



**2024 LIFESAVING  
WORLD CHAMPIONSHIPS**

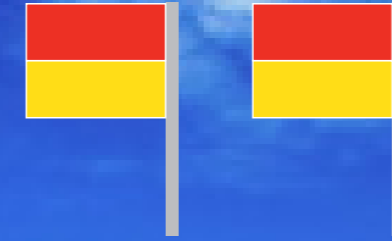


**20 AUGUST - 8 SEPTEMBER 2024**

# NAMING RIGHTS PROPOSAL

# SURF LIFE SAVING QLD

# OVERVIEW



**3RD**  
MOST TRUSTED  
CHARITY IN AUSTRALIA

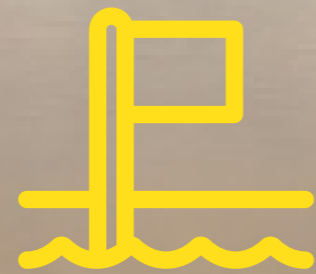


**12TH**  
MOST RECOGNISABLE  
BRAND IN AUSTRALIA

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**



# 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



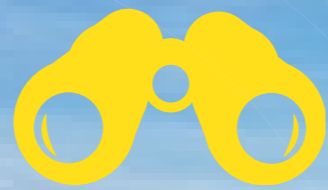


# LIFESAVING WORLD CHAMPIONSHIPS

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  
GOLD COAST.™

NAMING RIGHTS PROPOSAL



Queensland

# 19TH BIENNIAL LIFESAVING WORLD CHAMPIONSHIPS

PRESENTED BY

**OCEAN & BEACH EVENTS**  
KURRAWA BEACH, BROADBEACH

**BEACH EVENTS & FESTIVAL ZONE**  
KURRAWA BEACH & PARK

**ATHLETE VILLAGE**  
BROADBEACH  
PARTNER HOTELS

**POOL COMP EVENTS**  
SOUTHPORT AQUATIC  
CENTRE



**2024 LIFESAVING  
WORLD CHAMPIONSHIPS**

**FOUR HUB  
LOCATIONS**

**NAMING RIGHTS PROPOSAL**





# 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

NAMING RIGHTS 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  
CHARITY IN AUSTRALIA



**12TH**  
MOST RECOGNISABLE  
BRAND IN AUSTRALIA



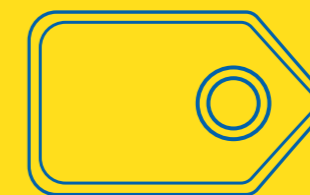
## IP USE

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 across all channels and platforms
- Prominent brand logo on all uniforms and merchandise



## PARTNER ACKNOWLEDGEMENT

- Naming Recognition in all instances wherever the event name is mentioned



# 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.



## TV BROADCAST

- Premium recognition on the free-to-air TV broadcast through the naming rights



## LIVESTREAM

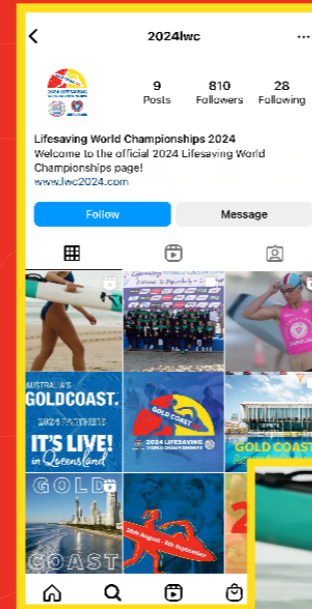
- Premium recognition on the online livestream through the naming rights
- Ad space through TVCs on the online livestream
- Live Interview or Host Panel opportunity on the online livestream



# 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

- Recognition through naming rights on all posts and ads
- Dedicated co-branded organic social media posts
- Dedicated co-branded social media ads



### WEBSITE

- Ad space through promotional banners on the LWC2024.com website
- Dedicated advertorial news articles, housed on the 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.



## PRINTED MATERIALS

- Ad space in event program, distributed to 6,000+ event participants and spectators



## ADVERTISING CAMPAIGN

- Brand logo and recognition included on all appropriate advertising materials



## MEDIA

- Co-branded media opportunity, announcing the partnership
- Inclusion of brand representation where appropriate during media event coverage
- 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



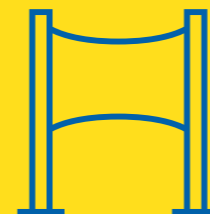
## BRAND POP-UP STATION

- Feature activation space within Event Precinct (8m x 8m space)



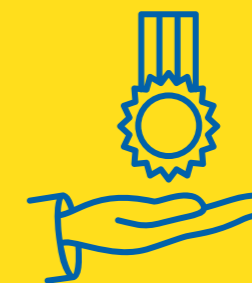
## VENUE ANNOUNCEMENT

- Pre-recorded and live PA announcements through venue audio system



## BRANDED ASSETS

- Branded signage opportunities across events
- Product samples included in all competitor kits (approx. 5,000 - 7,000 competitors)



## MEDAL PRESENTATIONS

- Opportunity to represent brand through spokesperson at medal presentations

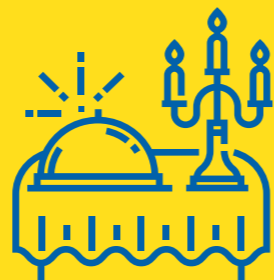
# ENTERTAINMENT & HOSPITALITY

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



## MEDIA EVENTS

- Unlimited access to all relevant media events



## ILS GALA DINNER

- Table of 10 included



## CORPORATE HOSPITALITY

- Access to all ticketed events, hosted by LWC representatives
- Limited access to ticketed LWC events
- VIP seating and hospitality at Pool Rescue, Ocean and Beach events, hosted by LWC24 representatives
- 2 x VIP tickets

**NAMING RIGHTS PROPOSAL**

