



Continent-Island 2012
5° GREEN CROSSING-RACE KITE /WSURF
1/5 August
Lungomare KC, ITALY

REALTIME GPS RACE
TV HELICOPTER
FITNESSZONE
PHOTOCONTEST
FIRSTFLYXALL
FREESTYLESHOW
GAMES&MUSIC
EACH NIGHT
HAWAIIAN BOARDSTYLE

Organized by:
Kite Center Punta Pellaro (KC, ITALY)
NEWKITEZONE.IT





Continent-Island 2012

REALTIME GPS KITE RACE



Europe, ITALY
Reggio Calabria
August 1-5 2012
5th Edition

Under the patronage of:



Coni

Comitato Regionale Calabria



International Kiteboarding Organization

The record:
Italy-sicily-Italy 34m16s

Who will win this year?







KALABRIA

If your challenge is not only to beat the previous record but overcome yourself then your are in the challenge you are looking for...



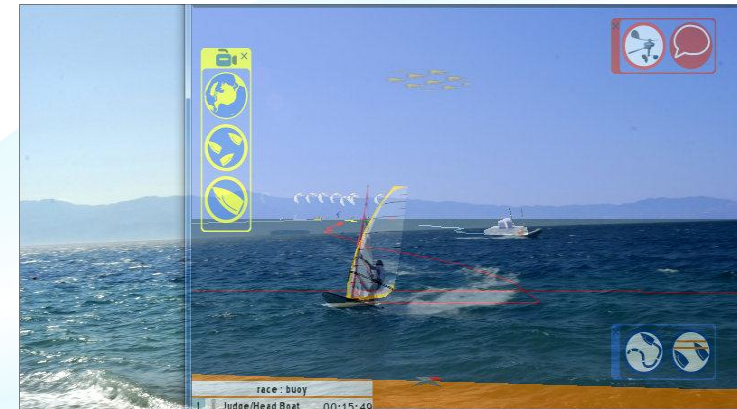
Event Description

It is the **5th time that Strait of Messina extreme longdistance Crossing Race** is being organized. Race is a competition between kitesurfers, windsurfers and sailors and takes place in an exclusive surf-village situated in an amazing context and in the center of Reggio Calabria, south of Italy. **Days of the competition are August 1-5, 2012.**

It is a unique outdoor event, a classic summer sailing national. Race attracts admirers of stylish, spectacular and ecological sports where all you need is wind and technique. For the same reasons race attracts the curiosity of prestigious media. And for the first time ever in similar events **due to Android GPS system**, used by participants, the audience will follow every minute of the challenge. **All stages of the race, even those most distant from the coast, will be visible on the VideoWall and screens located on the shoreline of Reggio Calabria.**

Race as well can be watched **from home on Internet and TV in real time** and thus it is possible to follow all phases of the event: overtakings and final sprint.

During the days of the race activities will be taking place both on the shore and in the water. Activities will include trainings, exhibitions and demonstrations. **An event is open for public and as it is located in the most prestigious tourist place and organized in a high season it will attract not only locals but a large amount of tourists as well.**





...event description

The show is very exciting and the rule is easy (the one who comes back first wins).

It is possible to view the race from the seashore.

Everyday public will be able to see spectacular acrobatic tricks, trainings and exciting races.

In race can take part the following riders:

- professional athletes of national and international level (about 50 competitors),
- amateurs of intermediate / expert level (about 100 competitors)

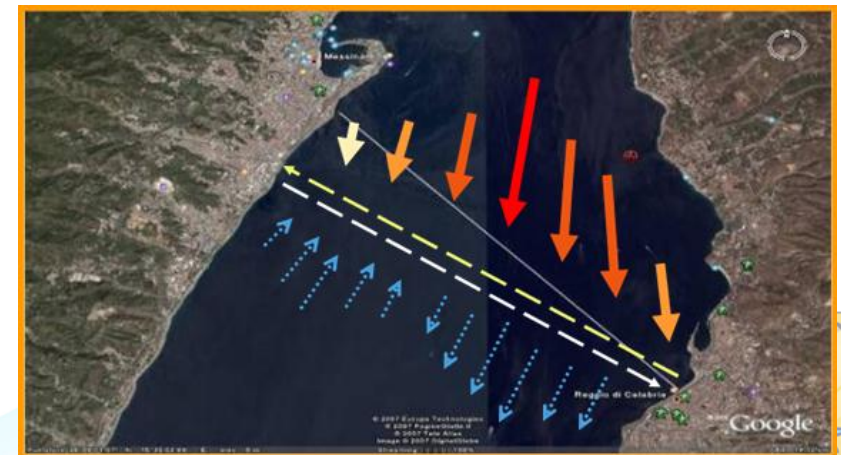
First will be racing and second ones enjoying the ride.

Event will be commented by radio DJ.

Recreational activities (performances, animation, dancing, karaoke and fitness experience) from an international energy drink will be organized for maximum entertainment for all visitors.



Location: Europe, Italy, South Italy, Reggio Calabria



*The route varies from year to year due to wind and water conditions.

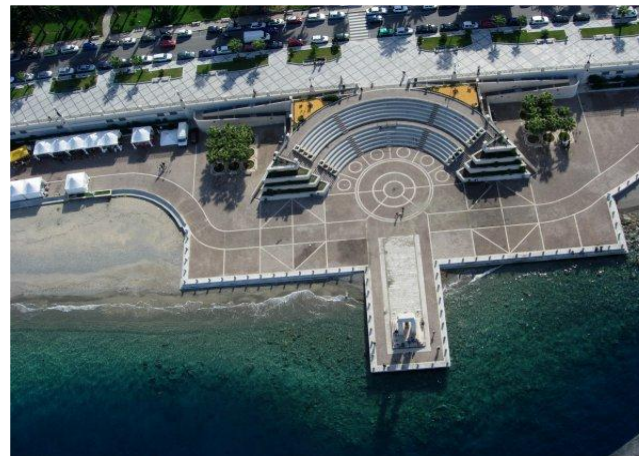


Where and when

The event will take place on August 1-5, 2012 (Wednesday to Sunday)

During the two best days of the event, from the standpoint of weather, the two crossings (one for professionals and one for the amateurs) will be organized. Two remaining days will be devoted to other activities: such as contests, minor races and exhibitions, tests and demonstrations;

The event will be organized in a surf village (area where the event will take place). On the territory of surf village the following facilities will be located: Surf Expo 2012/2013, the stand, the radio stand, space for animation. All of this is located in the very center of Reggio Calabria and attracts the largest amount of visitors. In fact in 2010 Reggio Calabria was nominated *The Best New Touristic Destination* in Italy by TripAdvisor.

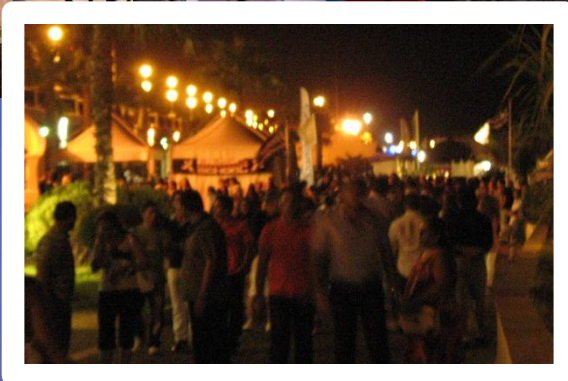
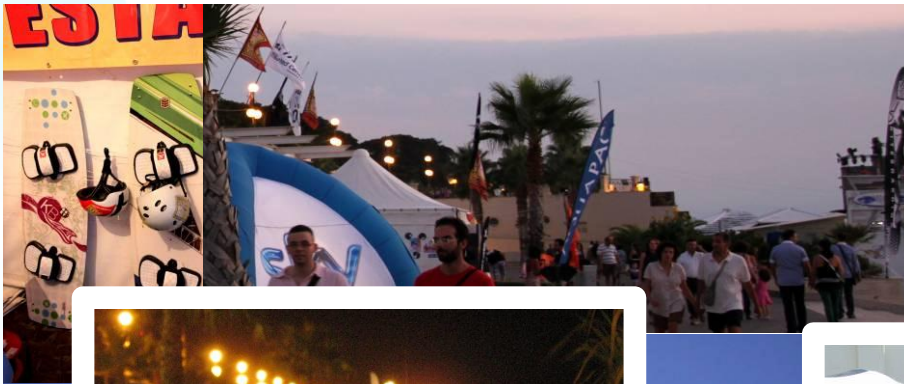


il Lungomare di Reggio Calabria, nell'incantevole contesto dello Stretto di Messina.



Why interesting 24h/24

Acrobatic tricks, **novelty** the event, colors of kites as they fly in the air, the sea – all that **attracts a large amount** of visitors, even in the night – both locals and tourists. Annual growth of visitors on this event is currently 74%.



*Pictures of the last edition (Continent-Island, RC)



The dream of achievement... the challenge to beat a record:

Kitesurf: Born about 15 years ago in Hawaii, has gained a great notoriety in the world of water sports. This new sport attracts for its spectacularity and easiness. The idea comes from the combination of a board (surf or wakeboard) pulled by kites with sizes from 5 to 20 square meters and flying on the height of about 25 meters. With it you can do spectacular acrobatic tricks even if the wind is not very strong (summer breeze - 8/10 knots).

From 2012 kite is officially recognized and practiced by the National Sail Federation and in 2016 will be present in Olympic Games.



Technology: In this event geo-localization will be used provided by the open platform of Android. Each rider will be tracked in real time and the 3D virtual race will be projected on the screens on the surf village and as well can be seen via Internet from any place of the world.

Windsurf: Sport that needs no introduction, practiced by over 500,000 fans.

Sailing: Father of modern sports that retains the charm of ancient navigation: from small boats to large and fast catamarans.

Forecasts are useless. "Who will win this year"? Will any one beat the best record of 34m16s? All this remains a bet!





Who talked about it





The public

The event attracts enthusiasts, sportsmen and tourists from all over the world. About 80% of participants are arriving outside of Calabria.

The most part of visitors arrive to Reggio Calabria because of its well known tourist area full of nightclubs, restaurants, bars, pizzerias. It is a place where you can easily arrive by train, bus, airplane and other means of transport.

In the surfvillage visitors start arriving from 9am to late night (often later than 2-3am)



Average audience flow during the morning time on a weekday: about 9,000 people.

Average audience flow during the evening time on a weekday: about 15,000 people.

Weekend flow is +48%

Study conducted by the Faculty of Urban Planning
Mediterranean University of Reggio Cal.

*Statistics based on:
Continent-Island 4^a Edizione 2011



Athlete profile and expected contacts



- **Gender:** men 75% women 25%
- **Age:** under 18: 10%; 18-30: 35%; 30-40: 35%; over 40: 20%
- **Geography:** equally divided between north, center and south of Europe
- **Education:** 55% university graduates, 35% graduates, 10% lower secondary school
- **Profession:** 60% businessmen and freelancers, 15% employed, 10% managers, 25% students
- **Income:** mainly high-income: a complete set of windsurf equipment costs about € 10,000. Kite equipment costs about € 5,000. As well rides normally travel abroad a lot.
- **Life values:** trendsetters in fashion and technology, love to travel a lot, value high gastronomy, attentive to ecology and have respect for nature;
- **Consumption:** Besides sport equipment, they purchase big cars (SUV, minivans, vans, minibuses, caravans), luxury goods with high technology content, apparel and urban sportswear, outdoor sports equipment, sail/boats/yachts, etc.;

The contacts:

- On site 120 000 from the start till the end of the event;
- 1,000 contacts a day via Virtual Player 3D;
- In average (from all other websites) 5,000 contacts a day in 1 week of the event and in average during remaining period – 1000 contacts a month;
- Media (national and international magazines with DVDs attachments) - 120,000 total contacts (low estimate)
- Media (television) - 100,000 contacts / transmission
- Facebook/ Twitter / Google+: network of 3500 riders that lead to 35,000 highly targeted contacts.



Communication Plan Pre-Event Activities:

The integrated communication will be managed by a prestigious partner and press office of NewKiteZone, FIV, CONI and ASI.

The plan includes:

Dedicated website www.traversata.it with online application, newsletter, Facebook event and group, Twitter, Google +; articles on Federvela.it, Lega Navale and information on partner sites; Multimedia Totem with information about an event;

Banner 6x3 meters in the center of the city

Trailers and video advertising of the event

Youtube, Vimeo, Facebook ;

Press releases to over 320 national and international news agencies (Industry Forum / magazines / newspapers / journals/ magazines / web blogs), national interviews (radio / tv / webcast), radio, national and local television networks.

Continuous advertising of the event on Radio and Regional TV

Interviews on national Radio and webcasts;

Multimedia folders for media;

Banner advertising on windfinder.com, newkitezone.it, kifers.it, reggiocalabria.it (institutional tourist website) and the sites of sponsors and partners;

Press conference with the mayor and authorities;

500 posters and 5,000 30x40 10x15 brochures.





Communication Plan: during the event

At the Event:

Dedicated website with updates every 2 hours, blogs, webcasts, video, 24h/24h; press releases daily with news, charts, images highlights, press releases in daily newsletter and **RSS. Regional and National Journal Radio which will broadcast directly from surfing-village**, video interviews and comments of participants, authorities and exhibitors, weather info, photo gallery and video podcasts every 2 hours, real time webcam 24h/24h; Photo Contest 2012 - a competition between photographers selected for the collection of quality images and the promotion of sport and the region.

The GPS role during the race:

Viewing the virtual race, in real time, on-screen surfing village, internet and TV will allow the public to follow all stages of the challenge. Some athletes will have waterproof *Action Cam* that will record everything that they will see on their way.





Communication Plan: *after event*

- Press Kit;
- Final Press Release through all the channels involved: newsletters, RSS, Facebook, multilingual partner sites: (Italian, English, French, Spanish, Portuguese, Russian and German);
- Event charts, multimedia files of the prize giving at complete disposal of the sponsors;
- Video in online media (facebook, twitter, youtube) and partner sites;
- Magazine articles in Italian, English, French, Spanish and German;
- DVD quality videos for magazines, TV and websites;
- Video trailers of the event.





Local Advertising

Web Advertising to be agreed



Flags



Riders lycras



Banners



A sector of the surf village (Ed. 2011)



Beach: during warm-up for the races





Program:

Wednesday [registration, acclimatization, party]

12:00 Opening of the sponsors stands | **13:00** to **15:00** Registration, definition of the program of the water race and exhibition, emergency management; | Till - **17:00** Training, testing equipment, acclimatization, testing of the Android GPS systems, approval of the mobile devices; | **17:00** Delivery of the official t-shirts of the athletes, and gadgets of the sponsors, passes | **17:30** Opening ceremony | **18:00** to **22:00** Happy Hour with music & entertainment animations, promo Fitness Activities; | **22:00-00:00** * Exclusive Surfer Tour lounge party at the local surf beaches of the village, Energy parties with video projection and kite action;

Thursday \ Friday \ Saturday \ Sunday [in short: race (in suitable conditions) otherwise different contests, trainings, freestyle demos & surf-party]

09:30-10:00 Free training, equipment setup| **10:15** Definition of the daily program, skipper meeting, weather analysis;| **10:45** Rider's meeting and start of activities (amateur ride / professional Race;| **10.30-18:00** on the stage take turns recreation and entertainment teams, live radio and other activities to interact with the public; |**18:00- 22:00** Music and animations; open space training for visitors and lounge / relaxing drink in one of Premises / Beaches of Surf Village;| **22:00 - 24:00*** Radio Live concert, beach party DJ, Surfer-Tour-Party sponsored by event partner.

*timings can be slightly changed





Special program for the weekend



The Saturday and Sunday's program is the same as the previous days except for:

Saturday: Freestyle demo sessions by special guests and champions, a photoshoot at night, music & exhibitions, Surf-party organized by energy drink company.

18:00/19:30 Evening photoshoot of the freestyle tricks and jumps done by special guests with the landscape of the straight and of Etna. Photoshoot is done by professional photographers | **21:00-23:00*** the Continent-Island Special Dinner Meeting, in a local restaurant [booking requested] **23:00 - ??:00*** Radio Live concert, beach party DJ, Surfer Party by energy drink partner | **xh:ym** Late night photoshoot (program to defined depending on the weather conditions)

Sunday: [Freestyle demo sessions by special guests and champions, prize & award giving]

18:00 Prizes and awards | **19:00 -20:00** Video / Media materials production of all participants for the sponsors.

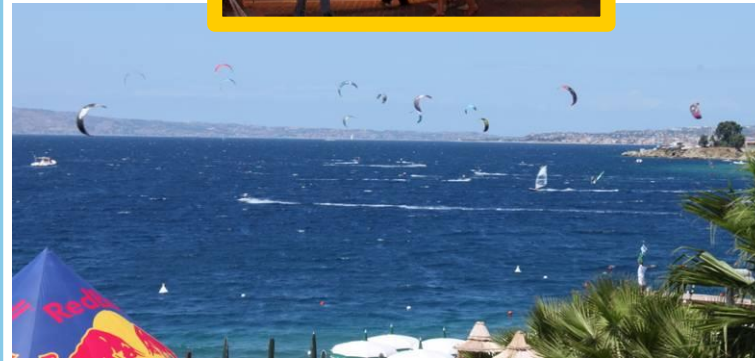
*timings can be slightly changed





location

photos from previous years





The Organization Committee

The event is organized by:

NewKiteZone IKO Kite Sailing Club and IKO Centre (RC / Pellaro)

FIV VI Zona Calabria and Basilicata support, jury and logistics, **ASI Calabria**, **Reggio C. Lega Navale Reggio C. South**: Support and assistance;

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

under the patronage of: **Calabria Region**, **Province of Reggio Calabria**, **Town of Reggio Calabria** and **Departments of Sport, Tourism and Culture RC**;

and the support of: **Civil Defense – Società Nazionale Salvamento**, **the 118** and **the Italian Red Cross** and the technical assistance of the **Harbor of Reggio Calabria** and **Messina AMS**.



Coni

Comitato Regionale
Calabria





The objectives of the Organizing Committee

- ✦ Promote tournament as a classic annual international event;
- ✦ Stimulate the performance of athletes trying to improve the previous records as well as stimulate the development of new equipment;
- ✦ Building a platform for the usage of high technologies in water sports (in particular the development of interactivity between the public and the athlete by the usage of geo-tracking systems provided by open platforms like Google's Android);
- ✦ Promote the tourist flow of younger and new audience;
- ✦ Implementation of the largest Expo of materials for kitesurf, windsurf and sailing in the south of Italy;
- ✦ Promotion of Reggio Calabria as an ideal location for practicing water, sailing and nautical sport;
- ✦ Improve the results commercial activities upon the event;
- ✦ Offer to the companies opportunity to contact well profiled existing customer and a big number of potential consumers;
- ✦ Create a 5 day event in celebration of water and board sports.





Circolo Velico FIV IKO Kite Centro NewKiteZone



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