

# Sponsoring Profile

with more than 15 MILLION wind/kite surfers and more than 150 MILLION viewers  
we are the ultimate sails force

## ORGANIZED BY:

**AC.  
HILL  
EAS**  
WIND / KITE  
SURFING

## SUPPORTED BY:



Municipality of Ialisos  
Island of Rhodes  
D.O.A.N. - I.T.O.



MINISTRY OF TOURISM - GREEK NATIONAL TOURISM ORGANIZATION  
www.visitgreece.gr



ΕΤΑΙΡΕΙΑ ΤΟΥΡΙΣΤΙΚΗΣ ΑΝΑΠΤΥΞΗΣ  
HELLENIC TOURISM DEVELOPMENT Co



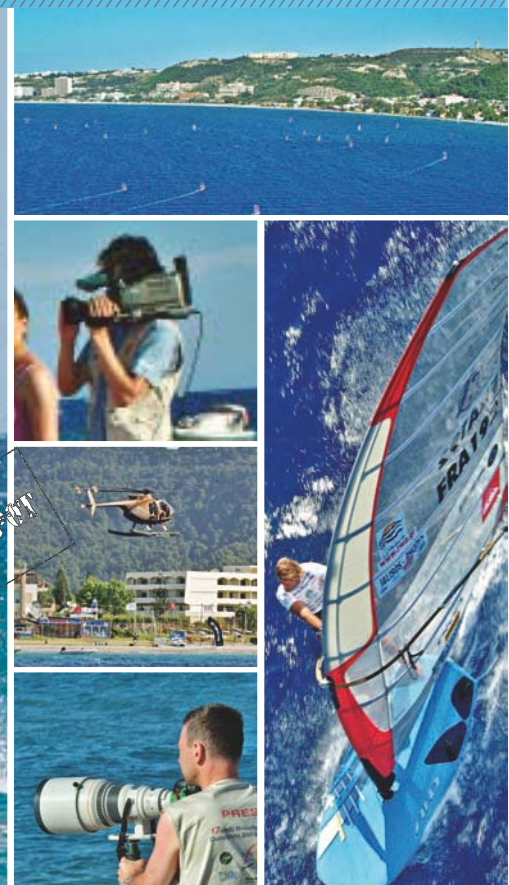
GENERAL  
SECRETARIAT  
OF SPORTS



Hellenic Republic  
Ministry of  
Mercantile  
Marine



## World Wind/Kite Surfing Festival 2010 Ialisos - Rhodes / Greece



ΑΓΕΑΙΑ ΘΑΛΑΣΣΑ  
TOP WINDSURFING, KITESURFING & SAILING SPORTS  
RHODOS - GREECE

## also supported by:



Live on the  
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[WWW.RWA.GR](http://WWW.RWA.GR)



[www.sportstourismgreece.gr](http://www.sportstourismgreece.gr)



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## **1. THE OPTIONS - FUTURE EVENTS**

**2011:** WORLD WIND/KITE SURFING FESTIVAL

**2012:** WORLD WIND/KITE SURFING FESTIVAL

Followed by Aegean Odyssey by Windsurfing (a challenge for the best international athletes to participate in the event, to be included in the course of the "Olympic Flame")

## **PROFILE OF IALISOS CITY**

Ialisos (or Trianda), birthplace of Olympic Heroes, a site of amazing sunsets and a hub of tourism, conferences, religion, culture, clubbing and sports. It used to be one of the three great ancient cities of Rhodes, which together with Lindos, Kamiros, Kos, Knidos and Alikarnasos formed the Dorian Exapolis (six-cities federation). The area was first settled by the pre-hellenic tribe of Kares, followed by the Phoenicians. Tradition has it that the town of Ialisos, acquired fame thanks to the Olympic Champion Diagoras. Ialisos took part in the Athenian wars until 412 BC. In the Middle Ages, the area came under the rule of the Knights of the Order of St. John, authors of many monuments and buildings. Ruins of the Acropolis of Ialisos, witness the existence of a once grandiose Dorian temple, dedicated to Goddess Athena (Minerva) and Dias.

In the northwest extremity of the island of Rhodes, Ialisos beach, with the lush fields and the hill of Filerimos in the background, is a prime example of natural beauty both in terms of landscapes and in terms of the quality of the marine environment. This coastline has come to be acknowledged as one of the most favored destinations for Windsurfing, Kitesurfing and Sailing fans, due to the high level of safety and in the light of wind conditions favoring such practices in the area. The wind and wave directions, which are generally stable and, direction-wise, predictable, are almost invariably to bring one towards the shore. These northwesterly winds, known as "meltemia", blow in this zone between March and October, although their peak time is in high summer. Since 1992 Ialisos has been host of National and International Windsurfing events.



## **2. WHY SHOULD GREECE SUPPORT THE EVENT?**

- the event being the 2010 World Wind/Kite Surfing Festival.

**IALISOS-RHODES** is the perfect location for international wind/kite surfing events and championships. A major tourist destination, it has the infrastructure in place to support such events –hotels, apartments, flights, restaurants, nightlife.

However the primary reason for its importance to the sport is that lalisos- Rhodes provides a natural arena for wind/kite surfing to take place –an hospitable climate with constant side shore winds, perfect for competitors, spectators and media.

### **POSITIVE PUBLICITY.**

Promoting major wind/kite surfing events is not only good for the reputation of lalisos-Rhodes as a mecca for wind/kite surfing holidays, but will also enhance its reputation as a popular tourist destination.

The market place for holidays is very competitive; the media appeal of water sports, wind/kite surfing in particular, will ensure maximum exposure for lalisos-Rhodes by association with a dynamic, environmentally friendly, sport and healthy lifestyle.

### **HISTORY**

lalisos-Rhodes has been the destination for major windsurfing events, since 1992 until now. More recently lalisos Beach has been the venue for two Formula Windsurfing Grand Prix Regattas (2002 & 2004); and in 2005 the Formula Windsurfing European Championships, representing the premier windsurfing regatta in Europe.

### **2005**

The worlds top racers converged on lalisos-Rhodes in June 2005 to enjoy one of the best international windsurfing events in the history of racing. The organization was excellent, the hospitality superb, the racing spectacular. Competitors, their family and friends, coaches and spectators, returned home with a positive image of both windsurfing and of lalisos-Rhodes. The media interest in the event has been well documented; the promotion and coverage were exemplary and benefited lalisos, Rhodes, the Aegean region and Greece.

### **FUTURE**

The 2010 event is just the start of a 2 year programme of major championships and events in lalisos- Rhodes. By exercising the OPTIONS (see attached paper) long term benefits are gained that will enhance the sponsorship and marketing value of the venue. This programme should be included in the project for Sports Tourism in Greece.

Ceri Williams,  
IFWC (Formula ) Chairman  
and IWA Executive Director.



### **3. 10th WORLD WIND/KITE SURFING FESTIVAL IN IALISOS - RHODES**

Greece has always been a nation of sailors, demonstrating a significant naval supremacy in ancient and modern times.

Today, Greece is one of the leading nations in watersports, especially in sailing, windsurfing and kitesurfing. Athens in 2004 hosted the Olympic Games and managed a very successful Olympic Regatta.

Nikolas Kaklamanakis is a modern legend in Olympic windsurfing an Olympic Gold Medallist, World Champion, and a Silver Medal in Athens.

IALISOS - RHODES has been hosting major International windsurfing events since 1992.

Ialisos - Rhodes is firmly established as a premier location for Windsurfing and Kitesurfing the latest, fastest and most spectacular format of wind/kite surfing racing.

The successful organization of Ialisos - Rhodes Formula Grand Prix 2002, 2004 and 2005 European has ensured Greece has a fixed point in the Formula Windsurfing international circuit.

In 2010 Ialisos Beach, Rhodes will be the venue for the WORLD WIND/KITE SURFING FESTIVAL. The options for 2011 & 2012 are detailed elsewhere in this document.

The presence of the worlds top wind/kite surfers in the beautiful and cosmopolitan island of Rhodes projects the event as a perfect world wide communication platform.

The organizing committee will enthusiastically assist the sponsors executives to incorporate this flexible sponsorship proposal into their overall corporate communication strategy. Target is to achieve maximum benefit for the potential sponsors by effective publicity and maximum media coverage around the world, and especially in Greece.

The organizing committee aim is to establish long term sponsorship agreements that will benefit potential sponsors commercial goals.

If sponsors are seeking to evaluate and integrate sponsorship effectively into your marketing strategy, you may find the following pages helpful .



## 4. WHY SPONSOR?

### **Sponsoring as a part of corporate identity**

No organization can afford to ignore the world in which it lives, or the rapid changes taking place on and around the globe. This means that it cannot avoid being involved in some degree of sponsorship.

Sponsorship is the implicit way an organization demonstrates what it is, what it does, what it believes in and what its intentions are. It is a way of telling people what they can expect from the organization.

Any sponsorship programme derives from the corporate idea itself.

Corporate identity is the explicit manifestation of what an organization stands for, and unless it is both powerful and coherent, no sponsorship programme will succeed.

A sponsorship engagement of this event is such a flexible medium that it can be used for a wide range of purposes such as:

- a. **Corporate and Brand awareness**
- b. **Image reinforcement**
- c. **Media exposure**
- d. **Hospitality**
- e. **New Market development**
- f. **Sales promotion**
- g. **Incentives**
- h. **Sampling and testing**

### **By sponsoring this high class event we can generate the following advantages:**

**The key benefit of sponsorship** is typically to enhance image, which, in today's society, is crucial for a brand's long term success.

**Worldwide exposure:** Thanks to a continuous and professional approach to the television market, the official event film is distributed worldwide offering a significant potential of brand and image promotion.

**Press:** Persistent Public Relations work in the press resulted in extended press coverage of the world wind/kite surfing festival.

**A flexible sponsorship package** can be tailored to meet any specific requirements for exposure, incentives and sales promotion.

**With the increasing popularity** and impact of individual sports in a natural environment, wind/kite surfing offers a year-round unique marketing opportunity.

**The ability to communicate** to a diversity of targets is an important advantage that sponsorship has over traditional marketing and advertising approaches.



## 5. WIND/KITE SURFING WORLDWIDE

### Wind/Kite surfing all over the world

There are approximately more than 15.000.000 wind/kite surfers spread all over the world.

		windsurfers	kitesurfers
France:	2.000.000	"	} 30%
Germany:	1.500.000	"	
Japan, China, Korea:	1.500.000	"	
Spain:	1.400.000	"	
Australia:	1.000.000	"	
Italy:	1.000.000	"	
U.S.A.:	1.000.000	"	
South America:	1.000.000	"	
Canada:	1.000.000	"	
Other Europe:	1.000.000	"	
Poland	1.000.000	"	
Portugal:	500.000	"	
Africa:	500.000	"	
Russia:	500.000	"	
Greece:	100.000	"	

Wind/kite surfing is a high performance sport for both men and women competing in the most radical conditions.

Windsurfers and kitesurfers and their peers represent a large group of people with a common lifestyle.

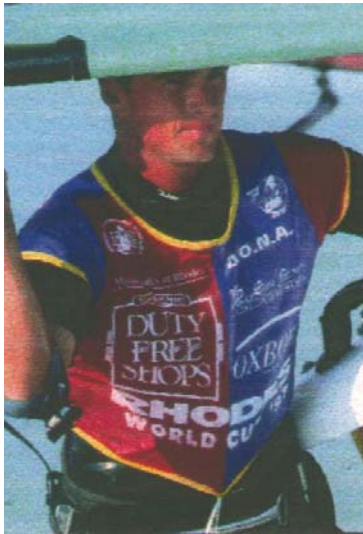
The world wind/kite surfing festival is one of the most attractive vehicles to communicate an image and a message to a wide, young and dynamic target audience.

Wind/kite surfing is a lifestyle, a young, healthy, colorful, friendly dynamic and high-tech sport. It is also an environmental concept, as it uses only natural energy and respects the world's resources of earth, water and air

**Easy to learn !**

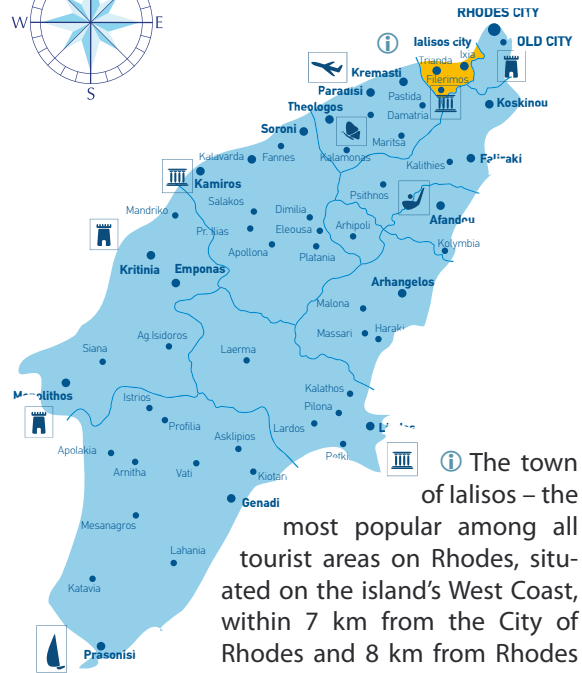
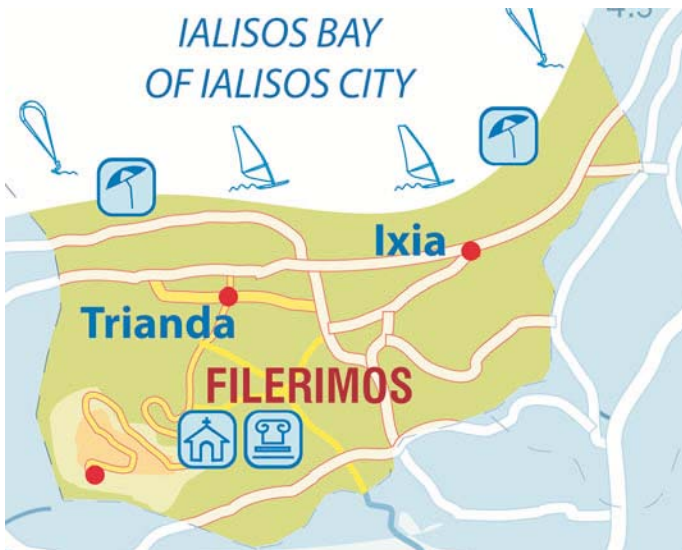
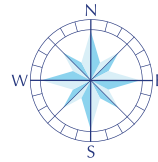
**Wind/kite surfing is clean !**

**6. PHOTO ALBUM**  
**a) P.W.A. WORLD CUP 1997**



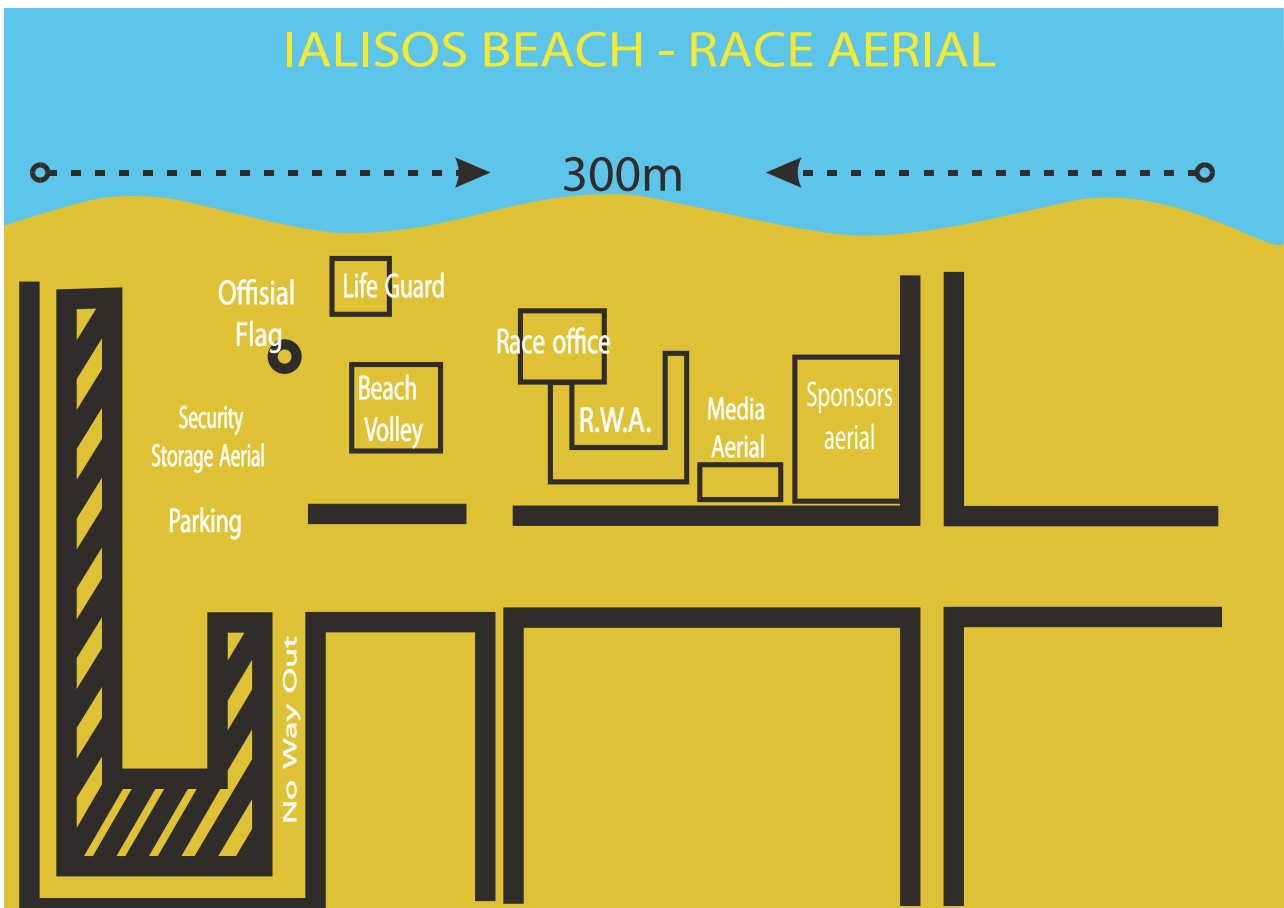


## b) Ialisos Beach - Race Aerial - Map of Rhodes



The town of Ialisos – the most popular among all tourist areas on Rhodes, situated on the island's West Coast, within 7 km from the City of Rhodes and 8 km from Rhodes International Airport.

### IALISOS BEACH - RACE AERIAL



**c) FORMULA WINDSURFING GRAND PRIX 2002**



**d) FORMULA WINDSURFING GRAND PRIX 2004**



**e) FORMULA WINDSURFING EUROPEAN CHAMPIONSHIP 2005**





## **7. SPONSORSHIP PROPOSAL**

### **a. Main Sponsor**

Labelling on racers' sails  
Labelling on racers' vests  
Labelling on the race buoys  
Exposure on the assistance boats  
Labelling on a portion of total pieces of beach shades  
Labelling on the official printed material of the race, such as posters, brochures and letter sheets  
Exposure on site with banners and flags  
Product sampling with outlets on site (promotion & sales)  
Commercial announcement and advertising jingles broadcast through the loudspeaker system.  
Please see enclosed paragraph number 6 "SPONSORS' EXPOSURE" for detailed analysis of the exposure granted to the Main Sponsor.

### **b. Title Sponsor**

Name labelling for the entire event  
Name labelling for the overall winners  
Labelling on racers' sails  
Labelling on racers' vests  
Labelling on the race buoys  
Exposure on the assistance boats  
Labelling on a portion of total pieces of beach shades  
Labelling on the official T-shirt of the race  
Labelling on the official printed material of the race, such as posters, brochures and letter sheets  
Exposure on site with banners and flags  
Product sampling with outlets on site (promotion & sales)  
Commercial announcement and advertising jingles broadcast through the loudspeaker system.  
Please see enclosed paragraph number 6 "SPONSORS' EXPOSURE" for detailed analysis of the exposure granted to the Title Sponsor.

### **c. Sponsor - A**

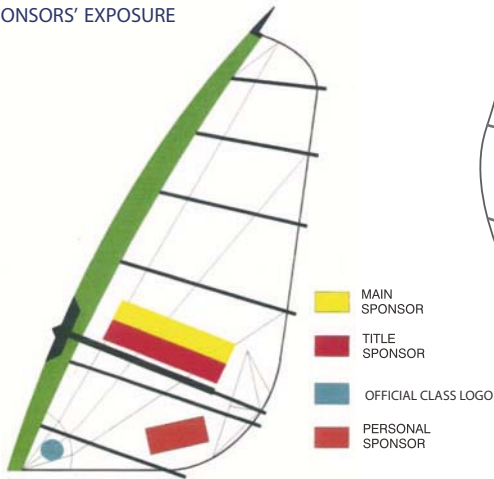
#### **Official product of the race**

Labelling on the official printed material of the race, such as posters, brochures and letter sheets  
Exposure on site with banners and flags  
Product sampling with outlets on site (promotion & sales)  
Commercial announcement and advertising jingles broadcast through the loudspeaker system.  
Please see enclosed paragraph number 6 "SPONSORS' EXPOSURE" for detailed analysis of the exposure granted to the Sponsor - A.

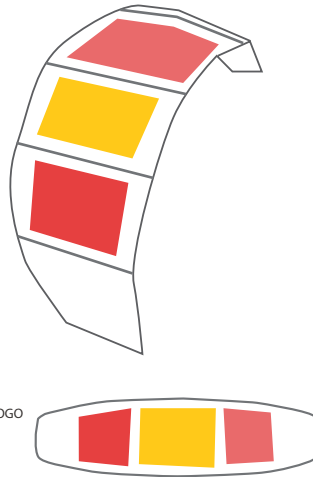
## 8. SPONSORS' EXPOSURE

a. Sails

SPONSORS' EXPOSURE

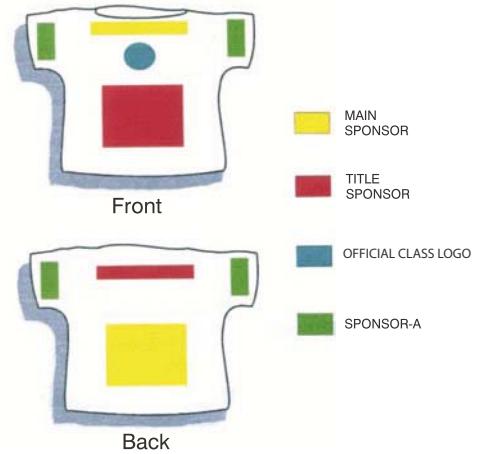


a. Kite



b. Racers' Vests

SPONSORS' EXPOSURE



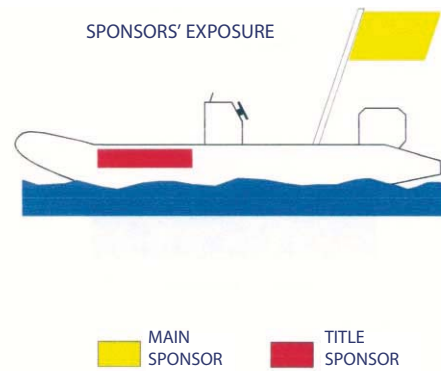
c. Official Race Boats  
i) Jury Boat

SPONSORS' EXPOSURE



ii) Rubber Boats

SPONSORS' EXPOSURE



d. Race Boats

SPONSORS' EXPOSURE





## e. Banners - Flags

On site, exposure through banners and flags. The maximum coverage of the racing site will be achieved via the coordination of the organizing committee.

The suggested portion of pieces between National and Local authorities offices, Main, Title and Sponsor - A is:

- >National and Local authorities offices: 2/3
  - >Main Sponsor:
  - >Title Sponsor:
  - >Sponsor - A:
  - >Local Sponsor:
- |-----| 1/3

## f. Posters - Brochures

The logo of the sponsors (Main, Title, -A-) will clearly appear on the posters and brochures of the race. The 35 X 50 cm poster and the official brochure of the race will be distributed to:

- >all shops, discos, bars, tourist offices, authorised offices, banks and hotels on Rhodes island
- >all airports, harbours, around Greece.
- >all surf shops and other shops around Greece
- >all surf clubs around Greece

## g. Official T-shirt

The official T-shirt of the race, with the logo of the Main Sponsor and the name of the Title Sponsor of the event, will be on sale at the racing site.

## h. Official letter sheets

- >announcement
- >race schedule
- >press releases
- >list of participants
- >daily & final results, etc.

The sponsors' logo will clearly appear on the official letter sheet of the race.



## **9. PUBLICITY PLAN**

The organizers are responsible for the television as well as for the photographic coverage of the race. The 1992, 1997, 2002, 2004 and 2005 events were covered by the specialised and fully equipped organizers television crew (professional technicians with multiple monitors, cameras, montage units, helicopters etc.) that produced high quality images.

The media coverage of the 2010 event will follow the same lines: thus, the 2010 Ialisos - Rhodes World Wind/kite surfing festival will also be covered by the same experienced television and photographic organizers crew and with the same quality technical means.

The presence of this quality of staff and technical support guarantees that National and International TV stations, magazines and press will be supplied with high-class visual material.

### **a. National**

#### **i. TELEVISION COVERAGE**

**Coverage from one of the main Greek TV channels (ANT1, MEGA, STAR, ALPHA, ALTER, ERT, etc.) as follows:**

**5'-15' minutes daily coverage at prime time, with front - end credits to the sponsor.**

**40 -60 trailers with sponsors' mention before race**

News reports as well as special programmes from Sport News and the majority of the national TV channels (ANT1, MEGA, STAR, ALPHA, ALTER, ET1, NET, ET3, ERT WORLD) as well as from the local TV stations. Extensive coverage from the local TV stations (TV4, COSMOS, IRIDA, OMEGA, RED)

The sponsors, in cooperation with the organizers, may proceed in agreement with the peripheral and local TV stations to broadcast the 30' minute TV show of the event.

**After the race will be a 30-minute programme covering the whole event via satellite.**

#### **ii. RADIO COVERAGE**

Announcements and reports through the main stations in Athens and the local station of Dodecanese islands

#### **iii. NEWSPAPERS**

Press release in the majority of local regional and National daily press before, during, and after the event.

#### **iv. MAGAZINES**

Multi page articles including photographs from all specialized publications from the majority of high circulation magazines.

#### **v. Upload of video content to internet for public use**

### **b. International**

#### **i. TV - International News**

News tapes will be distributed to more than 50 stations with special highlights of the event.

#### **ii. TV - Special Features**

SPORTS WORLD NETWORKS

NEWS WORLD NETWORKS

#### **iii. Tape of 30 min final program of the race will be distributed to more than 500 stations**

#### **iv. International magazines, v. Upload of video content to internet for public use**

The organiser provides more than 30 magazines specializing in international wind/kite surfing with cover flash and key editorial material. These magazines are giving extensive and detailed coverage to every Wind/kite surfing International event. The total readership is estimated in excess of 50 million.





## 10. SPONSORSHIP COST

### **A. ORGANIZATION ALTERNATIVES**

The Ialisos - Rhodes event will be a) or b) event. As far as the "status" of the event is concerned, the organizers propose two different options, which directly affect the sponsorship cost. These options are: a) to organise World events or b) other events. The differences between the above options, as regards the different aspects of the event, are the following:

1. Name of the event
  - a) World and European Championships
  - b) World Cup - Grand Prix - Euro Cup - Other events
2. Prize money & organization costs

The prize money is more than 30.000€ for the (a) events and more than 20.000€ for the (b) events. The IWA, IKA and ISAF organizing fees and other fees, and as a percentage of the prize money, are double in the case of (a) events.
3. Publicity plan
  - a. National

The national publicity plan remains the same, as analyzed in paragraph 7, for both (a) events and (b) events.
  - b. International

The World events can achieve maximum international television & press coverage, while the (b) other events receive a lower level of international exposure.
4. Participation of International events

Both events (a) and (b) are important in the official ranking list of the World Championship.

### **B. COST**

- a) **World events cost more than 300.000 €**
- b) **European events cost more than 250.000 €**

### **C. PAYMENT CONDITIONS**

According to the present payment requirements, we are obliged to secure in advance the payment of the following expenses:

- I.S.A.F./all classes/I.W.A. - I.K.A. International sanction fees**
- Prize money for the 2010 Rhodes event winners**
- Organizational costs**
- Advertising and marketing costs**
- Media Licence Fees**
- Other expenses**
- Technical support**

Therefore, we propose the following payment conditions for our sponsorship offer:

- 40% of the total amount at the time of signature of the contract end of May - June.**
- 30% of the total amount at the end of July.**
- 30% of the total amount at the end of August.**



## 11. PUBLICITY OF 1997 P.W.A. WORLD CUP EVENT AND 1992 I.F.C.A. WORLD CHAMPIONSHIP

### **A. NEWSPAPERS**

1. The following newspapers of the Dodecanese region covered the event with 1/4 page report daily.
2. National newspapers published news reports on the event daily with articles and pictures of the event.

### **B. MAGAZINES**

#### 1. GREEK MAGAZINES

A wide range of Greek magazines.

#### 2. INTERNATIONAL MAGAZINES

R.W.A. provided with press kits for more than 30 international magazines from the following countries:

**ITALY**

**FRANCE**

**GERMANY**

**HOLLAND**

**JAPAN**

**NEW ZEALAND**

**SPAIN**

**AUSTRALIA**

**ENGLAND**

**SWITZERLAND**

**CANADA**

**U.S.A.**

### **C. RADIO COVERAGE**

Daily news reports by many local, regional and national radio stations

### **D. TELEVISION COVERAGE**

#### 1. REGIONAL

**Total regional TV time: 5 hours**

The following regional TV stations broadcasted a special a 30 minutes daily program of the race

#### 2. NATIONAL

**Total national TV time: 51':30" minutes**

#### 3. INTERNATIONAL

- I. The 30' minutes final program of 1997 World Cup was broadcasted by many international networks.
- II. 1' minute pre-announcement of the Ialisos - Rhodes event was included in the film of the Paros Grand Prix, which was broadcasted.
- III. News feed on the days of the race via:
  - REUTERS (100 TV statiois)**
  - EBU (70 TV stations)**
  - WTN (1700 TV stations)**
  - CNN (Worldwide)**
- IV. 3'-10' minutes special program to be broadcasted from the following sports television magazines
  - GILLETTE WORLD SPORT SERIES (18 minutes)**
  - ESPN (U.S.A.)**
  - SPORTSWORLD NETWORK (58 minutes)**
  - FINISH LINE (U.S.A. & 25 other countries)**
- V. The 1997 P.W.A. World Cup was on line in the following INTERNET address : [www.rwa.gr](http://www.rwa.gr)



## **12. PUBLICITY OF FORMULA WINDSURFING** **GRAND PRIX 2002 EVENT**

### **A: TV**

Tonix Pictures produced a final video tape of the event of 22" - 26" minutes, which they sent to more than 150 TV stations.

Alpha TV sponsor spot before the race for 10 days.

Daily 1/2 hour programme for 1 week with sponsors.

Spots during the race and highlights on other Greek TV stations.

Special showing of the final 22" minute video.

Local TV stations showed the race every day with reports, highlights, videos etc. for one month.

### **B: Radio**

Local radio stations, together with the sponsors, spot featured daily reports for 2 weeks before the race, 1 week during the race and the results report for 1 week after the race.

Alpha Sports Radio broadcast coverage of the race as above, nationwide.

### **C: Newspapers and magazines - Press Copy Book 200 pages**

Newspapers: national and local publications featured 150-page reports.

Magazines: national, local and international publications featured 50-page reports with pictures.

### **D: Internet + Statistics**

For the first time ever the event was broadcast worldwide on the Internet with full coverage during the race and video clips, reports, pictures, information, links etc. ([www.rwa.gr](http://www.rwa.gr))

### **E: CD ROM and DVD**

Selected pictures and videos were sent to more than 100 journalists around the world, highlighting the best moments of the event.

### **Press Office**

Obviously all this combined to make the press office and various journalists covering the event work very hard before, during and after the race.

The 2002 event in Ialiso - Rhodes got great promotion - posters, press articles, sponsor profiles, banners and t-shirts were some of the advertising media used - all of which greatly surpassed our expectations. There were also many parties to celebrate the event.



## **13. PUBLICITY OF FORMULA WINDSURFING** **GRAND PRIX 2004 EVENT**

### **A: TV**

D.M.I. produced a final video tape of the event of 30" minutes, which they sent to more than 250 TV stations.

ERT (Greek National TV) sponsor spot before the race for 20 days.

Daily 1/2 hour programme for 1 week with sponsors.

Spots during the race and highlights on other Greek TV stations.

Special showing of the final 30" minute video.

Local TV stations showed the race every day with reports, highlights, videos etc. for one month.

### **B: Radio**

Local radio stations, together with the sponsors, spot featured daily reports for 2 weeks before the race, 1 week during the race and the results report for 1 week after the race.

EPA SPORT Radio broadcast coverage of the race as above, nationwide.

### **C: Newspapers and magazines - Press Copy Book 250 pages**

Newspapers: national and local publications featured 200-page reports.

Magazines: national, local and international publications featured 50-page reports with pictures.

### **D: Internet + Statistics**

For second time ever the event was broadcast live worldwide on the Internet with full coverage during the race and video clips, reports, pictures, information, links etc. ([www.rwa.gr](http://www.rwa.gr))

### **E: CD ROM and DVD**

Selected pictures and videos were sent to more than 100 journalists around the world, highlighting the best moments of the event.

### **Press Office**

Obviously all this combined to make the press office and various journalists covering the event work very hard before, during and after the race.

The 2004 event in Ialiso - Rhodes got great promotion - posters, press articles, sponsor profiles, banners and t-shirts were some of the advertising media used - all of which greatly surpassed our expectations. There were also many parties to celebrate the event.



## **14. PUBLICITY OF FORMULA WINDSURFING EUROPEAN CHAMPIONSHIP 2005 EVENT**

### **A. TV**

TONIX produced a final video tape of the event of 30" minutes, which they sent to more than 450 TV stations.

ERT (Greek National TV) sponsor spot before the race for 20 days.

Daily 1/2 hour programme for 1 week with sponsors.

Spots during the race, news reports and highlights on other Greek TV stations.

Special showing of the final 30" minute video.

Local TV stations showed the race every day with reports, highlights, videos etc. for one month and until now.

Special highlights run's to every sport and tourism video clips who promotes the island of Rhodes, run's also to other sport events, like triathlon worlds in 2007 on Rhodes, whom they used helicopter shooting. Rhodes promotion office, ministry of tourism, etc. used the highlights of the 2005 event until now.

### **B: Radio**

Local radio stations, together with the sponsors, spot featured daily reports for 2 weeks before the race, 1 week during the race and the results report for 1 week after the race.

ERA SPORT Radio broadcast coverage of the race as above, nationwide. A lot of pull news be given to other national radio station's.

### **C: Newspapers and magazines - Press Copy Book 450 pages**

Newspapers: national and local publications featured 400-page reports.

Magazines: national, local and international publications featured 50-page reports with pictures.

### **D: Internet**

**World wide first time** ever in 2002, 2004 and 2005 the event was broadcast live worldwide on the Internet ( by Cybex ) with full coverage during the race and video clips, reports, pictures, information, links etc. ([www.rwa.gr](http://www.rwa.gr))

The video, pictures and text's from this event spread to more than 2000 web sites around the world, whom promote lalisos - Rhodes event until now.

### **E: CD ROM and DVD**

Selected pictures and videos were sent to more than 1000 journalists around the world, highlighting the best moments of the event.

### **Press Office**

Obviously all this combined to make the press office and various journalists covering the event work very hard before, during and after the race. The 2005 event in lalisos - Rhodes got great promotion - posters, press articles, sponsor profiles, banners and t-shirts were some of the advertising media used - all of which greatly surpassed our expectations. There were also many parties to celebrate the event and other side events.



## **15. COMMENTARY BY ACHILLEAS TZIMAS AND CHRISTOS PETREAS**

### **AN EVALUATION OF MASS MEDIA COVERAGE IN INTERNATIONAL ATHLETIC EVENTS AS SEEN THROUGH THE ORGANIZATION OF WINDSURFING CHAMPIONSHIPS IN IALISOS - RHODES UNTIL 2005**

The recent hosting of the Olympic Games in Greece has raised the issue of the organization of athletic events and their effects on public services, promotion of the host country or area, the financial benefits, as well as the management of costly athletic complexes. Furthermore, the tourist industry in Greece, which is rapidly developing into the most important sector of the economy, can greatly benefit from such promotion.

The organization of athletic events and their relative repercussions are of particular interest. Regular athletic meetings of international championships and competitive sports have also come to the foreground ( European athletic games, Euro- football etc). In light of the Olympic Games, Greece has been able to observe how the organization of an athletic event affects its host community, socially, economically and communicatively. Apart from the Olympic Games, the most popular events both in Greece and abroad, were those, which were held in extensive sports facilities, be they stadiums or special structures for games such as soccer.

The prime focus of major athletic events is not the sport in itself but the benefits gained by MM (mass media) coverage and the subsequent financial gains. In regular athletic events with regional or international range, broadcasting is paid for by MM organizations which is not often taken advantage of by the hosting area, and as such, no effective preparation for media coverage is undertaken and the repercussions of such coverage are often ignored.

However, we must bear in mind that there are athletic events, which have little to no requirements as far as permanent facilities are concerned and thus need no special expenditure or maintenance before or after the sporting event. Such sports can offer tremendous benefits on the same scale as the major athletic events, which have been held in Greece recently. Such examples are the Windsurfing Championships in Ialisos - Rhodes, which combine action with the sea.

The wind/kite surfing sport is unique in that it offers both participation and viewing by visiting tourists and local residents. As such we have not taken full advantage of the potential of tourist involvement or the organization of events, which, apart from attracting spectators, can offer tremendous economic gains. The sport of Wind/kite surfing has offered significant benefits to the island of Rhodes in recent years.



The major events, which have been held on Ialisos beach by the Rhodes Windsurfing, Kitesurfing & Sailing Academy (RWA-RKA) over the last decade, have created one of the best-organized spots for fanatics of the sport. Moreover, official findings have shown that the events have promoted the region due to MM coverage. The promotion of the championship events, which include some of the best windsurfers in the world, are also a chance for spectators to try the sport on one of the many surfing spots on the island. Ialisos is one of the best places on the island for Freestyle, Course and Slalom.

The wind in the area is stable creating side shore waves and the sea has wave patterns ranging from small cutting waves to very large waves. It has been noted that a large number of tourists visit Rhodes not only during athletic events but also at other periods, combining windsurfing and kitesurfing vacations. Data on wind/kite surfing as a sport, indicate that there are more than 15 million wind/kite surfers around the world.

The Formula Windsurfing events in 2002, 2004 and 2005, in Ialisos - Rhodes, apart from being a great success were also an important happening for the island. They produced worldwide media coverage in national and international press, establishing Rhodes and Windsurfing throughout the world. In view of the forthcoming Formula Windsurfing European Championship and other events in the next few years, we must stress that apart from great athletic events, they will be a great promotional opportunity for Greece as they will be the focal point of all interested parties, even more so than in previous events.

The experience gained from the events of the previous periods indicates that the repetition supports increasing attendance, media coverage and promotional benefits. The below tables present some data.

Table 1 – The events organized in Ialisos - Rhodes

No	YEAR	EVENT TITLE	AREA
1	1992	IFCA World Championship	International
2	1997	PWA World Cup	International
3	1998	Greek Funboard National Championship	National
4	1998	King of Rhodes Freestyle and Slalom event	Regional
5	1999	Greek Funboard National Championship	National
6	1999	King of Rhodes Freestyle and Slalom event	Regional
7	2002	Formula Windsurfing Grand Prix	International
8	2004	Formula Windsurfing Grand Prix	International
9	2005	Formula Windsurfing European Championship	International



The statistical table below, shows the increasing trends in practically all factors

Table 2 - Statistical information on events

Contents	Events								
	1992	1997	1998	1998	1999	1999	2002	2004	2005
Athletes competing	160	50	80	20	60	20	50	20	125
Support teams / attendants	600	200	300	100	250	100	200	150	>800
Duration in days*	14	10	10	7	10	7	14	14	>25 <sup>†</sup>
Spectators (est.)	> 1000	> 1000	600-800	> 200	500-600	> 200	> 1000	> 1000	> 3000
Duration of media coverage	The whole year	The whole year	2 months before & 4 months after	1 month before & 2 months after	2 months before & 4 months after	1 month before & 2 months after	The whole year	The whole year	24 months (6 months before & 18 months after)
Major sponsors - institutional	2	2	3	1	3	1	4	5	10
Major sponsors – commercial enterprises	1	4	3	1	4	2	0	4	5
Sponsors with products and services	4	8	9	4	10	6	10	12	9

\* While the event typically lasts 5 days, athletes and their teams usually come earlier and stay after the event either to train or for a holiday.

<sup>†</sup> The length of the event period is due to the extended stay of many athletes and support teams staying on for further training, due to the quality wind conditions that can be found in lalisos





It is important to note the details of the mass media coverage, which show amazing interest in this sort of event:

Table 3 – Mass Media coverage by event

MME	1992	1997	1998	1998	1999	1999	2002	2004	2005
Local Press	7	7	7	7	7	7	7	7	7
National News press	15	12	10	6	8	6	20	20	25
National Sport press	10	6	4	-	5	-	10	10	10
International press	-	-	-	-	-	-	4	4	15
Local magazines	2	2	2	2	2	2	2	2	2
National magazines	6	8	10	4	10	4	10	8	10
International magazines	20	20	3	2	3	2	20	20	>20
Local Radio Stations	8	8	8	8	8	8	8	8	8
National Radio	4	6	10	2	10	2	Alpha Live +10	ERA Sport +10	ERA Sport +10
Local TV Stations	4	4	4	4	4	4	4	4	4
National TV Stations	ERT & Pool	ERT & Pool	ERT & Pool	ERT	ERT & Pool	ERT	Alpha & Pool	ERT & Pool	ERT & Pool
International TV Stations	PBA (100)	SSM/PWA (>150)	-	-	-	-	Tonix Pictures (>150)	DMI (>250)	Tonix Pictures (>450)
Internet/website	IFCA	RWA Cybex (>500)	RWA Cybex (>100)	RWA Cybex	RWA Cybex (>200)	RWA Cybex	RWA Cybex (>1000)	RWA Cybex (>1500)	RWA Cybex (>2000)
Organization	IFCA ISAF	PWA RWA	HYF RWA	RWA	HYF RWA	RWA	RWA ISAF IWA IFWC	RWA ISAF IWA IFWC	RWA ISAF IWA IFWC
Sponsors Web	2	2	4	2	4	2	14	21	24
E- newspapers	-	-	-	-	-	-	10	20	50



Conclusions can be derived, based on the above Tables, as well as from the evaluation of data collected from the (up to date) research (among athletes and spectators) in Ialiso – Rhodes. We can identify a number of factors as “good” for successful coverage of such athletic events by MM, indicatively:

- Previous advertising of event
- Good publishing material
- Branding of the event and the host area
- International events clearly have much larger ratings.
- The international aspect is more important than the number of athletes and attendants taking part.

The successful hosting of events up to now is evident by the potential scheduling of future Wind/kite surfing events from 2010 onwards:

#### **2011: WORLD WIND/KITE SURFING FESTIVAL**

#### **2012: WORLD WIND/KITE SURFING FESTIVAL**

A proposal is also pending to the Ministry of Tourism, for the organization of an **Aegean Odyssey** by windsurfing among the islands in the Aegean, in 2012, to be included in the course of the “**Olympic Flame**”, this being also a challenge for the best international athletes to participate in the event.

A proposal of the project “sportstourismgreece”<sup>®</sup> has been submitted to the Ministry of Tourism, including suggestions for an overall promotion strategy for athletic tourism. Also, a field research project on windsurfing and kitesurfing tourism is underway for the 2008 and 2009 period in a number of prime locations for the sports on Lefkada island ( Complex of Ionian’s sea islands ), Naxos island ( Kiklades complex of islands ) and Rhodes island ( Dodecanese Complex of Islands) Southern Aegean region in Greece.

We have recommended that Rhodes become a point of attraction and training area for wind/kite surfing and sailing athletes in general. In support of the choice of Rhodes and Greece as a host for other athletic events we must consider the benefits gained in previous international Windsurfing Championships hosted by our country. These events were responsible for the strengthening and promotion of the international athletic spirit in our country, in an arena ‘the sea’, which is available free of charge. Most importantly, we do not need to **build colossal training facilities** to accommodate this athletic event. In our effort to promote new forms of quality tourism, wind/kite surfing, which is already established both athletically and as a tourist facility, is perhaps the only quick and inexpensive form of promotion for our islands and the Aegean in general.

Clearly it would be both prudent and useful to continue and expand the effort already started, for field research that would identify and analyze new forms of athletic tourism, which exhibit these advantages through MM coverage, with the benefits that this entails. As far as Rhodes is concerned, we have already scheduled research into successive future events.

The establishment of a series of continuing athletic events and their support in the future, will bring in huge benefits to Rhodes, the Aegean and Greece more generally. However, this can only be achieved through a combined and systematic effort by all involved.



## **16. BIOGRAPHICAL DATA OF ACHILLEAS E. TZIMAS**

Founder: Rhodes Windsurfing Academy (1997), Rhodes Kitesurfing & Sailing Academy (2009) and Surfwear Shops (1995)  
Official Windsurfing & Sailing Trainer (since 2000) and Lifeguard (since 2004)  
Founding Member of the Hellenic Sailing Coaches Association - HSCA  
(and Vice-President of the Administration Board 2003-2006)  
Public Member for nautical sports, of the Municipal Organization for Sport and Youth of Ialisos City,  
(since 2002 – Honorary)  
Advisor to the Mayor of Ialisos City and initiator - promoter of the idea for the creation of  
Ialisos City Tourism Organization - ITO (since 2007)  
In Charge of Communications, Marketing, Public Relations, Media, and Advisor for New Sports Development  
of Sport Club “Ialisos” (2005-2009)  
Founding Member of Rhodes Bicycle Club “Ialisos” (since 1999)  
Founding Member of Rhodes Windsurfing Club (since 1992)  
Member of Nautical Club of Rhodes – National Athlete (1991-2001) – Official Trainer (2001-2002)  
Representative for Greece of the: International Funboard Class – IFCA (since 1992)  
Formula Windsurfing Class – FWC (since 2000)  
International Raceboard Class – IRC (since 2008)  
International Mistral Class Organisation – IMCO (since 2008)  
Techno 293 Class – T293 (since 2008)  
Member of: International Windsurfing Association – IWA (since 2000)  
Professional Windsurfers Association – PWA (since 1993)  
International Speed Windsurfing Class - ISWC (since 2007)  
International Kiteboarding Association – IKA (since 2008)  
Co-founder of the “Sports Tourism Greece” Project for the development of sports tourism in Greece (since 2004)  
Implementation Coordinator of Field Research in Sports Tourism

**Achilleas E. Tzimas**, was born in Ialisos City, Rhodes Island, Greece, on 17 March 1969, son of Evangelos from Ioanina and Evangelia from Rhodes.

His involvement with windsurfing started in 1983, initially as athlete and then as trainer. Ever since, he has been promoting the sport and its tourism exploitation as a complementary and additional tourism product, through RWA - the Rhodes Windsurfing, Kitesurfing & Sailing Academy. RWA is the only officially licensed (by the Secretariat General for Sports) sport academy, on the island of Rhodes. As sports event organizer, through RWA, Achilleas has successfully organized 9 National, European and World windsurfing championship events, at Ialisos beach, Island of Rhodes, in the period 1992-2005.

After secondary education and in parallel with his military service and his studies, Achilleas became involved with sports and championships. He has been a member of the official Greek National Windsurfing Team from 1991 to 2001, and has received recognition as a windsurfing athlete from 3<sup>rd</sup> to the 17<sup>th</sup> position in National Championships, and in the World Ranking List from 14<sup>th</sup> to 48<sup>th</sup> position, participating with the international official number GRE – 1111.

Today he continues to promote all sports, in the context of the overall touristic offer of the island of Rhodes, and in the context of the development of sports tourism generally, in Greece, in the Dodecanese complex of islands and in Region of South Aegean. He organizes training camps, international competitions, and other athletic and tourist events, offering comprehensive services supported with integrated facilities at Ialisos Beach, in Rhodes. Jointly with his sister Paraskevi, they own and operate sports shops. Achilleas promotes a variety of sports, such as beach soccer, basketball, bicycling and mountain bike, horseback riding, hiking, climbing, scuba diving, beach volley, triathlon and golf, as well as nautical sports, classic sports, motor sports (model racing, carting), skateboarding, and others.



#### BIOGRAPHICAL DATA ACHILLEAS E. TZIMAS

He has been a non-professional reporter since 1991, publishing in various media, articles on sport and tourism, at local, national and international level. In 1997, 1998 and 1999, he published three special interest tourism guidebooks to attract educational / student tourism to Rhodes. Also, he published a special book in honor of his father Evangelos A. Tzimas, ownership of the Historic Tavern "ANIXIS" (where scenes from movies such as "The Guns of Navarone" were filmed) for the 30-year period 1969-1997.

He is collaborating with the Dodecanese Tourism Organization – DOT (since 2008) in the preparation of the texts and the design of a specialized brochure for "sports tourism", for the tourism promotion of the Dodecanese islands, under the European Programme Leader+. He is also collaborating (since 2008) with PRO.TOUR for the development of sports tourism in Rhodes, more particularly for the preparation of a special brochure for sports tourism and for the presentations in specialized exhibitions. He collaborated with the Municipality of Ialiso for the improvement of a tourist guide for the advertizing promotion of the Ialiso City (since 2007).

Since 2004 he has been involved with the promotion of a specialized national sports tourism strategy for all of Greece, with speeches, presentations and publications, at events and conferences, at local, national and international level, including the submission of proposals for the implementation of the Project "Sports Tourism Greece" (which he initiated in 2004) to relevant Ministries and other authorities, in collaboration with Mr. Christos Petreas.

#### Contact details:

**RHODES WINDSURFING, KITESURFING & SAILING ACADEMY**

**Project "Sports Tourism Greece"**

All located at: 8, Ferenikis Street – Trianda – Ialiso City – 85101 Rhodes Island, Greece

Websites: [www.rwa.gr](http://www.rwa.gr) [www.rka.gr](http://www.rka.gr) [www.sportstourismgreece.gr](http://www.sportstourismgreece.gr)

Tel. - Fax: (+30) 22410 96380 / 95928

E-mail: [achilleas@rwa.gr](mailto:achilleas@rwa.gr) – GSM: (+30) 6944 428 428

GPS - Coordinates: N 36. - E 28.



## 17. Achilleas E. Tzimas GRE-1111

### A GREEK NATIONAL AND INTERNATIONAL WINDSURFING ATHLETE www.rwa.gr



<b>1991</b>	1	National Funboard	Vasiliki - Lefkada
<b>1992</b>	1	National Funboard	Athens - Shinias
<b>1993</b>	1	National Funboard	Athens - Shinias
<b>1994</b>	1	National Funboard	Athens - Shinias
<b>1995</b>	3	National Funboard	Athens - Shinias / Patra / Paros
<b>1996</b>	5	National Funboard	Athens - Anavisos
			Athens - Shinias / Patra / Dilesi
			Athens - Varkiza
<b>1997</b>	1	National Funboard	Paros
<b>1998</b>	1	National Funboard	Rhodes
<b>1999</b>	1	National Funboard	Rhodes
<b>2000</b>	2	National Funboard	Paros / Patra

<b>1992</b>	1	I.F.C.A. World Championship	Rhodes
<b>1993</b>	1	P.B.A. World Cup	Paros
<b>1994</b>	1	P.B.A. World Cup	Paros
<b>1995</b>	1	P.B.A. World Cup	Paros
<b>1996</b>	1	A.S.A. World Championship	Eilat - Israel
	1	P.W.A. World Cup	Paros
	1	I.F.C.A. World Championship	Nordney - Germany
<b>1997</b>	2	P.B.A. World Cup	Paros / Rhodes
	1	I.F.C.A. World Cup	Perth - Australia
	1	I.B.S.A. World Championship	Perth - Australia
<b>1998</b>	1	P.W.A. World Cup	Paros
<b>1999</b>	1	P.W.A. World Cup	Paros
<b>2000</b>	1	I.F.C.A. World Championship	Paros
	1	P.W.A. World Cup	Paros
	1	I.B.S.A. Formula Windsurfing World Championship	Pattaya - Thailand
<b>2001</b>	1	Formula Windsurfing World Championship	Fortaleza - Brazil

## Profile R.W.A. - R.K.A.

Rhodes Windsurfing, Kitesurfing and Sailing Academy, the only one official Academy in Rhodes island, founded and created by a Greek National Team Windsurfer and official Sailing and Windsurfing trainer,

**Achilleas E. Tzimas GRE - 1111**

### The Academy Services:

- › Windsurfing, Kitesurfing and Sailing lessons, rent, storage, transfer, repairing sails and boards.
- › Beach Volley, Beach Soccer areas, for training and lessons.
- › Canoe, Pedalos, Optimist, Catamaran, Laser, for rent and lessons.
- › Jet Bike, Water Ski, Wakeboard and SeaBob for rent.

### Sport Events:

- › Host of the I.F.C.A. World Championship 1992
- › Organizer: of the P.W.A. World Cup 1997
  - Greek National Championship (Funboard) 1998
  - King of Rhodes Freestyle and Slalom 1998
  - Greek National Championship (Funboard) 1999
  - King of Rhodes Freestyle and Slalom 1999
  - Formula Windsurfing Grand Prix 2002
  - Formula Windsurfing Grand Prix 2004
  - Formula Windsurfing European Championship 2005

### Surfwear Shops:

- › Two shops with surfwear, sportswear, beachwear, shoes, sandals, sunglasses, sport watches and equipment and accessories for Windsurfing, Kitesurfing, Sailing and Skateboarding.

### Accommodation & Entertainment:

- › In collaboration with the best Hotels and Aparts and best Beach Bars, Clubs and Restaurants, keeps you entertain all day and night, with video shows, music and parties.

### Other Facilities & Sports:

- › The spa, gym, indoor swimming pool and action sports such as horse riding, diving, climbing, trekking, cycling, mountain bike, along with yachting, cruising, golf. Life guards for your safety, full animation program and Skateboarding park, all together make R.W.A. - R.K.A. at Ialisos Beach, Rhodes Island, one of the best complete sports areas in Greece and around the World.

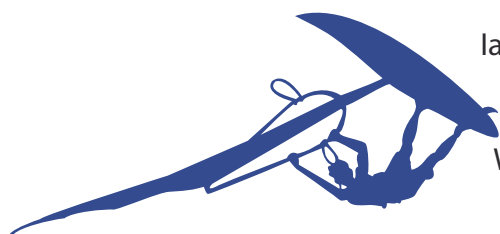
### Sports Tourism Greece® Since 2004. Tzimas - Petreas:

- › Project and proposal, for a strategy for the development of sports tourism in Greece, since 2004.

[www.sportstourismgreece.gr](http://www.sportstourismgreece.gr)

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## Aegean Sea, Top Windsurfing, Kitesurfing & Sailing Spot, Rhodes - Greece



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Websites: [www.rwa.gr](http://www.rwa.gr) & [www.rka.gr](http://www.rka.gr)  
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