



**February 20-26**  
**World Winter Sailing**  
**Sports Championship**  
**Offering for partners and sponsors**

**ZHIGULYOVSKOYE**  
**SEA 2017**

[sila-vetra.ru](http://sila-vetra.ru)  
[zhigmore.ru](http://zhigmore.ru)



**25-26 February 2017**  
**Winter active**  
**recreation festival**  
**ZHIGULYOVSKOYE SEA**

**SNOWKITERUSSIA**  
[WWW.SNOWKITERUSSIA.COM](http://WWW.SNOWKITERUSSIA.COM)



## IDEA & goals

### **WISSA 2017 and “Zhigulyovskoye Sea-017” Festival.**

This is the integral event of SNOWKITERUSSIA 2017, a whole sequence of bright events, diverse in their forms and topics, devoted to one of the most spectacular and fast-developing sports, snow-kiting.

These are events that are united by a common idea of free movement, of opening new opportunities, of realization of ideas, scenarios of active recreation in different territories of Russian regions, which are unique and have their own peculiarities.

## GOALS:

- ▲ Positioning Tolyatti as a qualitative platform for holding a competition of international level.
- ▲ Developing of infrastructure for kiting in Tolyatti
- ▲ Popularization of kiting and other winter sailing sports in Russia
- ▲ Attracting tourists to Samara Region in winter time
- ▲ Promoting Russia as a territory of boundless opportunities for active recreation



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## **PARTICIPANTS**

- ▲ Professional sportsmen from Russia, Estonia, Belarus, USA, Latvia, Poland, Ukraine, Germany, Sweden, Norway, Finland, Check Republic, Romania, France, Italy, Canada, Switzerland – 150 people.
- ▲ Amateurs of kiting sports from 35 regions of Russia – 250 people.
- ▲ Participants of sport programs – 1 500 people
- ▲ Spectators – over 10 000 people (according to 2015 and 2016 years' statistics)

## **INCLUDING:**

- ▲ Parents with children – 70 %
- ▲ Youth – 20 %
- ▲ Organized tourist groups – 10 %



## PROGRAM OF THE FESTIVAL

WISSA 2017 World Winter Sailing Sports Championship.  
"Zhigulyovskoye Sea SNOWKITE Maslenitsa" Festival.



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## SYNERGY OF WIND AND FIRE. ICE ARENA OF WIND SPORTS AND FOLK FESTIVITIES



- ▲ Morning exercises for everyone
- ▲ Kiter's performing their skills to audience
- ▲ Winter wind-surfing and kiting workshops
- ▲ Kite show "Vladimir Bobylev's Theater of the Wind"

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## SYNERGY OF WIND AND FIRE. ICE ARENA OF WIND SPORTS AND FOLK FESTIVITIES



- ▲ Ultralight aviation show: trikes, paramotors
- ▲ Cup of "Zhigulyovskoye Sea" in aeromodelling sports
- ▲ Performances of Shiyarov's Moto World
- ▲ Ski run "Zhigulyovskoye Sea-017", organization of amateur race

## SYNERGY OF WIND AND FIRE. ICE ARENA OF WIND SPORTS AND FOLK FESTIVITIES



- ▲ Dog sledding, photo zone
- ▲ Cup of "Zhigulyovskoye Sea" in automodelling sports
- ▲ Exposition of LADA car. Photobooth (taking photos on LADA background)
- ▲ Application for world record "The most large-scale start in the world of snow-kiting"
- ▲ Large-scale launch of kites

**SYNERGY OF WIND AND FIRE. SNOWKITE MASLENITSA. STAGE**



- ▲ Performances of artistic collectives, Maslennitsa Festivities
- ▲ Street Theater Festival "Plasticine Rain"
- ▲ Contests with viewers
- ▲ Lotto with prizes
- ▲ Animation for children



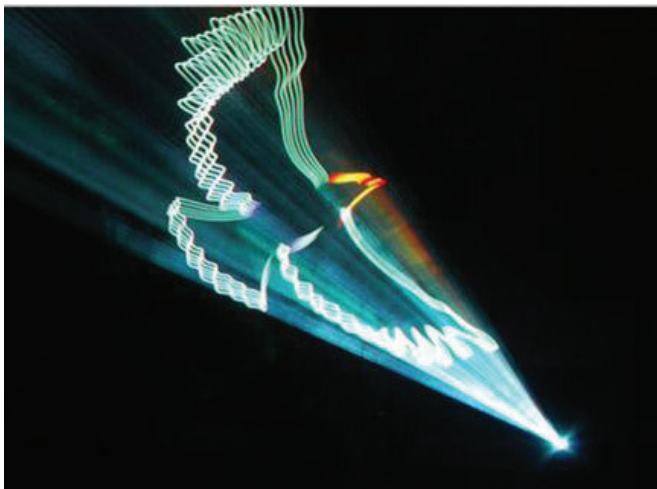
**SYNERGY OF WIND AND FIRE. SNOWKITE MASLENITSA. SPARTA**



- ▲ Armwrestling, kettlebell rod, cross-fit
- ▲ Mother, father, me- sporty family
- ▲ Performances of athletes and gymnasts
- ▲ Kazak hut
- ▲ Snowmen contest

- ▲ Traditional cuisine workshops, contest of pancakes
- ▲ Tsar of the mount
- ▲ Ice fortress, snowballs
- ▲ Seeing off the winter

**SYNERGY OF WIND AND FIRE. SNOWKITE MASLENITSA. EVENING PROGRAM**



- ▲ Disco ICE
- ▲ Evening balloon show "Night Glow"
- ▲ Laser show
- ▲ Fireworks

## ONLINE PLATFORMS OF THE FESTIVAL IN THE FRAME OF THE PROJECT SNOWKITERUSSIA

- ▲ **Official website:** WWW.SNOWKITERUSSIA.COM
- ▲ **Event's blog** on YOUTUBE and in Instagram
- ▲ **Communities** in social networks
- ▲ Monthly **information deliveries**
- ▲ **Reaching the audience online** – more than 3 000 000 people
- ▲ **Unique opportunity for integration of partners' and sponsors' content**



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## INFORMATION PARTNERS

- ▲ Media support of SNOWKITERUSSIA includes working with federal media partners
- ▲ Information partners of the festival are federal internet editions specializing in tourism and sports, federal TV channels
- ▲ There is a press-center at every event, press conferences planned
- ▲ SMM campaign on FB and VK, target AD – over 150 publications
- ▲ Expected information coverage – more than 3 000 000 people



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## SNOWKITERUSSIA FESTIVAL ORGANIZERS

Head of the project SNOWKITERUSSIA

**Evgenia Kotlyarova**

8 (927) 261-38-98

Manager SNOWKITERUSSIA. **Natalya Yashtyngina**

8 (967) 485-54-89

Manager SNOWKITERUSSIA. **Aleksander Aleshkov**

8 (905) 305-54-53

Race Director WISSA. **Aleksey Razhev**

8 (917) 976-96-26



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## ADVANTAGES OF COOPERATION

### Unique platform for realization of your social and business goals

- ▲ To use a complex of effective informational and commercial means of communication with your target audience (online and offline)
- ▲ To affect the audience when it is most loyal to acquire information about your products (integration to the motor-race theme)
- ▲ To confirm the image of a responsible, developing and socially active company, supporting sport and tourist projects
- ▲ Stimulate the sales (getting contacts from the participants during the motor-race and presenting them the products or services of your company, promo activity)

**Be welcome to use an effective measurable way of promoting your products or services**

**Raise the image of your company among your target audience**



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## OPPORTUNITIES OF INTEGRATION FOR PARTNERS

- ▲ Audience – more than 3 000 000 people
- ▲ 20 000 on the festival platform

## INTEGRATION TO INFORMATIONAL AND COMMERCIAL CAMPAIGN (ONLINE AND OFFLINE)

## INTEGRATION TO THE FESTIVAL PLATFORM'S DECOR

Outdoor advertising (on stage, press-wall, banners, stands and racks, flags), commercial and informational distribution (program, notebook, invitation), opportunity of branding the costumes of the sportsmen, organizers, volunteers, mounting of your own promo platforms



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## OPPORTUNITIES OF INTEGRATION FOR PARTNERS

### INTEGRATION TO THE EVENTS FOR PRESS

Speech of a representative of the partner at the press conference, placing the partner info in a media-guide, distributing sets of partner attributes to the journalists, sending press releases with partner's logos to accredited sources of mass media.

### INTEGRATION TO THE BASIC PROGRAM OF THE FESTIVAL (FOR THE GENERAL PARTNER)

Speech at the festival's opening ceremony, introduction of a special nomination and giving gratitude diplomas/prizes to the nominees (the prize is handed in by the general sponsor)

## OPPORTUNITIES OF INTEGRATION FOR PARTNERS

- ▲ Provided platform for placing an interactive zone for a partner on the territory of the festival
- ▲ Promotional activity, receiving contacts, production or service presentation
- ▲ Various ways of financial, technical partnership, including providing the status of a barter partner (technical partner, printing and publishing partner, videoproduction partner, official drink, forum etc.)
- ▲ Opportunity of making a PRIVATE PARTY for a certain circle of participants, giving prizes (available for a general sponsor)
- ▲ Following the event, each partner gets a set of result materials (photos and videos), also a report about the cooperation and official thanks from the project's directory.

## SPONSOR PACKAGES

Team of professional organizers, measurable instruments of evaluation of cooperation's effectiveness, guaranteed covering and quality of audience. These are the advantages of cooperation with the winter's grandest event SNOWKITERUSSIA

Rank	Possible Quantity	Price
Title sponsor	1	2 500 000
General sponsor	1	1 000 000
Official sponsor	3	500 000
Partner	4	300 000
Technical partner	5	agreed-upon price
Thematic zone partner	7	100 000

**WELCOME TO COOPERATE!**



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