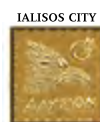


# Sponsoring Profile & Application

With more than 15 MILLION wind/wing/foil/kite & SUP surfers and more than 150 MILLION viewers we are the ultimate surf force.



SUPPORTED BY:

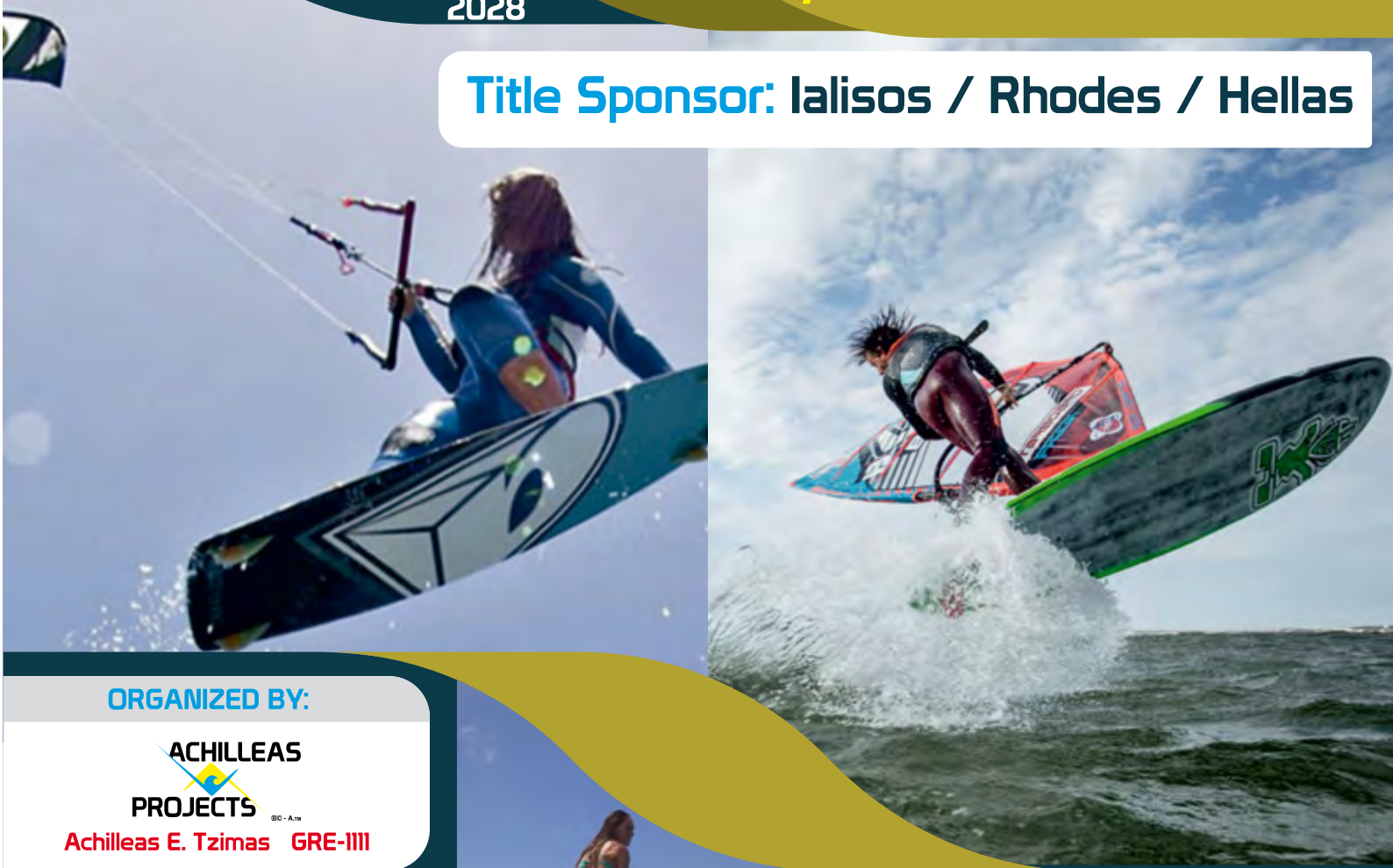


Project and Proposal, for a strategy for the Development, of Sports Tourism, in Greece.

2024  
2025  
2026  
2027  
2028

**“COLOSSE SURFEUR DE RHODES”**  
World Wind/Kite Surfing & Sup Festival  
Ialisos City - Rhodes Island / Hellas

**Title Sponsor: Ialisos / Rhodes / Hellas**



ORGANIZED BY:



TECHNICAL SUPPORT:



LIVE WEB CAM ON DEMAND

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

E-mail: [achilleas@rwa.gr](mailto:achilleas@rwa.gr)

Mobile: (+30) 6944 428 428

MAIN SPONSOR:



LOCAL SPONSORS: ???

**Be Green / Save the Oceans**



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

**2024 - 2027:** WORLD WIND/KITE SURFING & SUP FESTIVAL

**2028:** WORLD WIND/KITE SURFING & SUP 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 April and November, although their peak time is in high summer. Since 1992 Ialisos has been host 9 National and International Windsurfing events, until 2005.



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

- the event being the 2024 World Wind/Kite Surfing & SUP Festival.

**IALISOS-RHODES** is the perfect location for international wind/kite surfing & SUP 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 Ialisos- 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 Ialisos-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 Ialisos-Rhodes by association with a dynamic, environmentally friendly, sport and healthy lifestyle.

### **HISTORY**

Ialisos-Rhodes has been the destination for major windsurfing events, since 1992 until now. More recently Ialisos 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 Ialisos-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 Ialisos-Rhodes. The media interest in the event has been well documented; the promotion and coverage were exemplary and benefited Ialisos, Rhodes, the Aegean region and Greece.

### **FUTURE**

The 2024 event is just the start of a 5 year programme of major championships and events in Ialisos- 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.

“That was the last letter with the opinion of Ceri, In memory of Ceri Williams / (IWA)”



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

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. Many other Greek athletes in windsurf, kitesurf & sup, have good international results and high position in world ranking list.

IALISOS CITY - RHODES ISLAND 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 2024 Ialisos Beach, Rhodes will be the venue for the WORLD WIND/KITE SURFING & SUP FESTIVAL. The options for 2024 until 2028 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 & SUP 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 & SUP 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 & SUP WORLDWIDE

### Wind/Kite surfing & sup all over the world

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

		windsurfers	kitesurfers - SUP - Wing - Foil
<b>Russia and CIS:</b>	<b>2.000.000</b>	"	} 50%
<b>France:</b>	<b>1.500.000</b>	"	
<b>Germany, Austria</b>	<b>1.500.000</b>	"	
<b>Spain:</b>	<b>1.000.000</b>	"	
<b>East Countries, Japan, Korea:</b>	<b>1.000.000</b>	"	
<b>Australia:</b>	<b>1.000.000</b>	"	
<b>Italy, Switzerland</b>	<b>1.000.000</b>	"	
<b>U.S.A.:</b>	<b>1.500.000</b>	"	
<b>South America:</b>	<b>1.000.000</b>	"	
<b>Canada:</b>	<b>500.000</b>	"	
<b>Other Europe:</b>	<b>1.000.000</b>	"	
<b>Poland, Belgium, Netherland</b>	<b>1.000.000</b>	"	
<b>Africa:</b>	<b>500.000</b>	"	
<b>Portugal:</b>	<b>400.000</b>	"	
<b>Greece:</b>	<b>100.000</b>	"	

Wind/kite surfing & SUP, 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 & SUP 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 & SUP 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 & SUP is clean !**

**Be Green / Save the Ocean**

## 6. POSTERS AND PHOTO ALBUM

### a) POSTERS

#### I.F.C.A WOLRD CHAMPIONSHIP 1992





**P.W.A. WORLD CUP 1997**

Internet Online: <http://www.cybex.gr/pwa>



# RHODES WORLD CUP

Δ.Ο.Ν.Α.  
Municipality of Rhodes  
**20-25 AUGUST**



SPONSORED BY





LOCAL SPONSORS:

ΠΑΝΑΓΙΩΤΟΠΟΥΛΟΣ Α.Ε. ΝΕΠΟ ΑΥΡΑ  
BIOPLAZ A.E.  
FREE SOUND BY GIOVANNI  
KYDON TOURS  
G. & FERRIES WALKERDEN  
ΠΑΥΛΟΥ ΟΜΟΡΦΟΣ  
ALGIDA

COLORADO PUB live music  
Red Bull  
Club Paradiso  
OXBOW CLUB RHODES SURF SHOP  
"Ασπίδα" Αθλητική Έκθεση

ΟΡΓΑΝΩΤΕΣ: Δ.Ο.Ν.Α. Δημοτικός Οργανισμός Νεολαίας και Αθλητισμού σε συνεργασία με το Ξενοδοχείο Sun Beach και την Ακαδημία του "Rhodes Windsurfing Academy"



# KING OF RHODES 1998

**THE ULTIMATE FREESTYLE AND SLALOM WINDSURF CONTEST**

**RHODES WINDSURFING ACADEMY** *and* **OXBOW**  
*Club Rhodes - Surf Shop*

*presents*

Supported by **D.O.N.A.**  
*municipality of Rhodes*

**Red Bull**

**\$1000**  
*Prize Money*

**King of Rhodes**

**1998**

**August 21 - 22 - 23**

**Sun Beach Hotel 15:00-19:00**

*After Contest Party* **August 23**  
*at the Beach Bar of Sun Beach* **21:00**  
*inc. Crowning of the King* *music by dj Peris*

**Sponsors**

**Co - Organizers**

**U.C.P.A.** 

## NATIONAL WINDSURF CHAMPIONSHIP 1998

Internet Online: <http://www.cybex.gr/pwa> <http://www.eio.gr>

# ΠΑΝΕΛΛΗΝΙΟ ΠΡΩΤΑΘΛΗΜΑ WINDSURFING FUNBOARD CLASS ΡΟΔΟΣ 1998 17-24 ΜΑΙΟΥ

ISAF PWA E.I.O. Δ.Ο.Ν.Α.

ΚΟΡΗΤΟΙ

SUN BEACH HOTEL MANAGEMENT

HOOD

OXBOW  
FUN

bolle

OXBOW  
Club Member Contributor

REEF  
BRAZIL

Επίσης το πρωτάθλημα στηρίζουν

- Kydon Tours G.A. Ferries Agoudimos
- ΡΟΔ. ΠΟΤΟΠΟΙΑ Α.Ε. ΝΕΡΟ ΑΥΡΑ • ΤΣΙΚΚΙΣ SECURITY
- Free Sound by GIOVANNI • ΒΙΟΠΛΑΖ Α.Ε. • Algida

Οργανωτής ο Ναυτικός Όμιλος Ρόδου με συνδιοργανωτή τον Δημοτικό Οργανισμό Νεολαίας και Αθλησης του Δήμου Ροδίων σε συνεργασία με το ξενοδοχείο Sun Beach και την Ακαδημία Rhodes Windsurfing Academy.



## KING OF RHODES 1999

*The Ultimate Freestyle Windsurf Contest*

**RWA** and **OXBOW**  
RODOS WINDSURFING ACADEMY CLUB RODOS - SURF SHOP  
*KELLAS* *presents*

Supported By:

 **RODOS**  
ORGANISATION OF PROMOTING TOURISM IN RODOS

 **REEF**

**King of Rodos**  
**1999**

**Prizes:**  
**3 Best Pro**  
**3 Best Amateurs**  
**Overall Winner Claims**  
**King Of Rodos Title.**

**September 3/4**  
**Sun Beach Hotel 15:00 - 18:00**  
**After Contest Party**  
**At The Beach Bar Of** **September 4**  
**Sun Beach**  
**inc. Crowning Of The King 22:00**

Sponsors:

**OXBOW** **ΡΟΔΙΑΚΗ ΠΟΤΟΠΟΪΑ Α.Ε.** **COLORADO**  
Entertainment Center  
**REEF** **Κ.ΔΙΑΚΟΓΕΩΡΓΙΟΥ** **Boulevard**

Co-Organised  
**Δ.Ο.Α.Ν.**  
 Sport Office  
 of  
 municipality  
 of Ialysos.

**NATIONAL WINDSURFING CHAMPIONSHIP 1999**

Internet Online://www.pwa.gr/Rhodes  
*Not online* cybex S.A.

www.actionsport.net/ rwa  
 Globo Extreme sports

**ΠΑΝΕΛΛΗΝΙΟ ΠΡΩΤΑΘΛΗΜΑ**

**WINDSURFING FUNBOARD CLASS  
 ΡΟΔΟΣ 1999 24-29 ΜΑΪΟΥ**

ΠΑΡΑΛΙΑ ΙΑΛΥΣΟΥ ΞΕΝΟΔΟΧΕΙΟ SUN BEACH



I.S.A.F.



E.I.O.

Σ.Ι.Π.  
 Ο.Τ.Ε

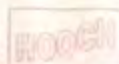
I.B.S.A.  
 FORMULA



Επίσης το Πρωτάθλημα στηρίζουν:



KING SIZE  
 DISCO CLUB



Algida

ΚΥΘΟΝ TOURS G.A FERRIES ΑΓΟΥΔΙΜΟΣ

TSIKIS SECURITY

ΡΟΔΙΑΚΗ ΠΟΤΟΠΟΙΑ Α.Ε.

Θ & Ι. ΚΑΛΛΙΓΑΣ ΑΕΒΕ

FREE SOUND  
 by Jovanni.

Κ. ΑΙΜΕΝΑΡΧΕΙΟ ΡΟΔΟΥ

E.T.1. NET

E.T.3 (Αδριναλίνα)

ΡΑΔΙΟ 1 ΚΑΙΚ FM 88

TV4

Υπό την Αιγίδα και  
 χορηγία των:



ΡΟΔΟΣ  
 ΟΡΓΑΝΙΣΜΟΣ ΒΡΟΧΘΙΚΗΣ ΡΟΔΙΑΚΟΥ ΤΟΥΡΙΣΜΟΥ

**Δ.Ο.Α.Ν**  
 ΔΗΜΟΥ ΙΑΛΥΣΟΥ

**ΥΠΟΥΡΓΕΙΟ**  
**ΑΙΓΑΙΟΥ**

**ΝΟΜΑΡΧΙΑ ΔΩΔ/ΣΟΥ**



Το πρωτάθλημα  
 αφιερώνεται  
 στην αναγνώριση  
 της κλάσης funboard ως  
 Ολυμπιακό άθλημα  
 για το **2004**

**FORMULA WINDSURFING GRAND PRIX 2002**

15 **FORMULA WINDSURFING GRAND PRIX 2002**  
7-16 JUNE, RHODES ISLAND, GREECE  
HOSTED BY: THE FORUM BEACH HOTEL, IALISOS BEACH

**ORGANIZED BY:**

**SUPPORTED BY:**

**MINISTRY OF THE AEGEAN**  
**PREFECTURE OF DODECANESI**  
**MUNICIPALITY OF RHODES**  
**MUNICIPALITY OF IALISO**

**SPONSORED BY:**

**LOCAL SPONSORS:**  
NAFILOS BEACH BAR RESTAURANT  
COLORADO LIVE ROCK - PARADISO-SUMMER CLUB  
SPEEDEX - FedEx - DANE SEA LINES

**THANKS TO:**  
PORT POLICE OF RHODES - 95 A&E - CHOPPY WATER  
TONIX PICTURES - RED BULL - TYPOGRAPHIO - ZAIRIS  
UNIVERSITY PRESS - ARTION - HALIKIAS - FRAI TELECOM BY ICOM  
QUEST D.J. RICARDO DA FORCE

INTERNET LIVE BROADCASTING  
by: [www.rwa.gr](http://www.rwa.gr)



## FORMULA WINDSURFING GRAND PRIX 2004

**IALISOS CITY THE HOMETLAND OF OLYMPIADS WELCOMES**

# FORMULA WINDSURFING GRAND PRIX 2004

**4-12 JUNE - RHODES ISLAND - GREECE**

**HOSTED BY: [www.forumhotels.com](http://www.forumhotels.com) IALISOS BEACH**

**ORGANIZED BY:**  **R.W.A. RHODES WINDSURFING ACADEMY HELLAS**

**SUPPORTED BY:**

-  **MINISTRY OF TOURISM**
- MINISTRY OF THE AEGEAN AND ISLAND POLICY**
-  **SOUTHERN AEGEAN REGION**
- MUNICIPALITY OF RHODES**
- MUNICIPALITY OF IALISOS**
-  **HELLENIC TOURIST PROPERTIES**

**OPTIONS:**

- 2005:** APRIL/MAY-FORMULA WINDSURFING GRAND PRIX (A 2005 WORLD CHAMPIONSHIP QUALIFICATION REGATTA) AND INVITATIONAL LONG DISTANCE CHALLENGE RACE: ODYSSEA OF AEGEAN SEA.
- 2006:** SEPT./OCT.-FORMULA WINDSURFING WORLD CHAMPIONSHIP.
- 2007:** JUNE-JULY FORMULA WORLDS QUALIFICATION REGATTA. AS PART OF THE ISLAND GAMES ?
- 2008:** APRIL/MAY-FORMULA WINDSURFING GRAND PRIX. OR FORMULA EUROPEAN CHAMPIONSHIP

**INTERNET LIVE BROADCASTING WITH WEBCAMERA AND WEATHER STATION BY:  & AKAMA! [www.rwa.gr](http://www.rwa.gr)**

**DESTINATION MARKETING INTERNATIONAL**

**MAIN SPONSORS:**     

**SPONSOR BY :**         

*AEGEAN SEA  
TOP WINDSURFING SPOT  
IALISOS - RHODES*



## FORMULA WINDSURFING EUROPEAN CHAMPIONSHIP 2005

**Formula Windsurfing European Championship**  
**Ialisos - Rhodes 4 - 12 June 2005**  
 AT FORUM BEACH HOTEL - IALISOS BEACH

**Organized by:**

**Supported by:**

**ΥΠΟΥΡΓΕΙΟ ΤΟΥΡΙΣΤΙΚΗΣ ΑΝΑΠΤΥΞΗΣ**  
 Ελληνικός Οργανισμός Τουρισμού  
 Ministry of Tourism  
 Greek National Tourism Organization

**Also supported by:**

- Ministry of Aegean
- Southern Aegean Region
- Prefecture of Dodecanese (D.O.T.)
- T.E.D.K. - PRO TOUR.

**OPTIONS:**

**2006:**  
 FORMULA WINDSURFING WORLDS

**2007:**  
 FORMULA WINDSURFING GRAND PRIX  
 (and Island Games)

**2008:**  
 FORMULA WINDSURFING GRAND PRIX  
 (Followed by Aegean Odyssey by Windsurf)

**Hosted by:**

ΔΗΜΟΣ ΙΑΛΙΣΟΥ  
 MUNICIPALITY OF IALISOS  
 ISLAND OF RHODES

Live on the internet  
 by: and   
 www.rwa.gr

AEGEAN SEA  
 TOP WINDSURFING SPOT  
 IALISOS - RHODES

**Major Sponsors:**

**Sponsors:**

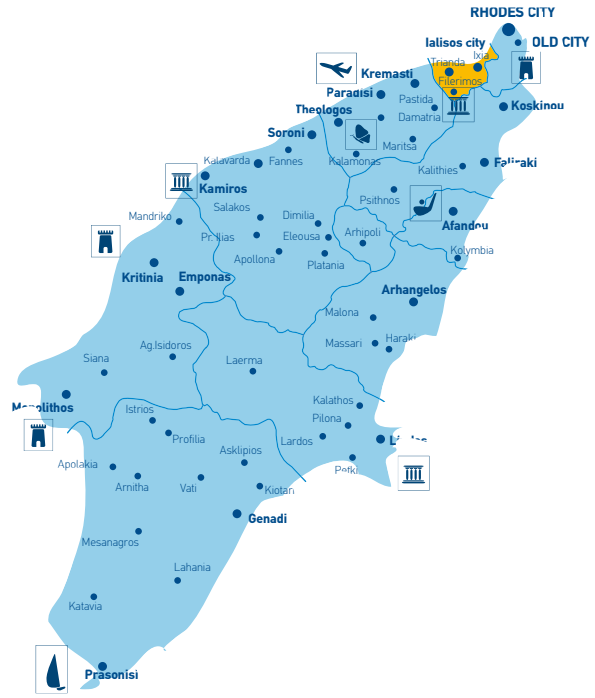
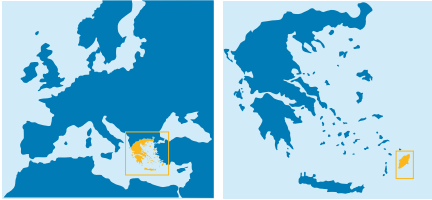


**b) P.W.A. WORLD CUP 1997**

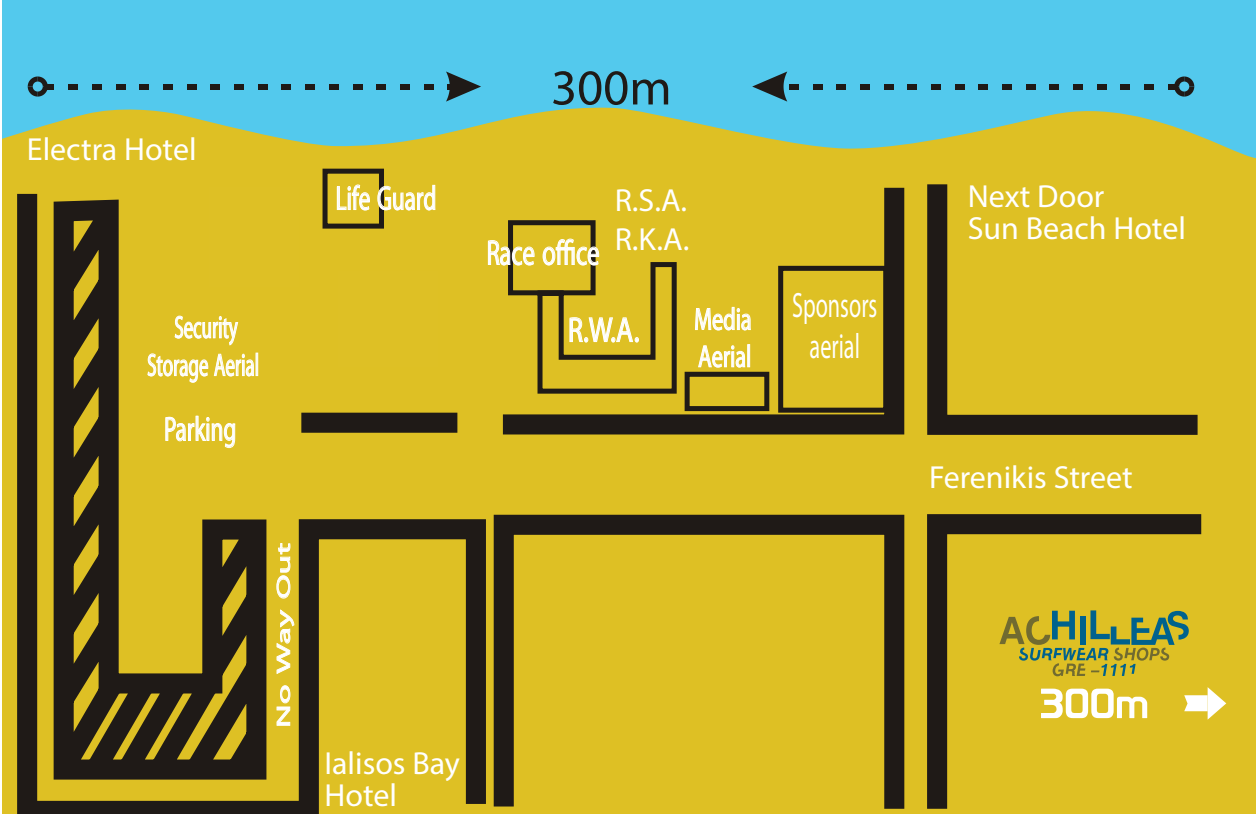


**c) Ialisos Beach**  
**Race Aerial - Map of Rhodes**

**i** 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.



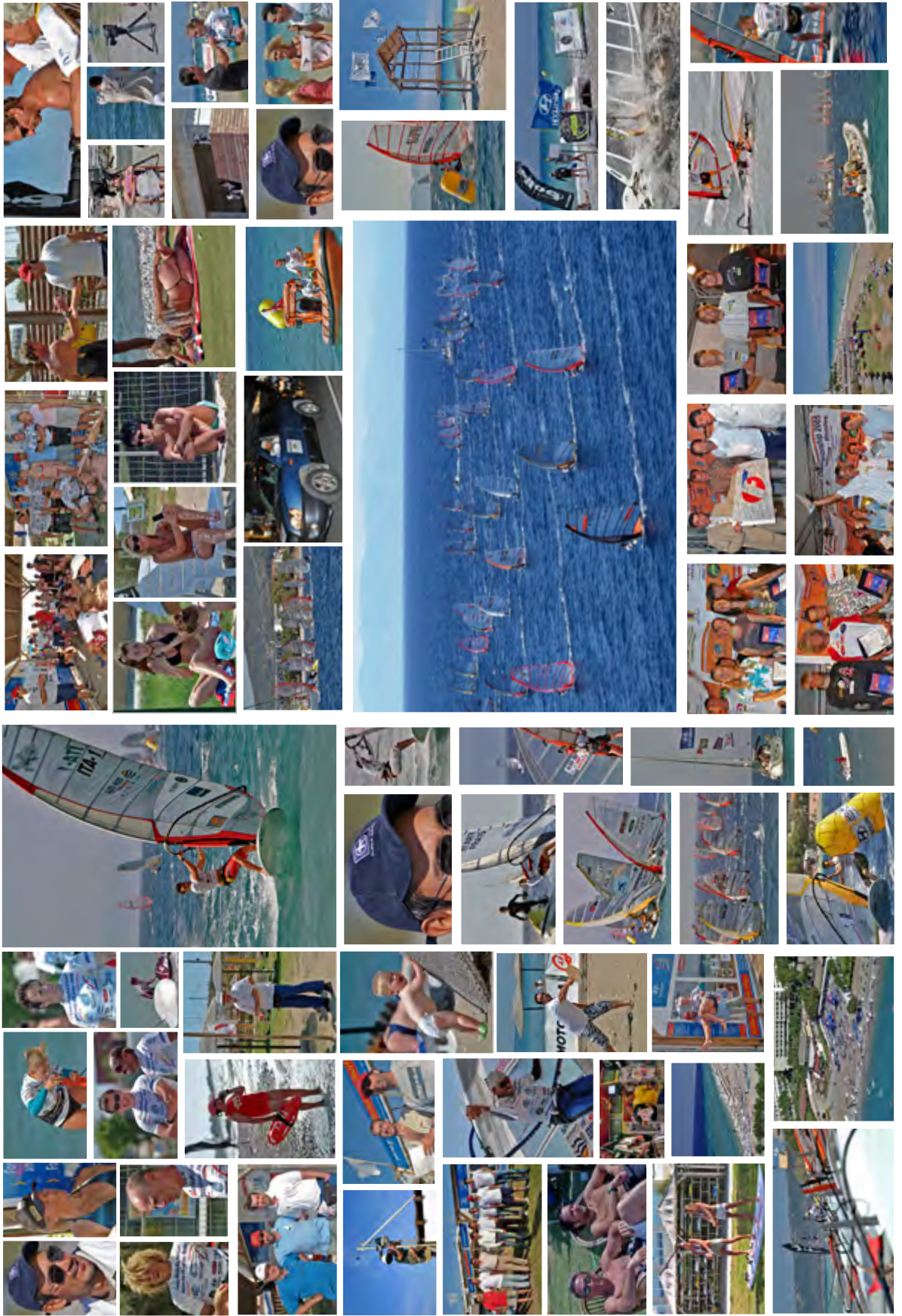
**IALISOS BEACH - RACE AERIAL**







**f) FORMULA WINDSURFING EUROPEAN CHAMPIONSHIP 2005**





## **7. SPONSORSHIP PROPOSAL**

### **A. Main Sponsor - GOLD**

- 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 - BRONZE**

- 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.

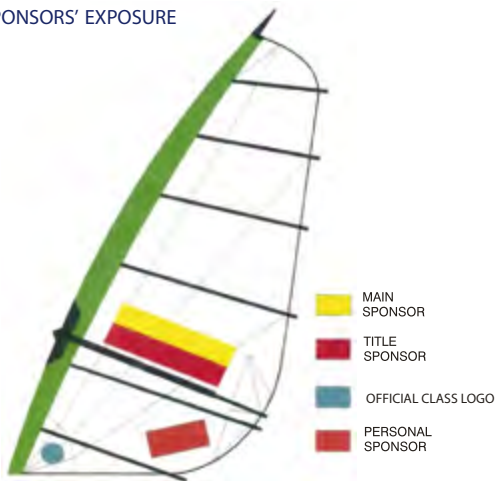
### **C. Sponsor - A - SILVER Official product of the race**

- 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.

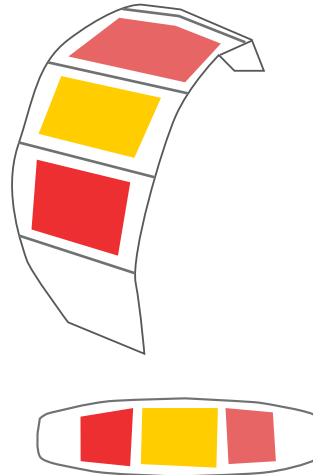
## 8. SPONSORS' EXPOSURE

### a. Sails

SPONSORS' EXPOSURE

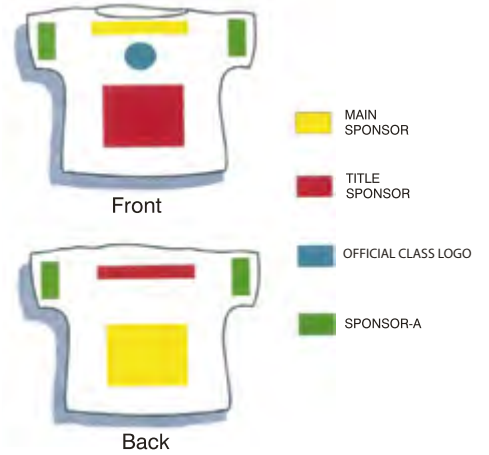


### a. Kite



### b. Racers' Vests

SPONSORS' EXPOSURE



### c. Official Race Boats

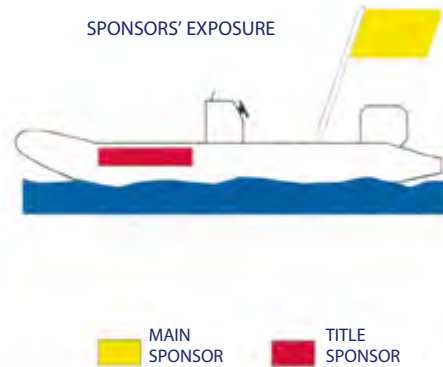
#### i) Jury Boat

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: 2/4
  - >Main Sponsor:
  - >Title Sponsor:
  - >Sponsor - A:
  - >Local Sponsor:
- 2/4

## F. Posters - Brochures

The logo of the sponsors (Main, Title, -A-) will clearly appear on the posters and brochures of the race. The 50 X 70 cm poster and the official brochure of the race will be distributed to:

- >all shops, clubs, 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 2024 event will follow the same lines: thus, the 2024 Ialisos - Rhodes World Wind/ kite surfing & SUP 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, OPEN, STAR, ALPHA, ΣΚΑΪ, ERT) 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, OPEN, STAR, ALPHA, ΣΚΑΪ, ERT ) as well as from the local TV stations. Extensive coverage from the local TV stations (TV4, COSMOS, IRIDA)

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 hi lights 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 & Sup surfing with cover flash and key editorial material. These magazines are giving extensive and detailed coverage to every Wind/kite & Sup 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, SUP International Association 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 200.000 €**
- b) European events cost more than 150.000 €**
- c) Aegean Odyssey Tour 300.000 €**

### **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. - SUP International sanction fees**

**Prize money for the 2024 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:

**50% of the total amount at the time of signature of the contract one year before.**

**50% of the total amount 3 months before the event.**



## **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:

<b>ITALY</b>	<b>SPAIN</b>	<b>RUSSIA</b>
<b>FRANCE</b>	<b>AUSTRALIA</b>	<b>AUSTRALIA</b>
<b>GERMANY</b>	<b>ENGLAND</b>	<b>PORTUGAL</b>
<b>HOLLAND</b>	<b>SWITZERLAND</b>	<b>NEW ZEALAND</b>
<b>CANADA</b>	<b>U.S.A.</b>	<b>JAPAN</b>

### **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 stacios)**

**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, DVD, USB flash disk**

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 Ialisos - 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 (R.W.K.S.A.) 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 Ialisos

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 & SUP surfing events from 2024 onwards:

**2024 / 2025 / 2026 / 2027: WORLD WIND/KITE SURFING & SUP FESTIVAL**  
**2028: WORLD WIND/KITE SURFING & SUP 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 2024, 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”® 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 was completed in 2008, 2009 and 2010 period in Rhodes island (Dodecanese Complex of Islands), Southern Aegean Region, in Greece.

New research had all ready start in 2019 in Rhodes Island, as part of the project Sports Tourism 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 in the Aegean and Ionian sea.

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.

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



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

**Achilleas E. Tzimas**, was born in Ialisos City, Rhodes Island, Greece, son of Evangelos A. Tzimas from the village of Avgo, Ioanina and Evangelia A. Kiprioti from Ialisos.

His involvement with windsurfing started in 1983, initially as athlete and then as trainer and Sailing Coach Category B' – certified from the Directorate General of Sports (for Olympic Classes and for Windsurfing and Kitesurfing). Ever since, he has been promoting the sport and its tourism exploitation as a complementary and additional tourism product, through the Rhodes Windsurfing, Kitesurfing & Sailing Academy + Other Sports & Activities, the only official Academy, licensed by the Secretariat General of Sports, in Rhodes, since 1997 for windsurfing in Ialisos and for kitesurfing for 2009-2012 in Kalavarda, and later on in other sites in western Rhodes.

From his teenage years he has been active in amateur artistic activities as a singer and musician (drums, guitar, saxophone). He also writes lyrics and poems and is in the process of writing his autobiography.

During his studies at Rhodes Technical Vocational High School, he was president of the 15-member student council, and was honored for his morality, by being appointed as the representative of all high school students of Rhodes, in the Secondary Education Commission. He participated in the Basketball Team of Technical Vocational High School of Rhodes, which achieved the 4<sup>th</sup> Panhellenic position, in the Final Four School Basketball Competition of the year 1988. At the same time he was a basketball athlete in the Gymnastic Athletic Club "Ialisos" and later in the Athletic Club "Diagoras" Rhodes.

He was a key participant, with the support of School Principal Mr. Photiou, in a large and successful School Theatre and Music Production (1986, 1987, 1988), whose revenues fully covered the costs of the seven-day trip for 150 students of the Technical Vocational High School of Rhodes to Thessaloniki in 1988.

He graduated with a Degree in Accounting and High School Diploma and for the 4<sup>th</sup> Set of Courses.

He holds a Diploma and License, to Practice as Professional Sailing Coach of the General Secretariat of Sports.

After high school, while serving his military service (1989-1991), he successfully completed the First Aid Military School course. In parallel with his military service (1989-1991), he worked as a musician. He also attended seminars in Australia (Perth), about sports psychology and sport chiropractic treatment in the anatomy of the human body (1997).

He worked in professional sports championship: he has participated as a member of the Greek National Sports Delegation from 1991 to 2001, and has excelled as a windsurfing athlete of the Rhodes Nautical Club, achieving up to 3<sup>rd</sup> place in the national championships, and up to the 14<sup>th</sup> place in World rankings (1997), with the international competitor number GRE 1111.

The organizers of the World Championships in Perth, Australia, included him in a leading role in a documentary, dedicated to the sport of windsurfing, where they highlighted the touristic value of the sport in Australia, compared to Greece and Rhodes.

He is an amateur athlete of biking sports, basketball, karate, beach volley and snowboarding. His love for sports has led him to be a founding member of several clubs and as a sports official.

As a member of the Hellenic Sailing Coaches Association – H.S.C.A., he promotes the spreading of the sport of sailing, especially the windsurfing and kitesurfing classes, working for the upgrading of the sport, with training seminars and workshops, in support of the rights of coaches of sailing and other sports, as representative of H.S.C.A., to the National Federation of Sports Coaches - P.O.P.A. and as representative of P.O.P.A. in the Region of South Aegean.



Currently, he continues to promote sports in the context of the overall tourist offer and the development of leisure sports tourism in Greece and in the Region of South Aegean, in the Cyclades and Dodecanese islands, particularly in Rhodes, through organizing coaching camps, international and other sporting and tourist events, by providing sports and tourism services, in integrated installations in Rhodes.

He promotes sports and activities, such as: bike tour, horse riding, trekking, running, climbing, golf, windsurfing, kitesurfing, sailing, diving, fishing, canoe, kayak, rafting, sup, sea ski, wakeboard, flyboard, rib boat, motor sports, skateboarding, paragliding, skydiving, beach soccer, beach tennis, beach volley, snowboarding, mountain ski, snowkite, yoga, speleo safari, etc.

He is the Founder of the Project «Rhodes Skate Park» for the Construction of a Modern Skate Park in Rhodes, as part of the implementation of an ambitious vision for the creation - construction of specialized sports infrastructure including: a Modern Nautical Center in Kremasti Rhodes, and a Sports Sailing School, in the area Kritika in Rhodes.

Looking to take advantage of the resources of the CSF III European funds, he worked with the Municipality of Petaloudes in Rhodes (2002-2010) and expressed the idea to exploit the coastal public land in Kremasti in Western Rhodes, for a modern Nautical Sports Center, of more than 3 km. length. The project was not included in the CSF funding, but the effort continues today to attract investors. He had other ideas, such as:

- (1) a Contemporary International Motor Sport Center, at the old airport in Maritsa,
- (2) a Modern City Sky Diving Center, at the old airport in Kalathos, and
- (3) an International Cultural Festival in the Monte Smith area.

Together with his sister, Paraskevi E. Tzima, they operate commercial enterprises (since 1995), the shops under the name «Achilleas Surfwear Shops».

After the collaboration since 2013 with the AURORA and St. Petersburg Fashion Week, and Mercedes Benz Fashion Week (Moscow and Almaty), and Almaty Fashion Week, he has been elaborating on a similar Project “Hellas - Fashion Week” in order to establish an annual International Fashion Week in Rhodes or another location in Greece.

He founded, in 2014, the Project “Surfers Power”, which is intended to offer certification to sailing instructors, specializing in windsurfing and kitesurfing.

Since 2014 he is the official representative of a local Rhodes company of Russian interests, with investment objectives in sport and tourism services in Greece, and the first such objective being the creation of modern Sea Sports Centers in Prasonisi and in Ialiso, in Rhodes island.

He founded in 2015, the Project “Plus-Tour”, which elaborates high-quality tourism activities aimed to attract to Rhodes and to Greece, high-quality visitors - tourists in the categories MICE, VIP, LUXURY and which intends to organize international events, with reciprocity for a tourism destination.

He has been an amateur journalist since 1991, writing articles and reports in many media for sports and tourism, at the international, national and local level. In 1997, 1998 and 1999 he published the three only (so far) special tourist guide-booklets, targeted to attracting “School Tourism” (excursions) to Rhodes.

He, also, published a commemorative book “as an honorary edition” for the 30-year period (1967-1997) of the Historic Tavern “ANIXIS”, which was owned and operated by his parents, his father Evangelos A. Tzimas and his mother Evangelia A. Kiprioti. The Secular “TAVERN ANIXIS” had hosted politicians and celebrities and been used as a film set for various films, including “The Guns of Navarone”. Achilleas considers an important moment in his life, his participation as one of the Maitre D’ at the Gala Dinner of the Council of the European Union Leaders in 1988, which was held at the Palace of the Knights of Rhodes Old Town.



Actually, during the period of operation and also after the unjust closure of the Tavern (by the owner of the site, the Church Committee of Holy Church of Paradisi of the Dioceses of Rhodes, after a 15-year legal battle), he worked as Maitre D' in luxury restaurants and Night Clubs of Rhodes, and in 5-star Hotels, where he gained experience in congress tourism, working as F & B Manager, for large conferences, held in Rhodes.

As a public member of the Youth and Sports Organization of the Municipality of Rhodes (1991-2001), and of the Municipality of Ialisos (2002-2010), he did volunteer work, and participated in international sporting events, in Rhodes, in beach volley, cycling and triathlon competitions, and had a significant involvement in the procession of the Olympic Flame in 2004 in Rhodes. He is also engaged in the Procession of the Flame for volunteer "Blood Donors".

He has collaborated (voluntary contribution) with the Dodecanese Tourism Organization - D.T.O. (2007-2010), for the text configuration and for the design of a specialized brochure for "sports tourism" for the tourist promotion of the Dodecanese, in the context of the European Program "Leader +" and in other actions and activities of the D.T.O.

He also collaborates (unpaid) with the Rhodes Tourism Promotion Organization - PROTOUR (since 1997), for the development of leisure sports tourism in Rhodes, in particular in the preparation of an advertising brochure, in the preparation of specific content for the web page, and for presentations at specialized exhibitions. In the period 2002-2010 he worked as Honorary Advisor for tourism, sport and culture, with the Municipality of Ialisos and was responsible for structuring the one and only guidebook for advertising the historic town of Ialisos.

Since 2004 he has been engaged in the dissemination of a specialized national development strategy for leisure sports tourism throughout Greece, with presentations and interventions in meetings and conferences, and proposals to ministries and agencies, under the project "Sports Tourism Greece", in cooperation with Mr. Christos Petreas, Tourism Specialist - Expert. Also, under the Scientific Coordination and supervision of Mr. Christos Petreas, in the years 2008-2009-2010, a Field Research Project was implemented, for sport tourism and recreation, with a questionnaire to tourists, interested and engaged in windsurfing and kitesurfing. The research was under the auspices of the local Municipalities of Ialisos, Petaloudon, Kamiros and South Rhodes, and of the Dodecanese Tourism Organization – D.T.O., in cooperation with the (then operating) 15 Centres windsurfing and kitesurfing equipment. Results of the research were presented at various workshops and scientific conferences. Also, during the International 2008 Conference WLA - OPAP and under their auspices, a preliminary "Conference tourism research" was conducted for MICE in Rhodes. In the winter season 2015-16 a new effort has been started for research in winter tourism in the town of Arahova, near the well known Ski Resort of Mount Parnasos.

All actions, proposals, interventions, provision of information and photographic material for the development of leisure sports tourism (since 1991), has been without any financial consideration from anyone, until today.

Of particular mention, following the establishment of the Ministry of Tourism Development in Greece (2004), is the assignment, by Mr. Dimitris Avramopoulos, Minister of Tourism, of unpaid work for mapping and promotion of "sports leisure tourism" (first time this expression was used), which continues as a voluntary contribution until now 2016 (current Minister Mrs. Elena Koundoura), and the subsequent creation of the Project «Sports Tourism Greece» (patented for its development).

Important, also, the 6-month contribution to the Ministry of Tourism (November 2009 - May 2010) at the office of the Deputy Minister Mrs. Angela Gerekou, to establish Leisure Sports Tourism as a form important for Greece for 12-month tourism; in collaboration with the Intermediate Management Authority of the Operational Program of the Ministry of Tourism, where he contributed expertise and ideas for the implementation of Alternative Tourism - "Leisure Sport Tourism", and also offering personal and original ideas for the development of the Russian Tourism, as an unpaid advisor to the Deputy Minister.



Since 1992 he participates and monitors fairs and other events and promotional activities for MICE, VIP, LUXURY tourism, and nautical salons (boat shows), mainly in Europe, Russia and other CIS countries, relevant for the promotion of tourism and sport.

From 2009-2014 he was Responsible for Public Relations and Mass Media, for the International Music Festival, organized by the NGO “KEROS” every July in Rhodes.

Since 2012 he is a member of the Greek-Russian Chamber of Commerce - HRCC and Commission Coordinator for the Promotion of HRCC, in International and Greek Tourism Exhibitions.

He acquired a special experience in medical tourism, when he participated in May 2013 in Moscow, at the International Business Forum «GO INTERNATIONAL», organized by the Association of Enterprises of Northern Greece and the Greek-Russian Chamber of Commerce - HRCC.

Along with the promotion of the Project “Sports Tourism Greece”, he represented the Metropolitan Hospital of Athens, in promoting medical tourism in Greece. Among many entrepreneurs, he was recognized at the Forum as the operator - participant with most deals and meetings.

Of note is his special cooperation to promote sports tourism in HATTA and Project “DODEKA-TWELVE” for the implementation of the Project «Sports Tourism Greece».

Since 2004 he specializes in the Russian market, and at the same time in Kazakhstan, Azerbaijan and other CIS countries, where he participates in many tourism shows, B2B events, Road Shows and speeches at conferences and Forums, for the propagation of the Leisure Sports Tourism. A result of these activities is the collaboration, as a Representative for Greece, since November 2014, of the International Society TMI Consultancy (based in Moscow) on tourism cooperation development.

As organizer nationwide and international sporting events, he has organized with great success, in Ialiso beach, 9 championship windsurfing competitions, at National, European and World level, in the period 1992-2005. During this period, it is a historical press event, that Mr. Tzimas was on a 5-minute live broadcast, through video phone and with the support of a 6 line isdn technology, for 150 days, the Greek National Television - ERT Show “Menoume Ellada” during the period May to October 2005, discussing daily on various topics of sport and tourism, not only about the island of Rhodes but also for the neighboring small islands, Kastelorizo, Simi, Halki.

In 2010 Mr. Tzimas won First Prize at the International Film Festival in Saint Petersburg (Russia), in short films, in the category Sports. He received the Award for the 15-minute film, from the European Championship Windsurfing Formula, 2005 in Rhodes, organization which was recognized by the International Federation of Windsurfing - IWA, as the most important technical and promotional event, for the great coverage and promotion that the event and the island of Rhodes, received; it was the first time worldwide, for televised sporting event live via internet (live streaming web video), with technical support from the company CYBEX - Panagiotis Vatikiotis CEO.

Footage from the competition of the European Championship Windsurfing Formula, 2005 in Rhodes, was included in promotional spots of the International Association of Windsurfing - IWA and Windsurfing Formula Class, in the Olympics, in China in 2008. The whole effort as an athlete, coach, and later, as organizer of windsurfing competitions, was recognized by the International Federation of windsurfing – IWA, when he was given the honor to represent Greece and be a member and representative of various categories of windsurfing and kitesurfing sports.



Attended the University of the Aegean Summer School “Tourism Management After the Crisis the Mediterranean Approach - MATOUR 2015”. In May 2015 he was awarded a plaque *For the Grateful Support of the Biennial Conference “After the Crisis”* by the International Academy of the Study of Tourism, from the President Professor Larry Dwyer.

**Contact details:**  
**RHODES WINDSURFING, KITESURFING & SAILING ACADEMY**  
**+ OTHER SPORTS & ACTIVITIES**

Project “Sports Tourism Greece”  
All located at: 8, Ferenikis Street – Trianda – Ialisos City – 85101 Rhodes Island, Greece

Websites: [www.rwa.gr](http://www.rwa.gr) / [www.rka.gr](http://www.rka.gr) / [www.rsa.gr](http://www.rsa.gr) / [www.surferspower.gr](http://www.surferspower.gr)  
[www.sportstourismgreece.gr](http://www.sportstourismgreece.gr) / [www.plustour.gr](http://www.plustour.gr)  
[www.rhodes-skatepark.gr](http://www.rhodes-skatepark.gr) / [www.surfwear-shops.gr](http://www.surfwear-shops.gr)  
[www.hellas-fashionweek.gr](http://www.hellas-fashionweek.gr) / [www.rhodes-motorcircuit.gr](http://www.rhodes-motorcircuit.gr) / [www.rhodes-skydiving.gr](http://www.rhodes-skydiving.gr)  
[www.achilleas-projects.gr](http://www.achilleas-projects.gr)

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GPS - Coordinates: N 36. - E 28.







## 17. Achilles E. Tzimas GRE-1111

### A GREEK NATIONAL AND INTERNATIONAL WINDSURFING ATHLETE

#### NATIONAL COMPETITIONS

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

#### INTERNATIONAL COMPETITIONS

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

# Profile of:

## Rhodes Wind/Wing Surfing, Foil, Kitesurfing, Sup & Sailing Academy + other Sports & Activities.

### Achilleas E. Tzimas Profile

Rhodes Windsurfing, Kitesurfing & Sailing Academy, the only official Academy in Rhodes Island, founded and created by a Greek National Team Windsurfer Athlete, with Sail Number GRE-1111 and official Windsurfing, Kitesurfing and Sailing Coach.



Project: **Sports Tourism Greece**<sup>®</sup>

Co-founder: Achilleas E. Tzimas - Since 2004

Project and proposal, for a strategy for the development, of Sports Tourism, in Greece.

### Sports Academy Services

Windsurfing, Kitesurfing, Sailing, (Optimist-Catamaran-Laser) and S.U.P., for rental and lessons. Storage. Transfer. Repairing sails, kites and boards. Beach Volley and Beach Soccer areas, for rental, training and lessons. Canoe, Pedalos, Jet Bike, Water Ski, Wakeboard, SeaBob, Subwing, Flyboard (all kinds), Snorkeling, for rental and lessons.



### + Other Sports & Activities

Spa, Yoga, Gym, indoor swimming pool and alternative sports, such as, Horse Riding, Trekking, Climbing, Running, Bike Tours, Golf, Motor Sports Tours, Diving, Fishing, Yachting, Rib Boat, Paragliding, Skydiving, Hornussen. Lifeguards for your safety. Children Park. Animation program and Skatepark.



### Accommodation & Entertainment

In collaboration with the best Hotels, Aparts, Luxury Villas and best Beach Bars, Clubs and Restaurants, keeps you entertained, all day and all night, with shows, music and parties.



### Special Events

Host of the I.F.C.A. World Championship 1992  
Organizer of:

- 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
- F. Windsurfing European Championship 2005

Located at: 8 Ferenikis Str.

Trianda, Ialisos City, 85101

Rhodes Island, Greece.

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

Mob.: (+30) 6944 428 428

E-Mail: achilleas@rwa.gr

GPS - Coordinates: N 36° - 28°



### Achilleas Surfwear Shops

Two shops with surfwear, sportswear, beachwear, shoes, sandals, backpacks, sunglasses, sport watches and equipment and accessories for Windsurfing, Kitesurfing, Sailing, Skateboarding, S.U.P. + Other Sports & Activities.



Our 2030 goal,  
is to support the  
development...

# ACHILLEAS PROJECTS

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...of the thematic  
and quality tourism,  
in Greece-Hellas.

**RWA**

RHODES WIND/WING SURFING ACADEMY

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

**RSA**

RHODES SAILING - SURF & SUP ACADEMY

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

**RKA**

RHODES KITESURFING - FOIL ACADEMY

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

Project - DMC

**PLUS TOUR**

2030 GOAL

MICE - Luxury - Sports - Wellness - Weddings - Religion - Culture - Gastronomy

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

**SURFERSPOWER  
CERTIFY**

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

**ACHILLEAS  
SURFWEAR SHOPS  
GRE-1111**

[www.surfwear-shops.gr](http://www.surfwear-shops.gr)

**GREEK TAVERN  
ANIXIS**



SINCE 1960

**ROP**

Rhodes Skate Park

[www.rhodes-skatepark.gr](http://www.rhodes-skatepark.gr)

Thessaloniki / Athens / Rhodes  
**HFW**

Hellas Fashion Week

[www.hellas-fashionweek.gr](http://www.hellas-fashionweek.gr)

Hellas  
Rhodes



Skydiving

[www.rhodes-skydiving.gr](http://www.rhodes-skydiving.gr)

Rhodes



Motor Circuit

[www.rhodes-motorcircuit.gr](http://www.rhodes-motorcircuit.gr)

[www.achilleas-projects.gr](http://www.achilleas-projects.gr): Business Portfolio and Future Projects.

[www.rwa.gr](http://www.rwa.gr): The only Official Academy of Windsurfing and Wingfoiling, in Rhodes Island.

[www.rka.gr](http://www.rka.gr): The only Official Academy of Kitesurfing and Foiling, in Rhodes Island.

[www.rsa.gr](http://www.rsa.gr): The only Official Academy of Sailing, Surf & SUP, in Rhodes Island.

[www.surfwear-shops.gr](http://www.surfwear-shops.gr): Achilleas Surfwear, Beachwear and Sportswear Shops.

[www.surferspower.gr](http://www.surferspower.gr): With the program Surfers Power, we Certify, Windsurfers, Wingfoilers, Kitesurfers and Sailing Trainers.

[www.rhodes-skatepark.gr](http://www.rhodes-skatepark.gr): We will build the best Freestyle Skate Park, in Rhodes Island.

[www.rhodes-skydiving.gr](http://www.rhodes-skydiving.gr): We will start Skydiving services, in Rhodes Island.

[www.rhodes-motorcircuit.gr](http://www.rhodes-motorcircuit.gr): We will organize Motor Sports Races, in Rhodes Island.

[www.hellas-fashionweek.gr](http://www.hellas-fashionweek.gr): We will organize International Fashion Week in Greece.

[www.plustour.gr](http://www.plustour.gr): As local DMC, our travel agency PLUSTOUR, organize MICE, Luxury, Sports, Wellness, Weddings, Religion, Culture and Gastronomy Programs.

[www.sportstourismgreece.gr](http://www.sportstourismgreece.gr): Project and Proposal, for a Strategy for the Development, of Sports Tourism, in Greece.

[www.taverna-anixis-rhodes.gr](http://www.taverna-anixis-rhodes.gr): Visit our website and get to know the history of our establishment, with more than 60 years, the Top Quality, of "Tzimas Family", gastronomy services.

The filming location of famous movie "Guns of Navarone", followed by: "Escape from Athens" and "Zorba the Greek".



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