



**2024 LIFESAVING
WORLD CHAMPIONSHIPS**

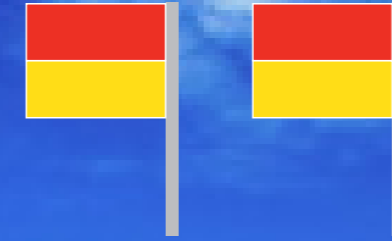


20 AUGUST - 8 SEPTEMBER 2024

BRONZE PROPOSAL

SURF LIFE SAVING QLD

OVERVIEW



3RD
MOST TRUSTED
CHARITY IN AUSTRALIA



12TH
MOST RECOGNISABLE
BRAND IN AUSTRALIA

In addition to patrolling Queensland's coastline, Surf Life Saving Queensland (SLSQ) also works hard off the beach to spread the surf safety message. This sees lifesavers regularly travel to schools, community groups, events, and regional communities across the state to educate potential beachgoers about how to protect themselves, and others, while in and around the water.

\$6.5 BILLION

TOTAL NET BENEFIT PER YEAR GENERATED
BY SURF LIFE SAVING AUSTRALIA TO THE
AUSTRALIAN COMMUNITY



58 CLUBS



36K MEMBERS

- Average Member age is 30
- Members range in age from 5 years old – 97 years old
- 46% Female / 54% Male

500K+



**MEMBERS OF
SUPPORTERS
CLUBS**

86K+



**FOLLOWERS
ON SOCIAL
MEDIA**

BRONZE PROPOSAL





INTERNATIONAL LIFE SAVING OVERVIEW

The International Life Saving Federation is composed of national aquatic lifesaving organisations (known as Member Federations) from around the world.

Through our own work and that of our Member Federations, we lead the global effort to reduce injury and death in, on, or around the water.

878
1



FIRST ORGANISED LIFE SAVING ACTIVITIES

1993



ILS WAS ESTABLISHED BY PRESIDENT KEVIN WELDON, AM (AUSTRALIA - SURF)

130



National Organisations



Involved with either **drowning prevention, lifesaving services and/or emergency services** in their respective jurisdictions

2021 - 2024

STRATEGIC FRAMEWORK VISION
A WORLD FREE OF DROWNING



LIFESAVING WORLD CHAMPIONSHIPS

BIGGEST COMPETITION THAT LIFESAVING SEES

EVERY 2 YEARS EVENT



ELITE SPORT DISCIPLINE

1000'S OF INTERNATIONAL COMPETITORS

18 DAYS

36 YEARS

SINCE THE EVENT WAS HELD ON THE GOLD COAST



2018
ADELAIDE,
SOUTH AUS



2022
RICCIONE,
ITALY



2024
GOLD COAST,
AUS



2026
AGADIR,
MOROCCO



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LIFESAVING WORLD CHAMPIONSHIPS

MULTI-PLATFORM EVENT COMES TO LIFE



**5,000+
ATHLETES**



**12,000+
SPECTATORS**



**50+
COUNTRIES**



**BIGGER THAN THE
COMMONWEALTH GAMES**



SUSTAINABILITY PROJECT



**PARTNERING
WITH**



Queensland



Queensland
Government



MAJOR EVENTS
GOLDCOAST.

BRONZE PROPOSAL



Queensland

19TH BIENNIAL LIFESAVING WORLD CHAMPIONSHIPS

OCEAN & BEACH EVENTS
KURRAWA BEACH, BROADBEACH

BEACH EVENTS & FESTIVAL ZONE
KURRAWA BEACH & PARK

ATHLETE VILLAGE
BROADBEACH
PARTNER HOTELS

POOL COMP EVENTS
SOUTHPORT AQUATIC
CENTRE

**FOUR HUB
LOCATIONS**



**2024 LIFESAVING
WORLD CHAMPIONSHIPS**

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PARTNERSHIP OPPORTUNITY



WILL **PROVIDE KEY**
PARTNERS WITH **A MULTI-FACETED**
AND UNIQUE OPPORTUNITY



ENGAGE WITH OVER
5000 COMPETITORS

PROMOTE
YOUR BRAND IN INNOVATIVE AND
MEANINGFUL WAYS

BRANDING
AND
AFFILIATION



TV BROADCAST
AND
LIVESTREAMING



PROMOTIONAL
PACKAGE



EVENT
ACTIVATIONS



HOSPITALITY &
ENTERTAINMENT

BRONZE PROPOSAL



BRANDING & AFFILIATION

The Lifesaving World Championships has a long history and is revered world-wide as an event that brings together a unique mix of elite athleticism and dedicated community service.



**5,000+
ATHLETES**



**12,000+
SPECTATORS**

3RD
MOST TRUSTED
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12TH
MOST RECOGNISABLE
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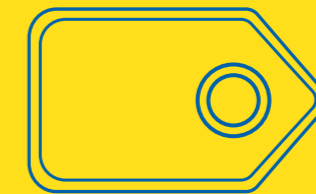
IP USE

The partnership includes full use of the Surf Life Saving intellectual property for marketing, creative and communication purposes related to the partnership. This is an exclusive opportunity only available to a small group of partners.



LOGO PLACEMENTS

- Brand logo where partners are officially recognised



PARTNER ACKNOWLEDGEMENT

- Partner recognition where relevant

TV BROADCAST & LIVESTREAM

Coverage of the Lifesaving World Championships 2024 will air on National Free-to-Air TV across Australia! Plus, an online livestream will showcase consistent coverage for the hundreds of thousands of international viewers.



LIVESTREAM

- Featured recognition and brand mentions on the online livestream



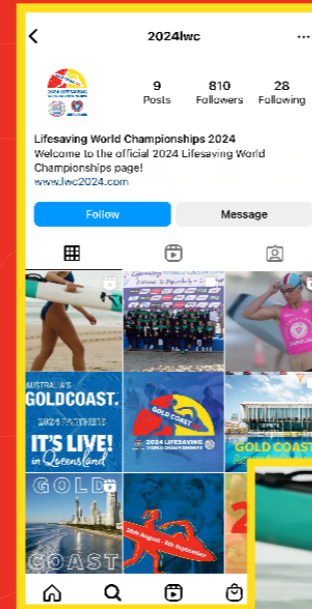
BRONZE PROPOSAL



PROMOTIONAL PACKAGE



→ **WEBSITE**
CHECK IT OUT



→ **SOCIAL MEDIA**
FOLLOW US



→ **E-NEWSLETTER**
SUBSCRIBE

CENTRAL SOURCE OF TRUTH

- » ALL NEWS AND ANNOUNCEMENTS
- » INTERACTIVE PROGRAM
- » LIVE RESULTS
- » LIVESTREAM

- » SPECIAL OFFERS
- » ONLINE SHOP
- » REGISTRATION SYSTEM



SOCIAL MEDIA

- Brand mentioned where partners are officially recognised on social media



WEBSITE

- Brand sponsor offers for event participants, promoted on the website



E-NEWSLETTER

- Ad space on regular subscriber and participant e-newsletters
- Recognition via logo and link on partners banner, included in every LWC 2024 e-newsletter

PROMOTIONAL PACKAGE



Event promotion will include a multi-platform advertising campaign targeting international participants and local spectators.



MEDIA

- Brand recognition on all media releases and announcements

EVENT ACTIVATIONS



OCEAN & BEACH EVENTS
KURRAWA BEACH, BROADBEACH



FESTIVAL ZONE
KURRAWA PARK, BROADBEACH



POOL RESCUE
GOLD COAST AQUATIC CENTRE

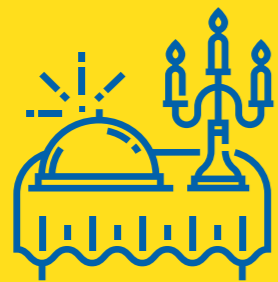


BRAND POP-UP STATION

- Activation space within Event Precinct (3m x 3m space)

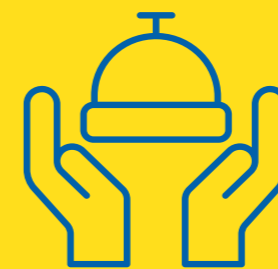
ENTERTAINMENT & HOSPITALITY

**TO HOST THE MOST
INCLUSIVE, INSPIRING AND BEST ATTENDED
LIFE SAVING WORLD CHAMPIONSHIPS**



ILS GALA DINNER

- Two tickets included



CORPORATE HOSPITALITY

- Limited access to ticketed LWC events

BRONZE PROPOSAL

