

Sponsoring Profile

ORGANIZED BY:



SUPPORTED BY:

ΔΗΜΟΣΙΑΛΥΣΙΟΥ



MUNICIPALITY OF IALISOS
ISLAND OF RHODES

ΥΠΟΥΡΓΕΙΟ
ΤΟΥΡΙΣΤΙΚΗΣ ΑΝΑΠΤΥΞΗΣ



GREECE
MINISTRY OF TOURISM

Formula Windsurfing European Championship 4 - 12 June 2005 Rhodes - Ialisos Greece



Agean Sea
Top Windsurfing Spot
Ialisos - Rhodes

Live on the Internet
www.rwa.gr

with 15 MILLION windsurfers
and 150 MILLION viewers
we are the ultimate sails force



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1. THE OPTIONS

FUTURE EVENTS

- 2005:** 04-12 June – FORMULA WINDSURFING EUROPEAN CHAMPIONSHIP
- 2006:** FORMULA WINDSURFING WORLD CHAMPIONSHIP
- 2007:** FORMULA WINDSURFING GRAND PRIX
(a World Ranking Grade 1 event) and ISLAND GAMES
- 2008:** FORMULA WINDSURFING GRAND PRIX
Followed by Aegean Odyssey by Windsurf (a challenge for the best international athletes & participate in the event)

PROFILE OF IALISOS CITY

Ialisos, which is one of the three great ancient cities of Rhodes, together with Lindos and Kamieros made up the Rhodian three- city province. The first settlers were the Kares (pre-hellenic tribe) and the Phoenicians. It is believed to have been founded by the hero **Ialisos**, brother of Lindos and Kamieros. After the arrival of the Dorians, it was home to the Olympic champion Diagoras. Diagoras' daughter was called Kalipatira and her brothers Damagitou, Akousilaos and Dorias were also Olympic champions. **Ialisos** took part in the Athenian Wars until 412 BC. In the Middle Ages it was settled by Knights of the order of St. John, who left many great monuments and buildings. In the Acropolis of **Ialisos**, in Achaia, ruins of a Doric temple were found, which was dedicated to the Goddess Athene. Greece and all the Aegean islands have been blessed with an incomparable natural beauty both in its landscapes and seas.

Ialisos Beach together with the plains and Filerimos Hill, in the northwest of Rhodes, is a prime example. It has been stated as one of the best worldwide spots for windsurfing and sailing due to the safety precautions and wind conditions in the area. The wind and wave directions, which are generally stable and in the same direction, always guide you towards the shore. These northwesterly winds, known as 'Meltemi', start in April and end in October.



2. WHY SHOULD RHODES - IALISOS SUPPORT THE EVENT ?

-the event being the 2005 Formula Windsurfing European Championships .

RHODES ISLAND AND IALISOS CITY is the perfect location for international windsurfing 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 :Rhodes - Ialisos provides a natural arena for windsurfing to take place an hospitable climate with constant sideshore winds , perfect for competitors , spectators and media .

POSITIVE PUBLICITY .

Promoting major windsurfing events is not only good for the reputation of Rhodes - Ialisos as a mecca for windsurfing holidays , but will also enhance Rhodes Ialisos reputation as a popular tourist destination .

The market place for holidays is becoming increasingly competitive ; the media appeal of watersports , windsurfing in particular , will ensure maximum exposure for Rhodes Ialisos by association with a dynamic and environmentally friendly sport , and healthy lifestyle .

HISTORY

Rhodes has been the destination for major windsurfing events since 1992 . More recently Ialisos Beach has been the venue for two Formula Windsurfing Grand Prix Regattas (2002 & 2004) . We must not forget the very successful Olympic 2004 Regatta in Athens . What better time than now to build on this reputation for excellence .

2005

The Formula European Championships represents the premier windsurfing regatta in Europe during 2005 . The worlds top racers will converge on Rhodes - Ialisos in June but this is just the start of a 4 year programme of major championships and events on Rhodes . By exercising the OPTIONS (see attached paper) long term benefits are gained that will enhance the sponsorship and marketing value of the venue .

Finally , the Formula Class will hold a special general meeting of its members during the 2005 event .Representatives from national associations around the world will converge on Rhodes ; not only to debate class issues , but the sport generally . They will no doubt “soak up the atmosphere” of Rhodes , and return home with a positive image of both windsurfing and the Island .

Ceri Williams .
I.F.W.C. (Formula) Chairman .
An I.W.A. Director.



3. 9th WINDSURFING RACE IN RHODES - IALISOS

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 and windsurfing . 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 .

RHODES has been hosting major International windsurfing regattas since 1992.

Rhodes - Ialisos is firmly established as a premier location for Formula Windsurfing the latest , fastest and most spectacular format of windsurf racing .

The successful organisation of Rhodes - Ialisos Formula Grand Prix 2002 and 2004 has ensured Greece has a fixed point in the Formula Windsurfing international circuit .

In 2005 Ialisos Beach ,Rhodes will be the venue for the FORMULA EUROPEAN CHAMPIONSHIPS . The options for 2006>2008 are detailed elsewhere in this document .

The presence of the worlds top windsurfers in the beautiful and cosmopolitan island of Rhodes projects the event as a perfect world wide communication platform .

The organising committee will enthusiastically assist the sponsors executives to incorporate this flexible sponsorship proposal into their overall corporate communication strategy . The Target is to achieve maximum benefit for the potential sponsors by effective publicity and maximum media coverage around the world , and especially in Greece .

Our aim is to establish long term sponsorship agreements that will benefit potential sponsors commercial goals .

If you 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 organisation 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 organisation 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 organisation.

Any sponsorship programme derives from the corporate idea itself.

Corporate identity is the explicit manifestation of what an organisation 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 international windsurf events.

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, windsurfing 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. WINDSURFING WORLDWIDE

Windsurfing all over the world

There are approximately 15.000.000 windsurfers in more than 45 countries spread over Europe, America, Africa, Asia and all over the exotic islands around the world.

France:	2.500.000	windsurfers
Germany:	2.000.000	“
Italy:	1.000.000	“
U.S.A:	2.500.000	“
Canada:	1.000.000	“
Japan:	1.000.000	“
Greece:	500.000	“
Spain:	1.000.000	“
Portugal:	500.000	“
Other Europe:	1.500.000	“
Africa:	500.000	“
Exotic Islands:	500.000	“
Asia:	500.000	“

Windsurfing is a high performance sport for both men and women competing in the most radical conditions.

Windsurfers and their peers represent a large group of people with a common lifestyle.

The Formula Windsurfing event is one of the most attractive vehicles to communicate an image and a message to a wide, young and dynamic target audience.

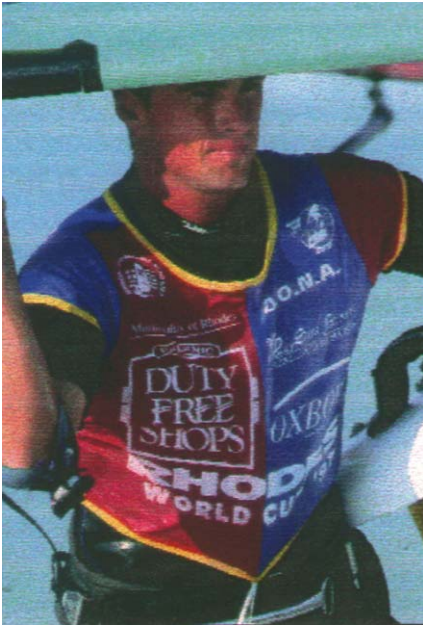
Professional windsurfing is a lifestyle, a young, healthy, colourful, friendly dynamic and high-tech sport.

It is also an environmental concept, as it uses only natural energy and respects the world's resources of earth, water and air

Windsurfing is clean!

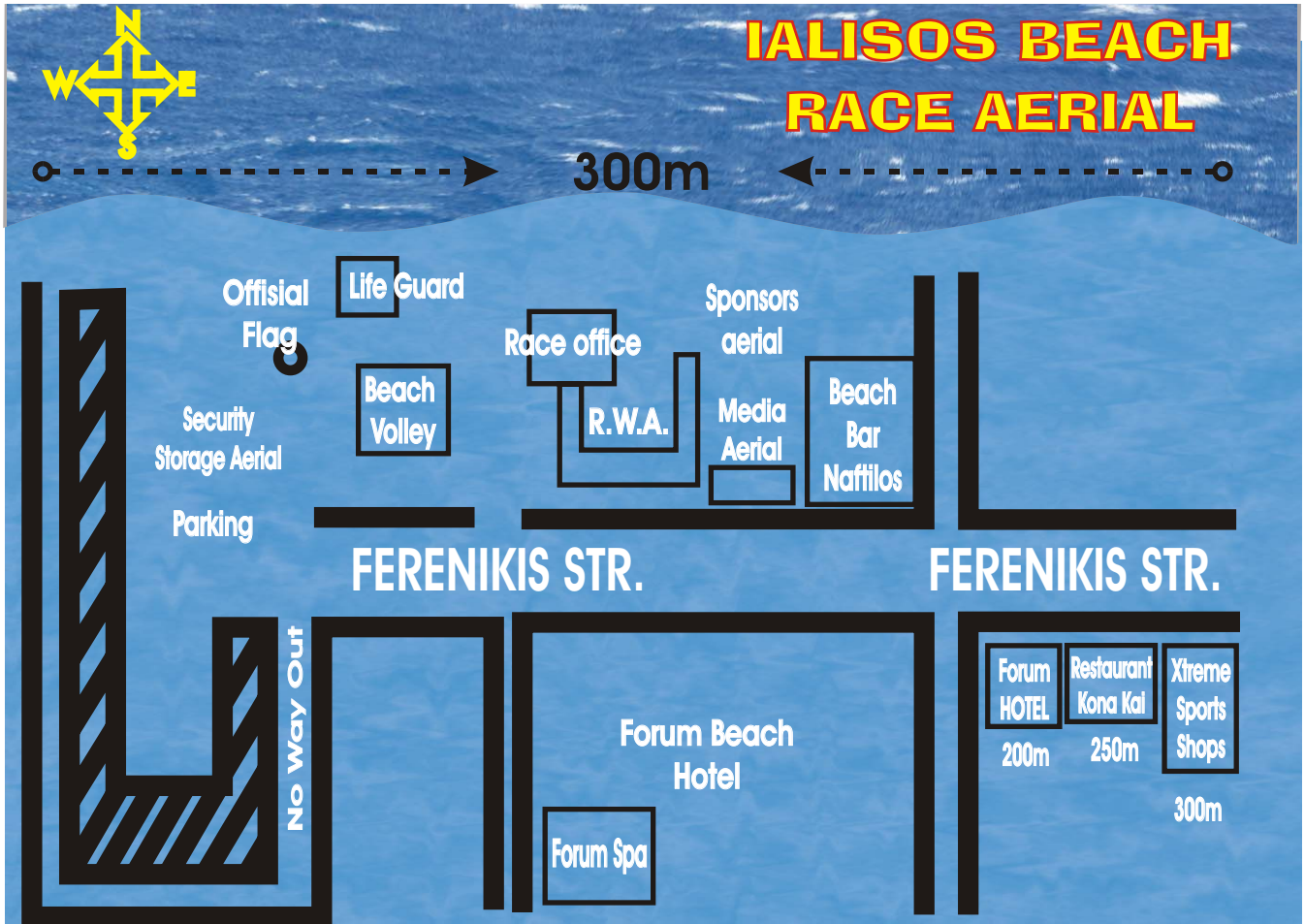
6. PHOTO ALBUM

a) P.W.A. WORLD CUP 1997





b) RACE AERIAL



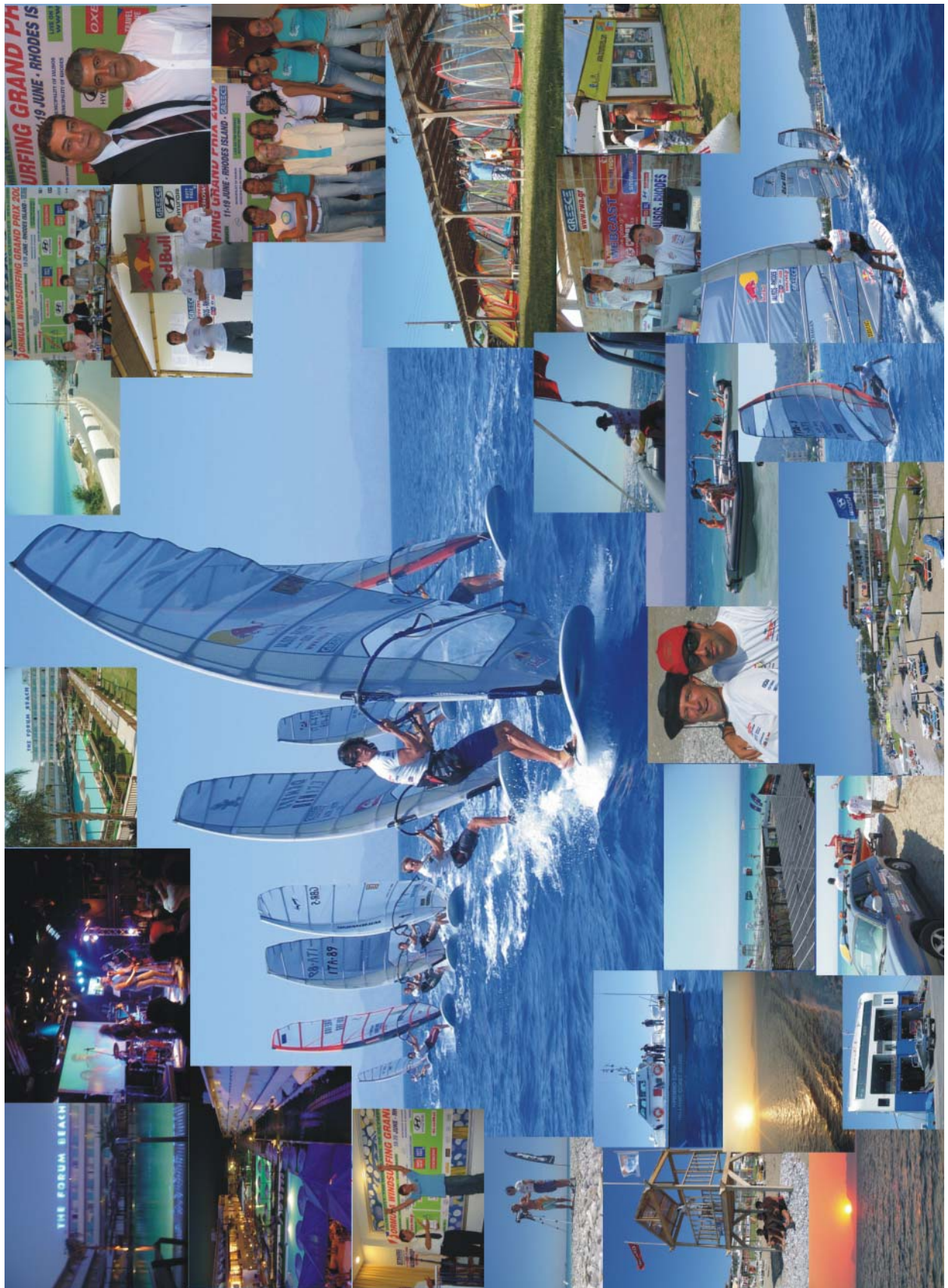


c) FORMULA WINDSURFING GRAND PRIX 2002





d) FORMULA WINDSURFING GRAND PRIX 2004





7. SPONSORSHIP PROPOSAL

a. Main Sponsor

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

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

official product of the race

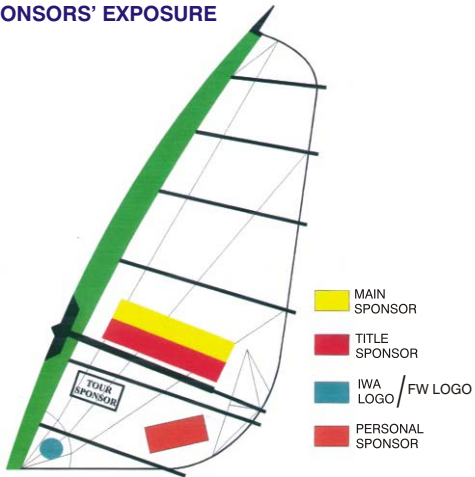
Labelling on the official printed material of the race, such as posters, brochures and letter sheets
Exposure on site with banners and flags
Product sampling with outlets on site (promotion & sales)
Commercial announcement and advertising jingles broadcast through the loudspeaker system.

Please see enclosed paragraph number 6 "SPONSORS' EXPOSURE" for detailed analysis of the exposure granted to the Sponsor - A.

8. SPONSORS' EXPOSURE

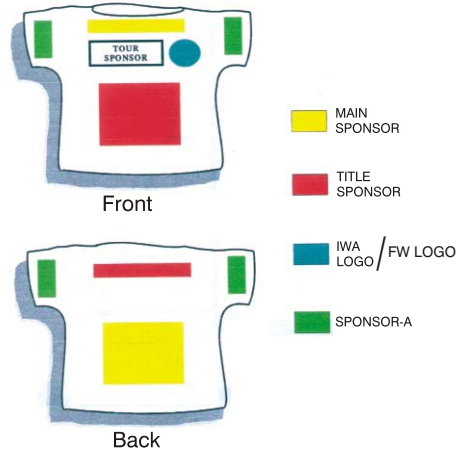
a. Sails

SPONSORS' EXPOSURE



b. Racers' Vests

SPONSORS' EXPOSURE



c. Official Race Boats

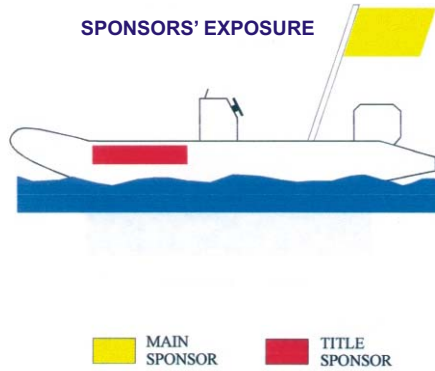
i) Jury Boat

SPONSORS' EXPOSURE



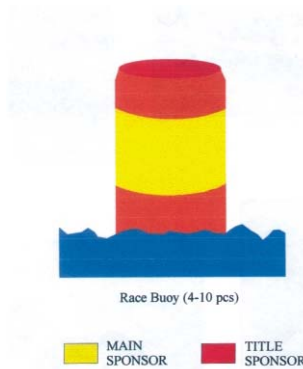
ii) Rubber Boats

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 co-ordination of the organising committee.

The suggested portion of pieces between National and Local authorities offices, Main, Title and Sponsor - A is:

- >National and Local authorities offices: 2/3
 - >Main Sponsor:
 - >Title Sponsor:
 - >Sponsor - A:
 - >Local Sponsor:
- } 1/3

f. Posters - Brochures

The logo of the sponsors (Main, Title, -A-) will clearly appear on the posters and brochures of the race.

The 35 X 50 cm poster and the official brochure of the race will be distributed to:

- >all surf shops in Athens
- >shops, discos, bars, tourist offices in Rhodes island, authorised offices, banks, airports, harbours and hotels.
- >surf clubs in Athens, Rhodes and Dodecanese islands

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 organisers are responsible for the television as well as for the photographic coverage of the race.

The 1992, 1997, 2002 and 2004 events were covered by the specialised and fully equipped organisers' television crew (professional technicians with multiple monitors, cameras, montage units, helicopters etc.) that produced high quality images.

The media coverage of the 2005 event will follow the same lines: thus, the 2005 Rhodes - Ialisos European Championship will also be covered by the same experienced television and photographic organisers 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, MEGA, STAR, ALPHA, ALTER, ERT, etc.) as follows:

5'-10' minutes daily coverage at prime time, with front - end credits to the sponsor.

15''-30''seconds spots for the sponsor

40 -60 trailers with sponsors' mention

News reports as well as special programmes from Sport News and the majority of the national TV channels (ANT1, MEGA, STAR, ALPHA, ALTER, ET1, NET, ET3) as well as from the local TV stations.

Extensive coverage from the local TV stations.

The sponsors, in cooperation with the organisers, 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.

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

Multipage articles including photographs from all specialized publications from the majority of high circulation magazines.

b. International

i. TV - International News

News tapes will be distributed to **more than 200** stations **with special hi lights of the event.**

ii. TV - Special Features

SPORTSWORLD NETWORKS (58 countries)

GILLETTE WORLD SPORT SERIES (18 countries)

FINISH LINE (USA & 25 other countries)

iii. Tape of 30 min final program of the race will be distributed to more than 200 stations

iv. International magazines

The organiser provides more than 30 magazines specialising in international windsurfing with coverflash and key editorial material. These magazines are giving extensive and detailed coverage to every event of the Formula Grand Prix. The total readership is estimated in excess of 15 million.



10. SPONSORSHIP COST

A. ORGANISATION ALTERNATIVES

The Rhodes - Ialisos event will be a course event. As far as the "status" of the event is concerned, the organisers propose two different options, which directly affect the sponsorship cost. These options are: a) to organise World events or b) European 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 Championship - World Cup - Grand Prix**
- b) **European Championship - Euro Cup - Other events**

2. Prize money & organisation costs

The prize money is more than 30.000€ for the (a) events and more than 20.000€ for the (b) events.

The IWA and Formula organising 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 analysed 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) events receive a lower level of international exposure.

4. Participation of Formula top windsurfers

Both events (a) and (b) are important in the official ranking list of the World Championship.

B. COST

- a) **World events cost more than 300.000 €**
- b) **European events cost more than 250.000 €**

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./Formula/I.W.A. International sanction fees
Prize money for the 2005 Rhodes event winners
Organisational costs
Advertising and marketing costs
Media Licence Fees
Other expences
Technical support

Therefore, we propose the following payment conditions for our sponsorship offer:

40% of the total amount at the time of signature of the contract end of March.
30% of the total amount at the end of April.
30% of the total amount at the end of May.



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:

**ITALY
FRANCE
GERMANY
HOLLAND
JAPAN
NEW ZEALAND**

**SPAIN
AUSTRALIA
ENGLAND
SWITZERLAND
CANADA
U.S.A.**

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 Rhodes - Ialisos 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 statios)
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



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

Newspapers: national and local publications featured 150-page reports.

Magazines: national, local and international publications featured 50-page reports with pictures.

D: Internet

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)

E: CD ROM

Selected pictures 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 2003 event in 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.

EPT (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

Newspapers: national and local publications featured 150-page reports.

Magazines: national, local and international publications featured 30-page reports with pictures.

D: Internet

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)

E: CD ROM

Selected pictures 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 Rhodes - Ialisos 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. ARTICLE 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 RHODES By Achilleas Tzimas and Christos Petreas

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 product 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 recently come to the foreground (eg 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 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 reaped by MM (mass media) coverage and 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 ignored.

However, we must bear in mind that there are athletic events, which need 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 an example of this is the Windsurfing Championships in Rhodes, which combines action with the sea. The 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 that apart from attracting spectators can offer tremendous economic gains.

The sport of Windsurfing has offered significant benefits to the island of Rhodes in recent years. The major events, which have been held on Ialissos beach by the Rhodes Windsurfing Academy (RWA) 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, which will include some of the best wind surfers in the world, may also be a chance for spectators to try the sport on one of the many surf spots on the island. Ialissos 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 vacations. Data on windsurfing as a sport show that there are at least 15 million surfers in 45 countries mainly around Europe, North America and Japan. The Formula Windsurf 2002 and 2004 in Rhodes, apart from being a great success was also an important happening for the island. It 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 in June 2005, we must stress that apart from a great athletic event it will be a great promotional opportunity for Greece as it will be the focal point of all interested parties even more so than in previous events.



Previous windsurfing events:

Table 1 – Type of event

Nos.	Year	Title of event	Range
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

Table 2 – Statistical information on events

	1	2	3	4	5	6	7	8
Athletes	160	50	80	20	60	20	50	20
Attendants	600	200	300	100	250	100	200	150
Duration days	14	10	10	7	10	7	14	14
Spectators- approx.	> 1000	> 1000	600- 800	> 200	500- 600	> 200	> 1000	> 1000
Length of MM coverage	All year	All year	2 months before 4 after	1 month before 2 after	2 months before 4 after	1 month before 2 after	All year	All year
Major Sponsors Organizations	2	2	3	1	3	1	4	5
Major Sponsors Entrepreneurs	1	4	3	1	4	2	0	4
Sponsors products/ services	4	8	9	4	10	6	10	12

Brief conclusion taken from Table 2:

- International events clearly have much larger ratings.
- The international aspect is more important than the number of athletes and attendants taking part.



Table 3 – MM Coverage by event

MM	1	2	3	4	5	6	7	8
Local Press	7	7	7	7	7	7	7	7
National News	15	12	10	6	8	6	20	20
National Athletic Press	10	6	4	-	5	-	10	10
International Press	-	-	-	-	-	-	4	4
Local magazines	2	2	2	2	2	2	2	2
National magazines	6	8	10	4	10	4	10	8
International magazines	20	20	2	2	3	2	20	20
Local Radio	8	8	8	8	8	8	8	8
National Radio	6	4	10	6	9	6	Alpha Live +10	ERA Sport +10
Local TV Stations	4	4	4	4	4	4	4	4
National TV Stations	EPT & Pool	EPT & Pool	EPT MEGA ANT1	EPT MEGA ANT1	EPT MEGA ANT1	EPT MEGA ANT1	Alpha & Pool	EPT & Pool
International TV Stations	PBA (100)	SSM/PWA (>150)	-	-	-	-	Tonix Pictures (>150)	DMI (>250)
Internet/website race	OXI	RWA Cybex	RWA Cybex	RWA	RWA	RWA	RWA	RWA Cybex
Organization	IFCA ISAF	PWA	EIO	-	EIO	-	ISAF IWA FWC	ISAF IWA FWC
Sponsors	2	2	4	2	4	2	10	4+12
E- newspapers	-	-	-	-	-	-	4	4

From the experience of Rhodes up to date we can identify the following factors as ‘good – successful coverage’ of such an athletic event by MM:

- Previous advertising of event
- Good publishing material
- Branding of the event and the host area



In short, the hosting of events up to now has been successful and this is evident by the scheduling of future Windsurf events from 2005 2008 as follows:

- **2005:** From 4th to 12th June Windsurf Formula European Championship.
- **2006:** Windsurf Formula World Championship.
- **2007:** Windsurf Formula Grand Prix (a world ranking grade 1 event) and island games.
- **2008:** Formula Windsurf Grand Prix followed by Aegean Odyssey by windsurf (a challenge for the best international athletes to participate in the event).

We have recommended that Rhodes become a point of attraction and training area for windsurf 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 Windsurf 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, windsurfing, which is already established both athletically and as a tourist facility, is perhaps the only quick and inexpensive form of promotion for our islands and the Aegean in general.

Clearly it would be prudent to initiate research that would pinpoint 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 athletic events and their support in the future will bring in huge benefits to Rhodes, the Aegean and Greece. However, this can only be achieved through a combined and systematic effort by all of us.

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15. Profile R.W.A.

Rhodes Windsurfing Academy and Surf Shop founded and created by a Greek National Team Windsurfer and official Sailing and Windsurfing trainer :
Achilleas Tzimas GRE IIII.

R.W.A. Provides

- › Windsurfing and Sailing lessons, rent, storage, transfer, repairing sails and boards.
- › Beach Volley area, for training and lessons.
- › Canoe, Pedalos, Optimist, Catamaran, Laser, for rent and lessons.

R.W.A. Events

- › Organized host of the I.F.C.A. 1992 World Championship.
- › P.W.A. World Cup 1997
- › Greek National Championship (Funboard) 1998
- › Greek National Championship (Funboard) 1999
- › King of Rhodes Freestyle and Slalom event 1998
- › King of Rhodes Freestyle and Slalom event 1999
- › Formula Windsurfing Grand Prix 2002
- › Formula Windsurfing Grand Prix 2004

Extreme sports shops

Two shops with sportswear, beachwear, shoes, sandals, sunglasses, sport watches, windsurfing equipment, and accessories.

R.W.A. Rooms to Let and Entertainment

Incorporates with the Forum Group Hotels Company, also the Nautilus Beach Bar Restaurant on the beach, keeps you there all day and night, together with video show music and parties.

R.W.A. other Facilities and Sports

The Thalassa Forum Spa, the gym, the indoor swimming pool, other multi action sports, mountain bike rent and off road tours. Life guards for your security, together with a full animation program make R.W.A. and the Forum Hotels one of the best complete sports centers on Rhodes island - Ialisos beach.

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