

8^ TRAVERSATA KITE VS WINDSURF

RECORD RC-ME-RC: 34M16S



LA SFIDA
INTERNAZIONALE
PIU' ESTREMA
TI ASPETTA

CONTINENT-ISLAND 2015

Who's gonna win this year?



NATURAL WELLNESS * BIO EXCLUSIVE SERVICES * ECO LUXURY

GARA INTERNAZIONALE - DIRETTA TV - BEACH SPORTS - MISS & SPOSA
A, VELOCE, TECNOLOGICA - OGNI GIORNO: GARE, MUSICA, ATTRAZIONI, DIMOSTRAZIONI PER TUTTI!
BABY PARK - DRONI VOLANTI -

CONTINENT-ISLAND 2015

EXTREME GREEN EVENT



7th Edition

Jul 29 – Aug 2
Reggio Calabria, ITALY

Supported by:



Coni
Comitato Regionale
Calabria



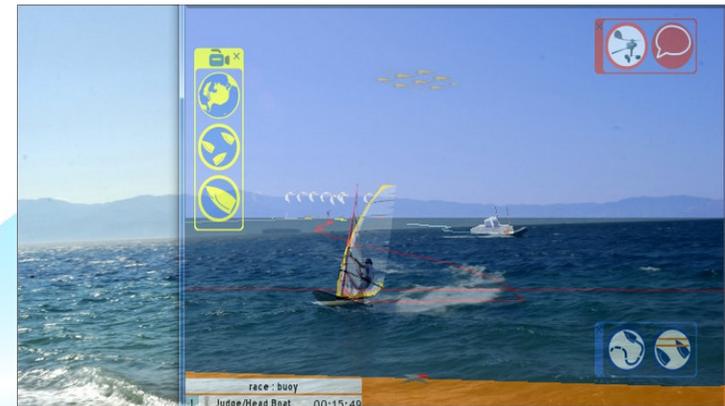
**The Italian Summer Extreme Event:
the Crossing of Messina Strait, watersports
contests, and ECO-Nautic expo**



Event Description

This year celebrating its **eighth edition**, the Continet-Island GPS Race 2015 – the extreme Crossing of Messina Strait – considered by many as a sort of “Palio di Siena” of the sea, an incredible competition of modern watersports, has become a summer traditional event. The event boasts an explosive mix: the contests of the most spectacular summer watersports, aimed at beating the record in one of the most extreme race in Italy, combined with high technology latest novelties and lots of amusing attractions – all of this celebrating the green energy, to make the people more keen on BIO products and having no impact on the environment. Lots of parallel activities will entertain the audience during the day: classic sports activities on the beach and on the sea, music, action show, beauty and fashion contests (at night), and last but not least, the ECO-Nautic 2015, a Boat Expo focused on promoting sustainable nautic technologies. The core of the event is the crossing of the Strait, every year renewing the fast and extreme competition between kitesurfers and windsurfers, together with the competition of Off Shore Sailing and of the SUP endurance.

NON-STOP: The event will provide daily entertainment and activities on the water and on land: music, training, exhibitions, demonstrations, team contests for everyone. A programme involving several hundreds of athletes and of visitors crowding at this time of the year the centre of Reggio Calabria, a lively city in its peak season (daily average 45,000 people).





...description (details e values)

Technology and technique. Involving the most fashionable and spectacular watersports, the event has caught the curiosity of prestigious media that have given prominence to the format that uses a satellite tracking system / GPS Android, used by all the participants, thanks to which, for the first time ever in similar events, the audience will be able to follow uninterruptedly all the stages of this exciting race, from the start to the arrival.

Thanks to this system the number of spectators grows exponentially: from home, thanks to internet, tablets, and smartphones or the TV live broadcasts, everybody can get passionate about a unique and continuously evolving race, and enjoy live all the details, the overtakings, the competitors' problems, the final sprints, curiosities, speed and stats!

From a technical point of view, the races in the water involve two distinct categories of participants: professional athletes of national and international level (about 100) that will compete for the national rankings and the famous "crossing" main event, on one side, and intermediate/expert riders (about 120) performing a very exciting and choreographic crossing /parade, visible from both coasts of the Strait, on the other side.

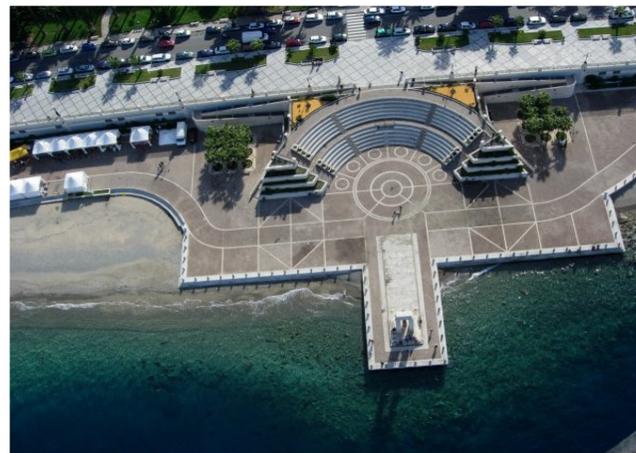
The range of entertainment goes from land activities to sea activities: women's beach volleyball tournament, watergames, sea games without frontiers, soccer tennis and paddle tennis teams, freestyle demos, races on floating ring, running, triathlon, spinning, dance, skating, as well as: flying drones, electric radio controlled cars and boats, e-bike rally/race, and fitness for the utmost entertainment of all the visitors, simple racing/ team contests for the audience, music and animation with commentary from WalkingRadio (live radio), photo and artistic contests. Common denominator of all the activities will be the Green and Bio vision in the scenery of the Strait.





Where and When

The event lasts 5 days: from Wednesday to Sunday. The Surf village is set on the waterfront of Reggio Calabria, in the heart of the lively summer action, in the city's most prestigious and elegant location, embellished by the intense green of the botanical garden and the Strait's legendary landscape. This area is one of the most visited by tourists in Southern Italy; not surprisingly, Reggio Calabria was ranked among the first as a new tourist destination by the prestigious website TripAdvisor and it still maintains an amazing ranking in the last two years.





5 days attractions in the sea

The main core of the event is definitely the competition between the modern and fast kitesurf, an acrobatic sport absolutely spectacular and eco-friendly, appealing to a heterogeneous audience, and windsurf. A contest that has become internationally famous, very fast and easy to support thanks to the GPS technology of the Android phones which the athletes and the offshore boats participating are provided with.



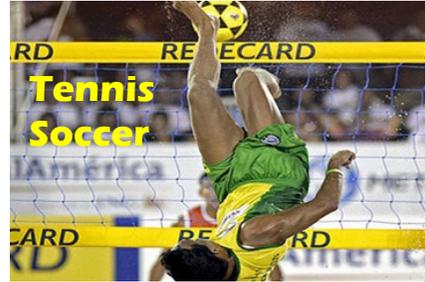
There will be many other activities in the sea including: e-triathlon (using e-bikes), water Games Without Frontiers that will also involve the spectators, martial arts and boxing matches on a floating ring, kayaking, canoeing, SUP, and in the end the 100% BIO cardboard canoe race.





5 days attractions on the land

The sports activities on the land, taking place every day from the morning to the afternoon, will be mainly concentrated in the central Strait Arena, where a sand court will be installed for the use of: female beach volleyball, Beach Soccer Tennis, Paddle Tennis Tournament.



The programme includes a marathon for both opening and closing the event, bikes for spinning, platforms for running, TRX functional training, and yoga.

Skating and electric bikes rallies will be scheduled after 18:00.

Group fitness sessions will be scheduled early in the morning and in the time period 19:00-20:30.





5 days attractions on the stage

From 20:30 to 22:30 space will be given to fashion shows, including bridal dresses and formal wear.

In these 5 days Miss Continent-Island and Miss Bride will be elected.

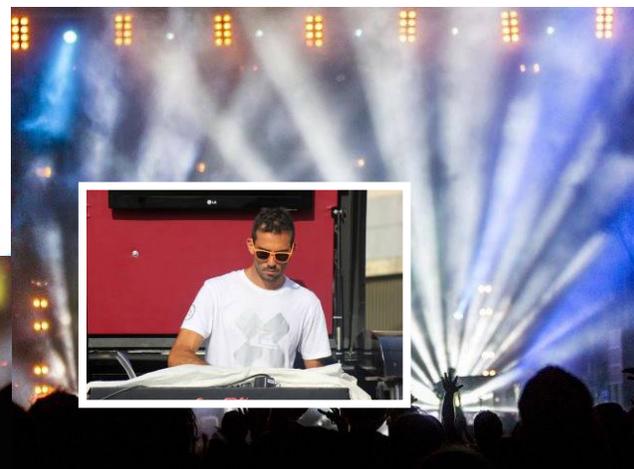


Sunday, on the main stage, there will be the election of the Misses and the celebration of the winners of all the specialties of the event, with the participation of institutional and sportive prestigious guests.



At night from 22:30 – 24:00 the stage will host DJ-Set contests for musical entertainment with artists and projection of VideoJ.

5 Days Surf Parties to enjoy the night. Exclusivity and fun!





The dream of a challenge... ...beat the record: 34m 16s

Kitesurf: Born about 18 years ago in the Hawaiian Islands, it gained soon an important position in the world of the water sports alongside windsurfing, surfing, wakeboarding, etc.. The spectacularity, visibility and easiness are the main features of this new sport. This sport conveys the idea of something young, sporty, spectacular, healthy, colourful, natural, and completely environmentally friendly.

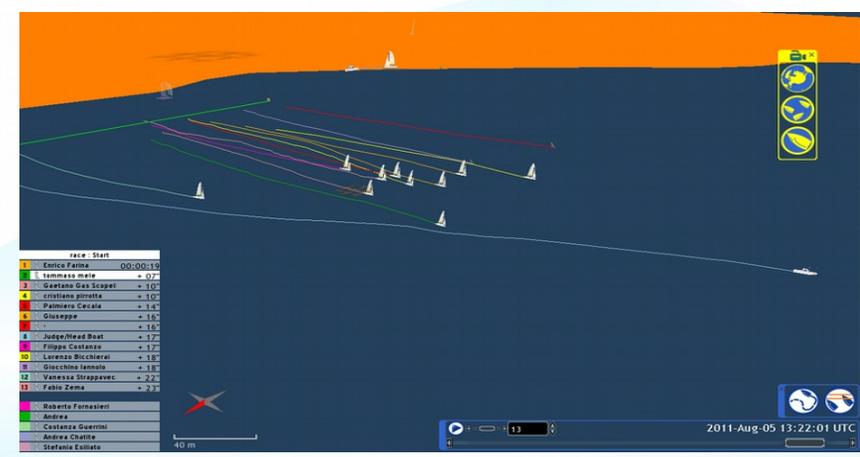
Windsurf: It's a sport that needs no introduction, practiced by over 500,000 fans, with a history and a huge resonance and boasting international representatives of absolute respect.

Sailing: Sailing Offshore retains the charm of the essence of secular navigation and accompanies the millennial epic history of the Strait. A competition to follow with the best teams sailing and juggling according to the current in one of the toughest regatta course in the world...

II SUP: For the first time, It will be attempted the Strait crossing using the SUP (Stand Up Paddle), an arduous and exhausting challenge bringing also in southern Italy a water sport that has exploded around the world.

ANDROID Technology: This event, the first in Italy, makes an extensive use of high technology geo-location GPS Android which all the athletes involved in the race will be equipped with, thanks to which everyone will be able to follow in real time the race on the surf village screen and at home anywhere in the world thanks to the internet! This will allow the spectators to enjoy all the stages of the race, not just those near the coast.

Any prediction is surrounded by suspense:
"Who will win this year?"
Will be the RECORD of 34m 16s beaten?
You just have to bet!





ECO-NAUTIC EXPO

The event will host ECO-NAUTIC, a nautical expo dedicated to sustainable boating and to all the technologies exploiting renewable energy sources with a high energy efficiency ratio. The crossing of the Strait itself emphasizes a consciousness-raising attitude towards the green issues. There could be no better chance to unfold a sector willing to offer services and products to a more ecologically aware audience. This expo will be a unique opportunity to discover a new way of boating, modern-oriented, man-sized, efficient, and totally green. Highlighting all the services related to eco-friendly sailing and boating, ECO-NAUTIC will be a prestigious window on a new range of efficient products and nautical services based on eco-sustainability. The expo will meet the request of a more environmentally-conscious public to a premium-grade offer by selecting exclusive firms operating on wellness, hospitality, and on other services, and offering the utmost quality, not only design or technique. It's all aimed at getting the people more respectful towards the sea and nature in general by employing the latest avant-garde in technology and services. Welcome on board!



Who talked about us



Communication Plan Pre-Event Activity:



The communication aims at achieving a total synergy between the media involved in the event and will be coordinated by the Press Office of NewKiteZone.

The plan:

Dedicated Website www.traversata.it, kitters.it and newsletters; Viral e-communication: Facebook Event Page and dedicated group. Space Twitter, Instagram, Pinterest and Google+. Brochure in Italian and English. Involved more than **350 press agencies**, with direct access to press releases, updates, official media pack; Regional TV and Radio: **2 months in programmed TV commercials** (with the possibility of linking the image of one's brand to the spot), weekly releases from TG, talk shows, interviews, updates, specific services progressively growing in the week preceding the event. **Services on TG and TGR national TV close to the event.**

Services on Press Media Partners at international and national level. At local level: The city's multimedias Totem will pass cyclically 24h/24 the event's poster, Banner 6x3;

Web: Trailer and video commercials advertising the Event also on Media Streaming. Multimedia Press folder; Dynamic banner on windfinder.com - newkitezone.it - kitters.it - reggiocalabria.it (tourism portal) and on the websites of sponsors and partners; Press Conference with authorities; 300 30x40 posters, 100 posters and 15,000 flyers 70x100 10x15. **Guerrilla Marketing in 2000 biodegradable adhesives.**





Communication Plan during the Event:

Real time: dedicated website (www.traversata.it) in English and Italian, BLOG and updates in real time, twitter, facebook, instagram, pinterest sharing, YOUTUBE streaming webcast and streaming quality TV, video, direct regional (Calabria, ME + CT); **Megascreen**, video interviews and comments to participants, actors and exhibitors; Live real time webcam 24h/24h; broadcast via Google+ Hangout. **RADIO:** Music radio with speaker and Directed Mobile Walking accessible also on the web, which will broadcast from the center of the surf-village with interviews and special services, standings, and results.

Brand new: The radio will be broadcasted by CAR tuning HI-FI participants of the competition around the waterfront.

Press / Mmedia: national and international press releases with continuous updates, news, charts, images and video highlights; Newsletter / RSS; weather info; continuous despatch of the most beautiful photos of Photocontest and Media Sharing.

During races, GPS and Action Cams:

Displaying the virtual race, in real time, on the screens of the surf-village, on smartphones and tablets, internet TV will allow the public to follow all the stages of the competition. Some athletes will have a very special perspective Action Cam that will capture each stage of the race and that will be included in the Final Movie of the event.





Communication Plan *Post Event :*

A final special show on local TV and scheduled repeats up to a month after the event with the sponsors' interviews.

- Conclusive Radio interview with the protagonists and the sponsors.
- Full Press Kit + pictures of the photo contest + pictures/ videos from the DRONES;
- Final Press Release through all the media involved as well as via newsletters, RSS, Facebook, partner sites, in English, French, Spanish, Portuguese, Russian, and German); the Event rankings; Full professional photographic service; awards and prizes;
- Video trailers available on the official website and the social networks (facebook, twitter, youtube) and partner sites;
- Articles in HD quality, both videos and photos, in specialized magazines, national and international medis in Italian, English, French, Spanish, Russian, and German;
- HD video quality for specialized magazines, TV sport segments and streaming services;
- All of the photo / video media pack is at complete disposal of the sponsors.



ARRIVALS			
FLIGHT No	PILOT NAME	FROM	ARRIVAL TIME
1		CONTM ..S
2		INENM ..S
3		ISLM ..S
4		ANDM ..S
5		ONTIM ..S
6		NENTM ..S
7		ISLAM ..S
8		NOM ..S





General Benefits

- a) The hospitality rates are among the cheapest in Italy;
- b) Countless cultural, gastronomic and entertainment events offered in the peak of the summer season;
- c) An Event affecting lots of areas: contests/ crossing and sea, beachsport, the boat show;
- d) It's for all the age groups;
- d) Special transport agreements with the neighbouring regions;
- e) Nearby airport and Reggio Calabria tourist port.

Partner Benefits

The partners of the **Continent- Island** has access to a multi-profiled and well-defined exposure that gives them the possibility of acting transversally and eventually orientating the action towards a well-defined target and easily choose how to get to the final customer.

The event planning allows a direct communicative action through:

- a) Exposure: TV, radio, online and offline media, viral and social or on-site;
- b) The type of sports: premium water, water, popular, and earth (teams and individuals);
- c) Broad spectrum Age: (13-18) - (18-25) - (25-35) - (35-45) - (45-60) - (60 +);
- d) The type of consumer: premium consumers related to certain sports and standard profile ones on others;
- e) The two main categories of users: the athletes, the public;
- f) The context: sporty, youthful, and dynamic (surf village and sports village), but at the same time responsible and attentive (boat show, expo - eco-friendly, Bio- Wellness, VIP / Premium area)
- g) The time of exposure: activities in the time-slots 10/14 - 14/ 19 - 19 / 24;
- h) The visitors turnout during the 5 days of the event.



Planning is extremely important in determining the strategy for achieving the marketing goal.



The public

The event attracts enthusiasts, sportsmen, tourists, and especially the curious from all over Italy as well as foreign visitors.

It is expected to outpace the numbers, already very important recorded in previous years (see details below), with a more powerful bouquet of attractions, multisport, and using a communication system never seen for similar events. **2 months of full advertising on TV and radio**, radio interviews, TV talk shows, dedicated services, buzz and viral communication on social sectors and not, will **progressively increase the curiosity and the public by moving large numbers which the event wants to achieve.**

The location in which the entire event takes place, in the scheduled week, is constantly busy because it is the central showcase of the city, which attracts an average high numbers of visitors due to the adjacent beaches, nightclubs, pubs, restaurants, pizzerias, bars, and is well served from both the nearby railway stations and the public transports.

In the surfvillage the flow of visitors can be considered active from 10am with the beginning of the sports activities until late at night (often after midnight...), maximizing the exposure of the event partners well beyond the traditional expo area usually hosted in suburb areas.

Daily Averages:

- h10:00-16:00: 9.000 units about.
- h16:00-24:00: 35.000 units about.

variants:

- Friday +25%;
- Saturday +35%;
- Sunday +50%

Study by facoltà di Urbanistica
dell'Università Mediterranea, Reggio Cal.





Main Useful Profiles

	Men	Women	Age	Incomes and propensions	Spend	Occupations
Sport"exclusive" (kitesurf, windsurf, SUP) Big online social interconnection. (No. 150)	70%	30%	-18: 10%; 18-30: 35%; 30-45: 35%; over 45: 20%	High / End; Travel and travel abroad; hi-tech products; fashion and new products. Values: be alternative than nature, sharing experiences. Value of freedom and respect for nature. So much free time. Independence.	Travel, wellness, fitness; hi-tech, extreme sensitivity to Organic / Eco. Technical material, other extreme sports, food and wine.	50%: Free lance/entrepreneur; 15%: employed; 10%: managers; 25%: students.
Sport"Premium": Off shore sailing Big Social relationships (No.100)	80%	20%	-18:10%; 18-30: 20%; 30-45: 40%; over 45: 30%	high; standard of living and premium consumption. Great importance to the physical and healthy appearance; great excitement for efficiency and exclusivity of products and services. Membership in clubs and exclusive clubs that almost always involve the entire family. Make the best of your short free time.	Travel, culture, luxury goods, food and wine of high-level wellness, spa, fitness; hi-tech, extreme sensitivity to Organic / Eco. Concierge service, luxury lifestyle, exclusive services VIP Organic / Natural.	50%: Free lance/entrepreneur; 30%: managers; 10%: employed; 10%: students.
Sport of the <i>sport village</i> strong online interconnections (No. 800-1400)	60%	40%	-18:30%; 18-30: 30%; 30-45: 20%; over 45: 20%	Standard; sensitive to advertising visual, radio / TV; attention to wellness and fitness. Great attention to renewable energy, stylish products and high-tech; They do more sport; have free time.	Tendency to the mass and compulsive consumerism; technical clothing, large consumer products BIO, a few sport activities related travels.	25%: Free lance/entrepreneur; 5%: managers; 30%: employed; 40%: students.
Spectators and <i>online</i> visitors regular social interconnection (No.120k/250k)	55%	45%	-18:30%; 18-30: 30%; 30-45: 20%; over 45: 20%			
Spectators on-line / off-line (tv+internet) (No. 850k/1ml) *font: Google Analytics	70% *	30%*	*-18:10%; 18-30: 50%; 30-45: 30%; over 45: 10%			





Panoramic contacts

- **On site:**

- a) Athletes: **800 ~ 1400**
- b) Visitors **120000-250000**.

- **On air:**

- a) Live Calabria regional TV + eastern Sicily: **850,000 ~ 1ml of users reached by broadcast.**
- b) Live Radio: Reggio Calabria + Messina: **50,000 ~ 150,000 users reached.**

- **Online static**

- a) In live connection to (and replicas) GPS on site: 15000;
- b) Live web streaming: 40.000 in 5 days / 300,000 video replays during the year;
- c) Websites and online press involved: 5,000 contacts / day in the week of the event and up to 1000/monthly average during the remaining period;

- **Social / Viral**

- a) Contact facebook and twitter interconnections, calculating the sole basis of watersports, the current base at the disposal of 25,000 sailors, 8,000 kites, windsurfers 10,000, 5,000 SUP, 3,000 canoe / kayak, move to a social network: 120,000 contacts well as in the distribution profiles described above.
- b) The viral proliferation of communication in beachsports related ambients follows a "contamination" from the base of mainly local geographic expansion continues thanks to online contests / vote / I like it.

- **Off -line:**

- a) Press Media (national and international magazines and DVDs attachments): 120,000 copies (conservative estimate)
- b) Press releases and publications released by the CONI, Federations and EPS involved reach an audience of 1ml contacts.





Water sports / Generic Program :

Wednesday [in short: registration / membership, welcome, sweaters, party...]

12:00 Delivery in the Surf Village of the companies exhibition stands | 13:00 to 15:00 Registration and Further definition of the "sea races" competition program and the provisional and final expected spot risk assesment and management; | **Until -17:00** Training Activity, test materials, athletes registration and competitions on the ground, Android testing GPS systems, cellular equipment approval / Radio; | 17:00 Press Accreditation, Delivery Athletes official shirts, gadgets and sponsors Athletes-Pass for the everyday surf- party | 17:30 SurfHappening Welcome - Opening Ceremony with animation team | 18:00 to 22:00 Happy Hour entertainments with music & animations, promo fitness activities; | 22:00-00:00 * Exclusive Surfer -tour / lounge party in one of the bars / shores surf -village, Energy theme parties, video projection and extreme kite action;

Thursday / Friday / Saturday / Sunday [in short : you can be called to run the crossing otherwise windsurfing stage races /the National Zonal, training, demos, Freestyle, SUP, canoe, racing & happy hour music, aperitiff, Surf-Party]

09:30 to 10:00: Free Training, equipment setup in a dedicated water area | 10:05: Planning and Skipper meeting with report and analysis of condimeteo, defining schedules and type of racing kite, windsurf, sup, sailing; | 10:35: Rider's meeting and login; | 11:00 to 14:00 Various Recreation and entertainment, animation team, Radio Live VJ, Tutorials, SUP, water races that involve the audience with sweepstakes; | 14:00 to 16:00 Freestyle demo and team competitions in water 16:00 to 18:00 Fitness and demo tutorials for all with SUP, windsurfing boards"open space training" for visitors & watergames; 18:00 to 20:00: lounge / relaxing drink in one of the Premises / Lidi of SurfVillage photo session with sunshine; | 22:00-00:00 DJ beach party, Surfer - Tour- Party...

In connection with the following to be defined: kayaking, rowing and triathlon





Multisport Program:

Stage	
10:00-11:30	Fitness/TRX/Bike/Running Yoga /Pilates *
11:30-13:00	Gymnastics
13:00-14:30	Fencing/Weightlifting
16:00-17:30	Martials Art / Boxe *
17:30-19:00	Dance sport
19:00-20:30	Fitness/TRX/Bike/Running Yoga / Pilates *
* Possibilità di esibizione su piattaforma galleggiante	

Sand Box Arena	
10:00-11:30	Beach Volley
11:30-13:00	
13:00-14:30	maxi rackets
16:00-17:30	Soccer-Tennis
17:30-19:00	Beach Volley
19:00-20:30	

Outdoor / Open space	
10:00-11:30	Rollers
11:30-13:00	“Boccie”
13:00-14:30	Swimming
16:00-17:30	Fencing *
17:30-19:00	Triatlhon
19:00-20:30	Maratona
* Possibilità di esibizione su piattaforma galleggiante	





Special Program for the weekend

The schedules on Saturday and Sunday follow those already defined in the previous page, except that:

Sunday: there will be a special freestyle demo session with Champions as special guests, a night photoshoot, happy music & happy racing, the energy drink by Surf- party's provider...

18:00 / 19:30 Night- photoshooting, a special session with the Strait and Etna showed by professional photographers... freestyle demonstrations and very spectacular evolutions thanks to the star of the event | * 21:00 to 23:00 For those who Wednesday will book a restaurant in the area, the Continent- Island Special Dinner meeting... [long distance and match race between courses...]

23:00 - 7 : 00 * Radio Live concert, DJ beach party, Surfer Tour- Party - branded energy drink partner of the event since... | **xy** : **kw** VeryNight photoshooting (schedule to be determined by weather conditions and riders...)

Sunday: [Energy Surf Party, Award Ceremony]

The program follows the general one on the previous page, except that:
18:00 Awards ceremony for all the participants at the event | 19:00 to 20:00 Video / Photoshoot for all of the participants at the event : athletes, Judges, staff, entertainment, photographers, sponsors and the whole team.

* may be subject to delay





The location

Some shots from previous editions





The Event & the Marketing

Goals of the event :

- Promote an annual event, a classic sport activities intended to promote national and international recreational activities as a new "Siena's PALIO of the SEA";
- Stimulate the athletes performance research for improving each year the previous record and the development of new materials suitable for the purpose, involving new specialties;
- Building a platform of absolute reference for the application of high technologies in the sea sports (in particular the development of interactivity between the audience and the athletes thanks to the adoption of the of geo- traceability systems provided by an open architecture systems such as Google's Android)
- Launch of ' Expo 'ECO-Nautic' : an exposition as the state of the art for modern technologies applied to water sports like kitesurfing, windsurfing, high sea sailing with a large emphasis on the eco-friendly sailing world. Make this a Southern Italy landmark at international level;
- Implementation of an involving "It's a Knock-out Sea games / Water Games" integrated with the SurfVillage, the "core" of the event (the kite & windsurfing crossing), the beach games and those on the ground.

Intent of Marketing:

- Reach with the event, strengthening it in the visitors, the combination of values : (sport + ecology), (wellness + beauty) (+ security technology), (force + show), (fun + news), (luxury / exclusive + BIO), (emotion + integration).
- Offer the companies and sponsors the opportunity of being at the Expo to enter into direct contact with a significant target **well profiled**, along with a significant amount of potential new customers and contacts thanks to the diffusion of **integrated pre-and post-event communications** offering this event;
- Strengthen the image of each brand by creating a visual compact block of equal value and top brand and stimulate the effect of attention on each of these, creating the perception of "**quality spread**" and get as syllogistic distinguish how best to effect the products placement compared to the direct competition (since it is not present) and strengthening the **Brand Loyalty**.



Exposure levels type

**Main Sponsor**

Event name • all details will be focused in a dedicated offer.

Official Sponsor

No.1 stand 12mx4m • 4 flags raised on the main city promenade and in the surf-village • 4 pcs 400x70cm PVC banner in the 25sqm dedicated exhibition area • 10 x completes for your team (jersey/polo + cap + badge's string) with your Logo • your totems on awards stage • medium banner on the website homepage • Print 20,000 flyers • 4 hostess working for you for 5 days • Professional dedicated Video & photo service for your brand • Exposure of their own marketing materials (1:3 ratio space main sponsor) in designated areas of the surf-village • Logo in the intro video and in the event official video as final report. • 25% discount package for Tv and Radio spot • Dedicated Radio and TV Interviews pre, during and post event. • Night Security & surveillance on place • Option on print your logo on one or more kites • Rend of Inflatable structures with your Logo brand.

Main Partner

No.1 stand 8m x4m • 2 flags raised on the main city promenade and 2 in the surf-village • 2 pcs 400x70cm PVC banner in the 25sqm dedicated exhibition area • 4 x completes for your team (jersey/polo + cap + badge's string) with your Logo • your totems on awards stage • medium banner on the website homepage • Print 20,000 flyers • 2 hostess working for you for 5 days • Dedicated Video & photo service for your brand • Exposure of their own marketing materials (1:3 ratio space main sponsor) in designated areas of the surf-village • Logo in the intro video and in the event official video as final report. • 15% discount package for Tv and Radio spot • Dedicated Radio and TV Interviews pre, during and post event. • Night Security & surveillance on place.

Official Partner

No.1 stand 6x3 • 1 Flag • 1 flag space • Logo on award stage • small size Logo banner on the home page website • Logo on the official videos and in the final report of the event. Dedicated Video & photo service for your brand •

Expositors Stand

No.1 3x3 stand • exhibition their flags inside the stand area.





Marketing Tools

<p>Main Sponsor</p> <p>Official Sponsor</p> <p>Main Partner</p> <p>Official Partner</p> <p>Expositors Stand</p>	€	<p>To be defined ad hoc proposal</p>	Exposition Banner & Flags (5days)				Hostess Service			
	€ -		up to 1m	up to 2m	up to 4m	Inflatables	4h	8h	2gg	5gg
	€ 6.800		€60	€80	€120	€500	€60	€100	€190	€420
	€ 2.600									
	€ 1.200									

The merchandising and the use of inflatable structures, banners and flagbeachs play, in the direction of a brand promotion, the role of empower of the communication strenght. You can project or choose between a wide series of gadgets and customizations created on your brand layout directives.



Discounts:
contracts closed
before Dec: - 6%,
before Feb: - 3%

Real Pics from previous Editions



Organization Committee & Support



The event is organized by:

NewKiteZone Sailing Club and the IKO Kite Center (RC / Pellaro) FIV Zone VI Calabria and Basilicata support, and logistics and jury, ASI support and assistance on the ground;

under the auspices and patronage of: CONI and FIV (Italian Sailing Federation) and IKO (International Kiteboarding Organization);

with the Patronage of: Regione Calabria, Province of Reggio Calabria, Municipality of Reggio Calabria and the Departments of Sport, Tourism and Culture RC;

and the support of: Coast Guard, Civil Defense - National Society Rescue, Police, V-Wing RC helicopter, the 118 and the Italian Red Cross and the technical assistance and support of Reggio Calabria and Messina Port Authorities.





FIV & IKO Kite Center NewKiteZone

Event's Manager
Agostino Martino

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