



Brissie Big Air

NOVEMBER 2021

SPONSORSHIP PROPOSAL

**BRISSIE BIG AIR 2021
KITEBOARDING COMPETITION**

Brissie Big Air 2021

Event Overview

Now in its 4th year the **Brissie Big Air** event is a highlight on the Queensland Kiteboarding calendar.

This annual event was established in 2018 as an initiative of the local Redcliffe Kiteboarding Community. The Big Air aspect of Kiteboarding is close to the heart of every kiteboarder.

The event brings together the entire community to enjoy the spectacular, high energy & gravity defying antics of the Big Air Kite crew.

Queens Beach North has been the spiritual home of Kiteboarding on the Redcliffe Peninsula for many years now. With its natural amphitheatre beach shape, seating and viewing of the event is excellent from any angle.

In 2021 the fleet will consist of 30 riders. Competitors entry is on a first in - first served basis. The **Brissie Big Air** caters for all levels of riders, whilst the aim of the event is to boost the biggest jump they can, the real gold in this event is getting the riders together to showcase kiteboarding to the local community.

As the event is wind dependent there will be a holding period of 1 month. November is traditionally windy allowing us to put aside 4 weekends. To run the **Brissie Big Air** event, we require a minimum of 20 knots forecast before we will call the event on.

We keep a constant dialogue going with the public/riders & sponsors during the holding period.

2021 see's us bringing online our website, instagram page and youtube channel. We also have a Facebook page and a team of 7 behind the event.



Event Goals

1. To host an exciting high energy event that the public can enjoy.
2. Highlighting the water sports community that has called the Queens Beach North home for nearly 30 years.
3. To host an event that pushes the competitors to reach beyond their limits and impress the crowd.
4. To create an inclusive event for kites of all levels.
5. To bring the community together to celebrate all things kitesurfing

The Nuts & Bolts of it

Riders will be sent out to compete in 8 minute heats, each rider will have two heats to produce their biggest jumps. From these heats each rider's two best jumps will be averaged, allowing us to create semi finals, quarter finals etc. The final four riders compete for a further 15 minutes, using the results from WOO devices we then crown our **Brissie Big Air** Champion.

For the past three events we have used and loved WOO devices - how does it work?

The WOO detects jumps by tracking and analyzing your motion. To do this, it fuses data from the 9-axis motion sensor to understand orientation in space and the accelerations acting on it. It is able to categorize your riding into distinct phases of motion: inactivity, riding, jumping, landing or crashing and so forth. If you need to know more follow this [link](#).

Event Promotions

Due to the growing interest in The **Brissie Big Air** event, we as the Event Committee would like to encourage/invite any local business to approach us regarding opportunities for exposure and promotional distribution or interest.

With 30 Competitors and several competition categories, the **Brissie Big Air** event is a unique community event with many promotional opportunities for local business and kiteboarding brands alike.

Sponsorship Opportunities

The **Brissie Big Air** Event Committee is pleased to offer local businesses, media and organisations the opportunity to sponsor different (events/classes) throughout the duration of the **Brissie Big Air** event. We are offering a variety of sponsorship options to suit multiple levels of investment and budgets.

By becoming a Sponsor of the **Brissie Big Air 2021** event you have the opportunity to expose your business/brand through pre-event promotion, during and post-event follow up to an audience in excess of 20,000 people both local and international.

For the **Big Air Event 2021** there are four levels of Major Sponsorship – Diamond, Emerald, Ruby and Sapphire.

Diamond Sponsorship

- Naming rights for the **Brissie Big Air 2021** event
- Logo prominently displayed on all promotional media as the Major Sponsor. Including embedded links to your Brand from the BBA website
- Premier placement and size on all media pre and post event collateral
- Stage announcements by Master of Ceremony / during event commentary
- Live interview on social media between the Brand Ambassador & Master of Ceremony
- Largest location for banner / signage at the event site
- Largest area for business trade stand / product display at the event site
- Cost \$5000
- Advertorial Opportunities for publication to BBA website (Relevant content to be agreed upon by the BBA team. Content provided ready for publishing with appropriate web optimised images and link details)
- One Advertorial Post per month for Facebook publication to the BBA business page (posts provided to the BBA team with image, script and links where appropriate)
- Event specific social media posts tagged with Brand to indicate major sponsorship (platforms where brand has applicable accounts)
- Two **Brissie Big Air 2021** T-Shirts (if sizes provided in advance of final ordering)

Emerald Sponsorship

- Logo inclusion on all promotional media pre and post event
- Stage announcements by Master of Ceremony / during event
- Substantial location banner / signage
- Display area for product display at the event site.
- One Advertorial Post for Facebook publication to the BBA business page (posts provided to the BBA team with image, script and links where appropriate)
- One **Brissie Big Air 2021** T-Shirt (if size provided in advance of final ordering)
- Cost \$3000

Ruby Sponsorship

- Logo placement available on all pre and post event media.
- Brand promotion during the event by the Master of Ceremony.
- Banner and signage space at the event site
- Cost \$1000

Sapphire / Industry Sponsors

- For those businesses who provide goods and services in kind (to a value of over \$500) we will include your company logo as our “operating partners” in our media communication.
- Event commentary will include “Thank you’s” throughout the event.
- Signage / banner space available
- Cost \$500

Competition Categories for Sponsorship

The organising Committee are pleased to offer a number of new and smaller opportunities open for sponsorship and this year the following (events/classes) or items available are:

1. Example Biggest Crash
2. Crowd Favorite
3. Most Steezy Rider
4. Masters
5. Open
6. juniors

We would love our kite industry partners to work with us.

Some sponsorship opportunities are flexible. We invite businesses and brands to approach us with alternative ideas on how you believe your business can be part of this fantastic community event. If the above suggestions are unsuitable or could be tailored to support your brand and the event equally please feel free to get in touch.

Brissie Big Air is an exciting event that continues to grow each year and we thank you in advance for taking the time to consider this Proposal. If you are interested in supporting the 2021 event, please register your interest to brissiebigair@gmail.com

Thank you,
Grant Hore



2021 Brissie Big Air Organising Committee

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