

*Australian*  
**PARO**

**ADAPTIVE SURFING CHAMPIONSHIPS  
BYRON BAY - 2025**

Incorporating:

**The Australian National Parasurf Championships**

 **SURFING AUSTRALIA**



Clarks Beach Opening Ceremony 2024

## Adaptive surfing overview

Sixteen Countries are set to converge on Byron Bay in March 2025 to compete in the ONLY Adaptive World Surfing Championships to be hosted in Australia. The tour then heads to Hawaii and Mexico with the overall winners crowned in the USA later in the year. The event showcases the exceptional talents of Australian and international adaptive surfers; the world's best. Competitive surfing is an extreme sport and not for the faint-hearted. It takes great courage to paddle out and take on some of the best breaks from around the world. So, imagine doing that with a physical disability, paralysis, limited movement, partial vision or totally blind.

If you want to meet some extraordinary people, contribute, promote and inspire your team, then please consider this event and jump on board.

Adaptive Surfing has come a long way since it first kicked off in 2015, on the beautiful shores of La Jolla, California. A fire was ignited that first year and Australia can now boast multiple world champions such as Mark Mono Stewart, Sam Bloom, Matt Formston, and Joc Neumeller and newcomers Joel Taylor, Kia Colless, Emma Dieters, and Kirk Watson; all winners in their own right.

To think that para-surfing has now been approved as a Paralympic sport by the International Paralympic Committee (IPC). We remain hopeful that the LA28 Committee will include para surfing in LA in 2028.

The big news for 2025 is that *Surfing Australia* have partnered with Adaptive 360 Trust and will incorporate the Aussie National titles as part of this world tour event. This is a great opportunity for brands and for Australian athletes planning to take part in the world professional series to fight it out for a spot on the coveted National team, alongside of the pro tour.

Share the stoke, camaraderie, joy, stories, survival, adaption, and friendships that the world's best para-surfers bring.

# 2024 Highlight Reel





## 2025 Opportunities

In this sponsorship proposal we offer:

- Live webcast
- Facebook and Instagram content
- Website updates and ads
- Content such as blogs, videos, podcasts, and sharing your brand through short reels
- Share content with our international and national influencers
- Provide platform analytics
- National and international News and TV coverage

Predominate positions will be reserved for the naming rights sponsor

A limited number of other on-site exhibitions spots (aligning with our Council permits) are also available. Display tents on site for the full week of competition can include brand logo, colours, key messaging, banners and flags.

The inaugural 2024 event attracted 92 athletes from Australia and around the world, 120 volunteers, hundreds of spectators and beach goers and an enormous amount of community support and goodwill throughout the week long event.

For further information, please contact the Event Director, Mark 'Mono' Stewart, on 0428772007 or email [adaptivesurfpro.oz@gmail.com](mailto:adaptivesurfpro.oz@gmail.com)



# AASP Adaptive surfing Highlights



[2024 Blackmores Australian Pro Adaptive Surfing Championship - Final Day](#)



[2023 AASP Overview](#)



[2023 Waikiki, Hawaii \(Day 2\)](#)



## Social Media



In 2024 the adaptive pro event exceeded our social media expectations by raising awareness and engagement on a limited budget and within a short timeframe. In 2025 we aim to expand our reach and media coverage.

Facebook and Instagram launched on December 1, 2023, three months before the official event opening. Facebook reached 60,700 people and received 6,000 page visits. Instagram, created on the same day, surpassed projections, reaching 141,600 people and receiving 14,400 page visits. The campaign resonated particularly well with people aged 35-54.

Some of the most viewed content featured:

Kai Colless at The Pass: 59.1K views

Clarks Beach Surf Video: 42.8K views

Opening Ceremony Video: 30.6K views

Mono and Josh Bogle Video: 21.9K views.

This does not include stats for our high-profile athletes from around the world. This would be in the 100'sK.

Surfing Australia re-shared the event's posts 48 times, showcasing the event's high-quality content.

The campaign encouraged national and international users to share their experiences and excitement for the event. This engagement helped create a sense of community, and collaboration with sponsor/businesses, surf brands, athletes and accommodation providers enhancing the overall experience.



# 11 x Divisions



(WS) Waveski



(AKK) Kneel



(PA) Prone Assist



(AKU) Above Knee upright



(BKS) Below Knee Stand



Upper Limb Stand



(UP) Unassist Prone



Wounded Warriors



(AKS) Above Knee Stand



(BNV) Blind/No Vision



(PVI) Partial Vision Impaired

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## Event Structure

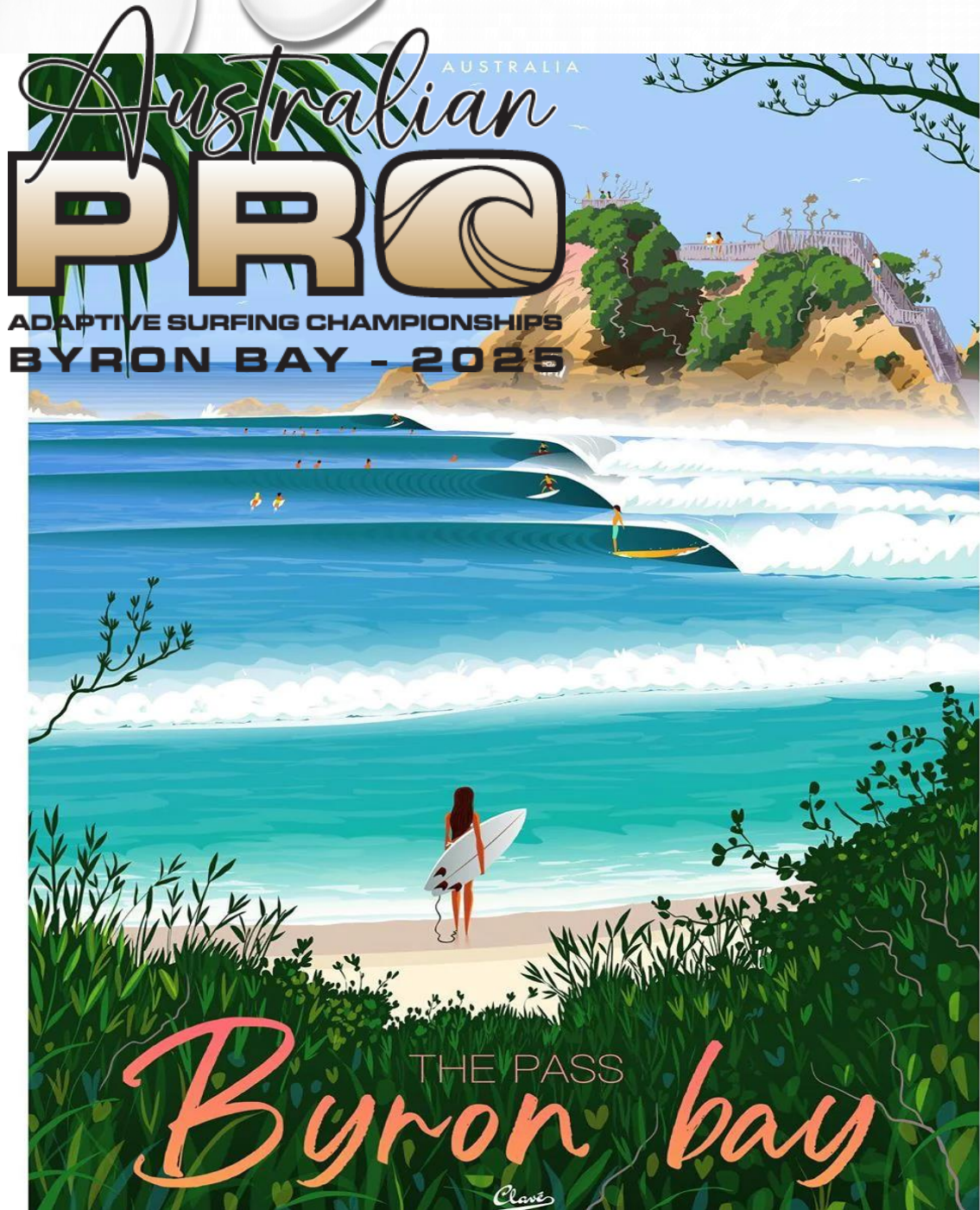


In 2024 the event was supported by *The Board Meeting Corporate Surf Charity*.

The Board Meeting founder Mr Guy Gibbon, announced his retirement after twenty years of community service and with the support of Bennett Carroll Lawyers, and Mr Gibbon, **The Adaptive 360** Trust, charity number (CFN27206) was established.

The benefit of being endorsed as a charity with DGR status is that it enables donors to make tax deductible donations.





- **Naming Rights Sponsor** .....(Available on request)
  - **Gold Sponsor**.....\$10,000
  - **Silver Sponsor** .....\$5,000
  - **Bronze Sponsor up to**..... \$2,000
- Terms & Conditions
1. All Sponsorship costs are in Australian Dollars.
  2. Sponsorship is not secured until a signed agreement has been returned and payment has been received.
  3. Invoices will be issued upon receipt of signed agreement.
  4. Following formal acceptance, sponsorship funding is non-refundable.
  5. Sponsorship entitlements will be delivered only upon full payment being received.
  6. The Event Organisers retain the right to approve sponsor applications.
  7. Sponsorship packages are not to be split or re-assigned unless prior consent has been given by the Event Organisers.
  8. The Event Organisers will work collaboratively with naming rights sponsor on all artwork, merchandise and publications.
  9. Information provided is correct at this time.
  10. A formal Partnership deed of agreement will be forward outlining all terms and conditions.

SPONSOR BENEFITS:	Bronze	Silver	Gold	Naming rights
<p>Major naming rights sponsor will always receive top billing and premier logo placement on all event material (including premier banner and tent placement at event site). Logo on all forms of advertising, print media and acknowledged during media or televised interviews.</p> <p>Main contest site located on Lawson street which will showcase flags and banners (that Brand supplies) in prominent positions as stipulated on the event permit with Byron Bay council. Provided flags and banners will also be displayed on the beach contest site daily. Official beach and event site volunteer's rash shirts will be in your company colour.</p> <p>Official water safety volunteer's rash shirts will be a different colour, for safety reasons and printed with the logo included. Your signage will also be utilized at Opening Ceremony, registration and Presentation at the Byron Bay Services Club. Webcast interview wall to include logo.</p> <p>Your representative to be included in presenting awards at BB Services Club.</p>				Yes
Acknowledgement on media interviews.			Yes	Yes
Acknowledgement on event website with your company's logo and link to your website.	Yes	Yes	Yes	Yes
Logo to be printed on clothing including shirts and jackets.			Yes	Yes
Logo to be printed on competition Rash shirts			Yes	Yes
Acknowledgement during webcast and television interviews.		Yes	Yes	Yes
Logo's will be displayed on main event banners, gold, silver and bronze will be displayed on a sliding scale in size. Display all sponsors banners on site if provided by sponsor. Opportunity to set up display upon request. Specifications to be provided 4 weeks prior to event.	Yes	Yes	Yes	Yes
Acknowledgement during webcast of nominated divisions.			Yes	Yes
<p>Acknowledgement on all Social media &amp; printed material.</p> <p>Opportunities for media release press opportunities</p>			Yes	Yes
On beach announcements and webcast. Sponsor appreciation certificate.	Yes	Yes	Yes	Yes

# Australian **PRO**

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