

12TH
EDITION
JULY
24 - 28

5 DAYS IN
REGGIO CALABRIA
ITALY

Officially supported by:



Comune e
Città Metropolitana
di Reggio Calabria



Città Metropolitana
Reggio Calabria



CONTINENT ISLAND
la Traversata
ITALY-SICILY & BACK
DRIVEN BY WIND ONLY
12 YEARS ANNIVERSARY
JULY 24-28
2019
DO NOT CROSS TRAVERSATA.IT DO NOT

THE SEA'S PARIGI-DAKAR:
TRAVERSATA, THE *ECO*-EVENT

WHAT'S THE CONTINENT-ISLAND GPS RACE 2019

MANY BUSINESS OPPORTUNITIES IN ONE EVENT

The Continent-Island Race GPS is an international sailing competition taking place on July 26 to 30, across the Strait of Messina, one of the most attractive and challenging waters of the Mediterranean, over a distance of 23 km. A race that pushes the limits and enhances the research of the maximum speed of all the involved water sports: kitesurfing, windsurfing, sailing and Sup. A backbreaking challenge for competitors, called to subdue the pitfalls of the distinctive elements of the Messina Strait: a "battlefield" that requires great care, physical and mental energy, technical skills of navigation and guidance, as well as competitive quality and strategic capabilities, in an all against all adrenaline, spectacular and absolutely environmentally friendly!



The media, for its technical qualities, defined the Continent-Island as the "Paris-Dakar sea".

**CURIOSITY: ACTUAL RECORD (23KM ~ 12,5NM1)
REGGIO -MESSINA AND BACK: 34M E 16S**

12 YEARS HISTORY COMPETITION

Having become a classic summer event, it celebrates the 12th edition in 2019, a milestone attesting the success of the race format: original and appreciated by the public and participants. At the service of our partners a promotional platform that can count on an important communication project and experiences, grown steadily over the years.

MEDIA-MARKETING: * _____ * MAGAZINE

From this year, in addition to historical network of institutional and business partners, the Continent-Island Race GPS is supported by a special Allied, * _____ * Magazine, one of the most respected international magazines in the kiteboarding scene, which in addition to ensuring media coverage will be the exclusive marketing agency for the technical industry of the event.



12 YEARS OF CHALLENGES BETWEEN WATERSPORTS

VALUES: RELIABILITY, UNIQUENESS

For involved Brand, the Continent-Island Race GPS offers a showcase of international visibility, and over the resonance of a fashionable event is also an opportunity to enhance the reliability of its technical materials, equipment, tables, wings, sails, clothing and accessories in one of the "test benches" toughest in the world.

RECORD NUMBER OF ENTRANTS AND UNRELEASED

New this year: the Record numbers of international registered members and the *Pink Race* CIR, for girl only, the try of Hydrofoils, candidates on the paper to establish the new record of the competition and the first attempt ever made by anyone, on the SUP.

PASSION, CHALLENGE AND MAGIC

The Continent-Island benefits from an identity "in itself", transverse and independent, a bit rock and a little hipster. His style's just the added value of a race deliberately organized outside the classical schemes and out of institutional competitive circuits, to preserve the pure identity of an event that intends to give priority only and only on the individual challenge's values. There is an indecipherable magic emotion unleashing when the human challenge against eternal elements marries the Passion, sacred to their sport.



ON A BRAND SCALE EVENT

For Brands wishing to be part of the Continent-Island Race 2019 (aka: CIR2019) there are various investment formulas: from the virtual to those on site: Main Sponsor, Official Sponsor, Main Partner, Official Partners, Exhibitors Stand. An exposure level for each marketing idea and expense with fully sustainable and scalable investments, including low-cost formulas (early confirm). We produce packages of visibility, fully customizable with the development of personalized multimedia editorial content, shared with major national and international newspapers, on Internet platforms and on social channels, for a significant and satisfactory ROI.

ONE EVENT, TWO LOCATIONS

Two locations each with different wind and sea conditions: the center of Reggio Calabria with its striking scenery and Punta Pellaro one of the technical context of absolute importance in Italy, to switch on demotest, camp, contour races between various crossings attempts; both spots ideal for video- reports and great impact interviews.

WHERE AND WHEN

IN CALABRIA, IN THE CENTRAL LUNGOMARE
OF REGGIO CALABRIA

FOR SENSATIONAL PHOTO SHOOTINGS*
AND IN PUNTA PELLARO KITE SPOT

five days from

Wednesday 24 to Sunday 28, July 2019



*Among the most attractive places in Calabria, it enjoys a natural landscape from the absolute fascination with the Strait and the Sicilian coast that contextualize the event. A scenario that enhances the prestige and the values of the involved brands.



The village is housed in the city center, where its large pedestrian areas, in the week of the event, touching the peak of passages, recording one of the highest average-visit of the South of Italy.

The scene will alternate with the equipped "technical" location in Punta Pellaro at the NewKiteZone fore demotest, side events, downwind, night party and promotional activities.



SPORT, ACTION, ECOLOGY



Sports, action, energy and fun in the epicenter of the city nightlife. This is the formula that has "burned" all the past editions, intrigued and inspired the audience that binds to this event the traditional image of alternativity and technology, together with that of high reliability and performance. The public will be involved in a number of activities for all in order to extend the fun and sharing emotions in the water and on land.



IN ADDITION TO THE ATHLETES, THE AUDIENCE IS THE REAL STAR

An audience involved is a satisfied audience, the goal of our mission.



THE 2ND LOCATION: PUNTA PELLARO

15 MINUTES FROM THE CENTER, WIDER, FULL OPERATIVE



NIGHT ATTRACTIONS



WHO TALKED ABOUT US



FORMEN
MAGAZINE

Il Sole
24 ORE



KITEWORLD
WWW.KITEWORLDMAG.COM
MAGAZINE

Il Messaggero

trivago

Tkb THE KITEBOARDER



FIV
Federazione Italiana Vela



ANSA

stance
KITEBOARDING ATTITUDE

sky TG24



RiW
REDAZIONE ITALIANA WINDSURF

DEAGOSTINI

Gazzetta del Sud

WINDSURFMAG
windsurf magazine & community

evensi

il Quotidiano
della Calabria
Reggio e provincia

LIBERO

RCNEWS
NOTIZIE IN MOVIMENTO

YOU
reporter.it

kitesurf

REGGIO CALABRIA
Città del Mediterraneo



You Tube

facebook

Rtv

LAST
minute idee

strettoweb.com

Italia
Coni
Comitato Regionale Calabria

CALABRIA



Smartbox

VIRGILIO



strill.it
QUOTIDIANO IN TEMPO REALE



kiteBOOM.com

kiteBOARD

tempostretto
quotidiano online di Calabria e provincia

TABULARASA
BOARD SPORTS COMMUNITY

la Riviera



Feest

FOCUS.IT

Surftribe
Italian style

outdoor | blog.it

Liquida / **BlogBabel**

CN24!

Marinaonline.it

be sport
ENGAGEMENT

calabria ora
quotidiano d'informazione

ilmare24ore

be sport
kitesurf

sailrev.tv

CROTONESE.it

CALABRIAVACANZE.NET
la guida sulla Calabria da scoprire



clamicidimare

Wherevent

8 VIDEO
CALABRIA

BlogStreet
dove il blog è di casa

Blumedia



WHY TO BE PARTNER

- Total of **165,000 onsite passages, in 5 days**, a significant flow for a successful outcome;
- Location and context of absolute exclusivity in the heart of the City, in the period of **highest tourist flow and visibility**, but also with a greater residential local presence;
- the **international dimension of the event** with television coverage and Magazines, social and LIVE-Streaming;
- The great propensity to spend / offer visitors by ECO-SAVE: **strong appeal**: "guaranteed savings by improving the quality";
- **Values BIO - Green, ECO-Friendly, positive** event that conveys topics of environmental awareness, **social and fair play**;
- The event projects in the visitor the reliability values of the organization and the actors involved (event revolves around the journey of extreme sports mission);
- Cost per square meter among the lowest in Southern Italy;
- Costs of contracted accommodation, close to the Village (no car required), for your staff: access to superior accommodations at the standard cost;
- Discounts if you already have branded facilities: inflatables, flags, banners, paddock;
- Exposure multi-activity and cross-profiled (single, young people, families, couples etc.);
- **PREMIUM contacts** related to the world of sailing, luxury, Kitesurfing, lovers of green technologies and the outdoors;
- Exclusive merchandise at affordable cost and beneficial;
- Protection image: Only prestigious NATIONAL or INTERNATIONAL sponsors accompany your presence;
- The possibility of "Turnkey" operation (from the graphics, the hostess, staging etc.);
- Ability to match the Outdoor Training activities for your company (sail / kite surfing);
- The low-cost option presence: only flags, banners only, only screens spots, only staff whears / athletes etc, only awards, only stage shows or a combination of these.

VISITORS BENEFITS

- Completely ticket free;
- The wide appeal of guaranteed savings, while improving the quality of eco-save;
- The most affordable hospitality rates in Italy;
- The countless cultural events, culinary and entertainment offerings from full of the summer season;
- Total interactivity via smartphone / tablet and internet to follow the races;
- An Event that affects more areas: the many watersports and beachsport until the kid-village
- engaging all age groups;
- Conventions on the movements from neighboring regions;
- Presence of the airport and the tourist port of Reggio Calabria.



THE PUBLIC

The event attracts a diverse audience, vacationers, residents, sports and many curious people in a period of the year that stimulates itself a visit to this site constituting a classic ten-year appointment combined with to novelties and organized attractions and the eco-smart industry.

The brand new ECOSAVE, the Fair of the Guaranteed Save, will project the percentage of active interaction of visitors, all to the advantage of the contacts and of the commercial offer of our partners.

It is expected to improve the numbers, already very important, registered in previous editions (see details below) with a more powerful bouquet of attractions, multisport and using a scheduled communication system.

Two months of TV programming, radio interviews, talk shows TV, ad hoc services, buzz and viral communication on the social sector and not, allow to progressively increase the curiosity and the public aiming to improve the big numbers that the Continent-Island GPS Race moves. The location of the event intercepts a very high average number of visitors thanks to the adjacent beaches, nightclubs, pubs, restaurants, pizzerias, bars and is served by both the nearby railway stations and public transport.

In the surfvillage the flow of visitors can be considered active from 10 am with the beginning of the sports activities until late (often after midnight) maximizing the exposure more than the traditional sector expo usually hosted in remote areas and for specific public only.

Averages / Numbers:

h 10am - 4pm: 9.000 units

h 4pm-midnight: 35.000 units

weekend: Friday + 25%; Saturday + 35%; Sunday + 50%

Font 2013-2014, facoltà di Urbanistica dell'Università Mediterranea di Reggio Cal.



165.000

total passages in 5 days

Available more details, including profiling expectations matrix, please email: info@traversata.it



ZOOM CONTACTS

On site:

Athletes: 300 ~ 800 (including athletic / Marathon)

Total visitors, range: 120000-165000

On air:

Live TV + + replicas Regional Calabria eastern Sicily: 850,000 ~ 1 ml of views;

Live Radio: Reggio Calabria + Messina: 100,000 ~ 150,000 users reached.

Online static:

In direct connection to (and replays) via GPS site: 15000;

Live web streaming: 40,000 in 5 days / 300,000 video replays in the year;

web sites and online press involved: 10,000 hits / day in the week of the event and up to average 10,000 / month remaining period.

Social / Viral:

Contacts facebook and twitter interconnections, calculating the sole basis of watersports, the existing base at the disposal of 25,000 sailors, 8,000 kites, windsurfers 10.000, 5.000 SUP, 3,000 canoeing / kayaking, moves a social network: 120,000 distribution as well profiled contacts described above. The viral proliferation of communication in classes of beachsports follows a "contamination" from predominantly local basis and then continue in a geographical expansion through online competitions / vote / like / reports / shares.

Off-line:

Press Media (national and international magazines and DVDs attachments): 120,000 copies (conservative estimate)

Press releases and publications disseminated by federations and EPS involved reach an audience of 1 ml of contacts.

COMMUNICATION PLAN (synthesis)

Before EVENT: www.traversata.it dedicated

Website (in English, Italian, Russian). Sites partners: kitesoul.com, kilters.it, ikointl.com;

Viral e-communication: Page + Event + Facebook Group (+7500 kilters). Channel YouTube, Twitter, Instagram, Pinterest and Google+. **Brochure for the public** in Italian, English and Russian. **Involved more than 380 press agency**, with direct access to press releases, updates, **official media pack**; **Regional TV and Radio:** 2 months in TV commercials, TGLive, Live talk show.

Services of Press Media partners at the international and national level. At the local level: the 24h / 24 City Totem multimedia the event poster, posters and banners 6x3; **Web: Trailer and video commercials even on the Event Media streaming. Multimedia Press Pack; Dynamic Banner of windfinder.com and windguru- reggiocal.it (tourism portal) and on the sponsors and partners sites;** Press Conference with authority; 300 posters 30x40, 70x100 100 posters and 15,000 flyers 10x15. **Guerrilla marketing** 2,000 biodegradable adhesives.

During EVENT: Real-time: dedicated Website (www.traversata.it), in English and Italian, **BLOG and updates in real time**, and social sites, streaming webcasts and **streaming TV** quality, regional live video; **Megascreen** in surfvillage, **video interviews and comments to participants, players and exhibitors;** Facebook LIVE. Walking RADIO present for interviews, standings and results. **Live Press & Media Sharing continuous.**

LIVEVIEW during the races, GPS e Action Cams:

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

After EVENT: Special event for local TV and replies with interviews with sponsors; Radio Concluding interviews with players; Full Press Kit + images photo contest + photos / videos from DRONES; Final Press Release via all channels involved in addition to the social partners and the sites (Flash in Eng, Fra, Esp, Rus, Deu); Photo shoot professional awards ceremony; Video final official trailer on social sites and partners; Articles with media VideoHD, even for photos, for specialized magazines, sports TV and streaming services and national and international journals; around the media pack photo / video is available free of charge to the sponsors.

Kitesoul Magazine and partner media publishers will host articles + pictures of the event, with video-interviews to the winners and the brands.

OUR PAST PARTNERS, ABSOLUTE LEVEL LEADERS



TOOLS FOR THE MARKETING

MAIN SPONSOR	Name of the event • Every detail to define “ad hoc” with your brand
OFFICIAL SPONSOR	No.1 gazebo 12x4 • 4 raised flags on the main promenade and town in the surf-village • 4 • 400x70 banner exhibition area dedicated 25sqm • no.10 staff uniforms (jersey, cap, badge) brings with Logo Printing • totem stage awards ceremony, average home page site banner space • Print • 20,000 flyers No.4 hostess for 5 days • Exposure own marketing materials (ratio 1: 3 Spaces main sponsor) in areas predisposed surf-village • Logo in the intro video and the event in the final report • Convention Package TV and radio spots with 25% discount. Radio and TV Interview dedicated before, during and post event. dedicated manned Night watch.
MAIN PARTNER	No.1 gazebo 8x4 • 2 flags exposure in the surf-village and 2 in the top of Via Marina promenade (visibility) • 2 400x70 banner • no. 4 Staff Uniforms (jersey, cap, badge) brings with Logo Printing • totems on stage awards ceremony • banner space home page site • chance to free their own marketing material exposure (ratio 1: 3 official sponsor space) in areas predisposed surf-village • No.2 hostesses for 5 days • VIDEO and professional service dedicated photo Interview • Radio and TV / Web streaming - Logo in the intro of official and final report in the event. Convention Package TV commercials and radio with 15% discount. dedicated manned Night watch.
OFFICIAL PARTNER	No.1 gazebo 6x3 • 1 banner display stand alongside • totems • awards ceremony in the stage • logo banner space home page site dedicated photo • professional service • logo in the credits of official and final report in the event.
EXHIBITORS GAZEBO	No.1 gazebo 3x3 • exposure of their promo material within the space.

discounts:
with installation of your branded
inflatables



Show Banner and Flags only			
1m €60	2m €80	4m €120	Inflatables €500

SURPRISING ADVANTAGES? WRITE US TODAY!
NO OBLIGATION, ASK FOR QUOTE: INFO@TRAVERSATA.IT



Hostess Service			
4hs €60	8hs €100	2 days €190	5 days €420

PHOTOS

Some picture from last editions



THE ORGANIZING COMMITTEE AND SUPPORT



The event is organized for the 12th consecutive year by:
NewKiteZone IKO Kite Center (Italy, Reggio Calabria /Pellaro)

FIV VI Zona Calabria e Basilicata e IYFR International RC: general support, judges, logistic and assistance;

With the patronage of: CONI (Italian National Olympic Committee), FIV (Federazione Italiana Vela) and IKO (International Kiteboarding Organization);

And with the patronage of: Regione Calabria, Comune and Metropolitan City of Reggio Calabria and the Sport, Tourism and Culture Department of RC;

With the support of: Coast Guards, Civil Protection - SNS (Società Nazionale Salvamento), Polizia di Stato, 5th Storm Helicopter pilots Police, 118 and Italian Red Cross;

Technical assistance and coordination: the Harbor of Reggio Calabria and Messina and the Marine Section of the State Police.

Continent-Island GPS Race NewKiteZone

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This brochure in PDF format:

www.traversata.it/businesskite

