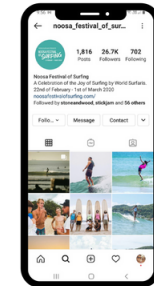
**page visits during festival**

**12K+**

**Total NFOS email database**

Sponsorship partners will receive pre & post digital marketing promotion through all internal channels.

## SOCIAL MEDIA



**2.5M+ combined reach**

**Combined festival following across Instagram and Facebook including existing and new sponsors/partners promoting the event before, during and after.**

**@noosa\_festival\_of\_surfing**



# UNIQUE EVENT ACTIVATION

GET THE MOST OUT OF YOUR  
SPONSORSHIP WITH A UNIQUE  
ACTIVATION TO WOW OUR  
AUDIENCE.

Events are a great way for brands to spread awareness and generate an incredible amount of exposure. It strengthens the relationship between brand and customers, engages potential customers for the future, helps with generating valuable feedback, creates an emotional connection with your customers and generates a high brand recall or 'top of mind' mentality.

The 50th Anniversary of the  
Morning of the Earth film.  
Toured around Australia by  
Tracks Magazine.







2022 Men's Logger  
Pro Champion - Matt  
Cuddihy

# PARTNERSHIP PACKAGES

## PRESENTING PARTNER > \$50K PER YEAR (SOLD!)

- Noosa Festival of surfing presenting partner with brand placement across all NFS media
- 4 months exclusive event marketing advice provided by event marketing team
- Name/logo paired with NFS and printed on ALL festival merchandise, signage and marketing collateral (email marketing, promotional posters/ads)
- Tagged in every social media post (mentioned in every footer caption)
- 30sec branded promo clip to be used across all digital platforms available including (website, social media, agreed tv deals, daily highlights videos and more)
- Screening of branded promo clips shown on beach bar TV's throughout event.
- Branding on every NFS email newsletter that goes out to our 20k+ database (Approx 12 emails sent to database during promotional period)
- PA announcements on the beach everyday e.g. "Welcome to the Noosa Festival of Surfing presented by company xyz"
- Prime logo placement on all digital and printed media
- Exclusive activation space on Noosa main beach for duration of the festival
- Opportunity to present awards to competitors at official presentation ceremony
- Opportunity to commentate as a special guest in the judges tower
- Opportunity to appear on daily morning TV show presenting on Noosa main beach
- Complimentary access to all ticketed events during the NFS (excluding charity events)
- All data captured during the festival, to be shared with your company for future marketing/promotional purposes



## BEACH BAR & ENTERTAINMENT PARTNER > \$30K (SOLD!)

- Noosa Festival of Surfing official beach bar & Entertainment partner
- Presenting sponsor of live entertainment
- Prime logo placement on NFS website
- Prime logo placement on NFS posters and advertising
- Official event hub of the Festival
- Tagged in every NFS social media post (mentioned in every footer caption)
- 3x exclusive EDM's to NFS database of over 20k promoting the beach bar
- Daily social media posts promoting a bar activation or entertainment of sponsors choice
- Pre NFS social media promotion
- 1 minute branded clip
- Opportunity to present 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





Current World Longboard Champion  
and Noosa Heads born and bred local  
Harrison Roach



## WSL REGIONAL QUALIFYING PRESENTING PARTNER > \$20K

- **Opportunity to be presenting partner of the WSL Regional Qualifying Event**
  - Naming Rights of the Noosa WSL Qualifying Event
  - Primary logo placement on NFS website as a "STRATEGIC PARTNER" (bottom of every page)
  - **Branded competitive rash shirts for your secured event**
  - Tagged in every NFS social media post with your sponsored division/category
  - Branding on highlights video of each division heat you have sponsored
  - Access to all festival imagery and video
  - All data captured during the festival, to be shared with your company for future marketing/promotional purposes
  - Opportunity to promote your brand through unique activations on Noosa main beach or around the Noosa shire at one of several venues.




### What is a WSL Regional Qualifying Event?

Earlier this year the WSL (World Surf League) made a commitment to deliver a competitive and world renowned world longboard tour consisting of a brand new regional qualifying system designed to create a pathway to usher new and exciting talent onto the worlds biggest stage.

With events around the world, longboarders will be given the opportunity to showcase their talents around the world while competing for world titles.

There has never been a more exciting time to be part of the fastest growing discipline in surfing!



A professional surfer, Stuart Jeays, is captured in a dynamic pose riding a wave. He is wearing a blue tank top with "NOOSA" visible on the front and dark shorts. The background shows a lush green forested hillside under a clear blue sky.

Professional surfer Stuart Jeays  
Photo: Sunnycoastphoto

## FIRST POINT PARTNER'S > \$15K

- Opportunity to be presenting partner of a Professional division category:
  - High Performance Longboard (Men & Women)
  - Logger Pro (Men & Women)
  - Twin Fin (Men & Women)
  - Old Mal (Mixed Open & Masters Over 50's)
- Primary logo placement on NFS website
- **Branded competitive rash shirts for your secured event**
- Logo placement on all posters and advertising
- Tagged in every NFS social media post with your sponsored division/category
- At least 1x social media post promoting your event category each day they are surfing.
- Branding on highlights video of each division heat you have sponsored
- Access to all festival imagery and video
- All data captured during the festival, to be shared with your company for future marketing/promotional purposes
- Opportunity to promote your brand through unique activations on Noosa main beach or around the Noosa shire at one of several venues.

## BOILING POT PARTNER'S > \$10K

- Opportunity to be the presenting partner of an Amateur division category:
  - Junior Divisions (U15 & U18 Boys & Girls)
  - Senior Divisions (Over 40 - 70 Men & Women) - **SOLD**
  - Dog Surfing - **SOLD**
- Same inclusions as above 'First Point Partner's
- *Excludes branded competitor rash shirts*





## LITTLE COVE PARTNER'S > \$5K (LIMITED AVAILABILITY)

- **Opportunity to be the presenting partner of an Amateur division category:**
  - **Team & Family Challenge Events**
  - **StandUp Paddle Race**
- Logo placement and business listing on NFS website
- Up to 2x social media posts promoting your sponsored division
- Featured in EDM's including business listing and web link

## HASTINGS PARTNER'S > \$2K (LIMITED AVAILABILITY)

- Logo placement and business listing on NFS website
- 1x dedicated social media during NFS to help promote your business
- 1x feature in an EDM including business listing and web link
- Opportunity to provide an item for the competitor gift bags

## "VALUE IN KIND" SPONSORSHIP

We are open to any "value 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 "value in kind" sponsorship the 2023 NFS is looking for.



# NOOSA FESTIVAL OF SURFING

## 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:

.....

### FESTIVAL CHAIRMAN

John Finlay

.....

### FESTIVAL DIRECTOR

Josh Allen

.....

### SUSTAINABILITY COORDINATOR

Amanda Pummer

.....

### CONTEST DIRECTOR

Tully St John

josh@worldsurfaris.com  
0433446790