

surf festival prospectus

Noosa Festival of Surfing

Noosa
FESTIVAL
OF
Surfing

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History

The Noosa Festival of Surfing was established in 1992, by members of the Noosa Malibu Club, as an amateur surfing competition called the Noosa Malibu Classic. The event supplied the perfect excuse for Club members to invite their mates to surf Noosa's pristine right-hand point breaks at their ripest, however the event's popularity among competitive longboarders far exceeded expectation and encouraged the Club to take The Classic to the next level. In 1996 a professional division was introduced with promising success and prompted the eventual name change to The Noosa Festival of Surfing (NFoS) by 1998.

The Festival Program grew further; in 1999 the World Tandem Surfing Championships were brought to Noosa, involving a greater part of the 'longboard fraternity' including high profile celebrity names and members of industry who to this day, are loyal regulars and proud supporters of the event.

2007 was the most successful Festival for years incorporating Standup Paddlesurfing, live entertainment, fundraising auctions, the patronage of Pat Rafter and sensational surf. USM Events will maintain this success as the new management team behind the Noosa Festival of Surfing.

Moving Forward

Already a permanent fixture on Surfing Australia's annual calendar, the Noosa Festival of Surfing aims to cement its international status as a benchmark surf-lifestyle festival located in one of Australia's most popular tourism destinations - Noosa, Sunshine Coast.

USM Events, in conjunction with its major event partners and the Noosa Malibu Club, looks to introduce more cultural elements the Festival program, broaden the competitive disciplines, feature a stellar line-up of music and entertainment as well as showcasing some of Australia's biggest industry brand and product names, all in one centralised hub.

In addition, with the commitment of the surfing industry to sustaining the beautiful beaches and coastlines of the world, the NFoS will attempt to adopt an enviro-conscious attitude with the hope of establishing permanent guidelines for future events in Noosa; better recycling, better fuel efficiency, better waste management, etc to keep it clean and green.

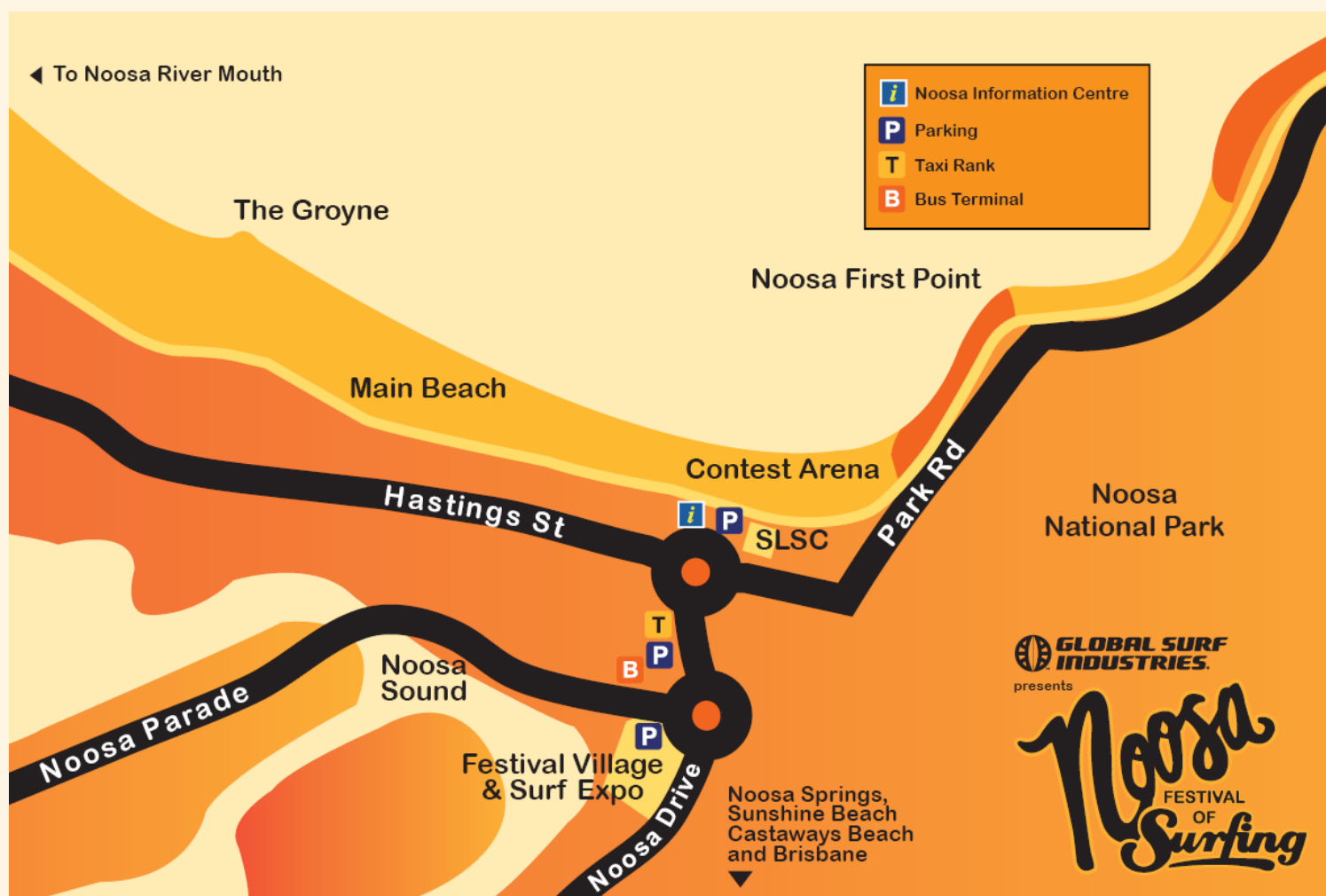




Sunday 2 March	Event	Venue
to be confirmed	Disabled Surfing Workshop	Noosa Main Beach
5:00-8:00pm	Competitor Registration & Briefing	Festival Village, Lions Park
Monday 3 March	Event	Venue
6:40am	Pro competitor check-in & briefing	First Point
	Pro Trials (Round of 48)	First Point
	Noserider competitor check-in & briefing	First Point
	Noserider time trials	First Point
4:00pm	Opening Ceremony	First Point
4:00-8:00pm	Expo Open	Festival Village, Lions Park
5:00-8:00pm	Competitor Registration & Briefing	Festival Village, Lions Park
5:00-8:00pm	Happy Hour & Live Music	Festival Village, Lions Park
Tuesday 4 March	Event	Venue
6:40am	Surfing begins	First Point
	SUP workshop	Lions Park
4:00-8:00pm	Expo Open	Festival Village, Lions Park
5:00-6:00pm	Happy Hour & Live Music	Festival Village, Lions Park
	Surf Movie Marathon	Festival Village, Lions Park
Wednesday 5 March	Event	Venue
6:40am	Surfing begins	First Point
	SUP workshop	Lions Park
4:00-8:00pm	Expo open	Festival Village, Lions Park
5:00-6:00pm	Happy Hour & Live Music	Festival Village, Lions Park
8:00pm	Surf Memorabilia Auction	Festival Village, Lions Park
Thursday 6 March	Event	Venue
6:40am	Surfing begins	First Point
7:30am	Corporate Golf Challenge	Noosa Springs
4:00-8:00pm	Expo open	Festival Village, Lions Park
5:00-6:00pm	Happy Hour & Live Music	Festival Village, Lions Park
7:00-9:30pm	Surf Movie Marathon	Festival Village, Lions Park
Friday 7 March	Event	Venue
6:40am	Surfing begins	First Point
12:00-4:00pm	Industry Session in Expo	Festival Village, Lions Park
4:00-8:00pm	Expo open	Festival Village, Lions Park
5:00-6:00pm	Happy Hour & Live Music	Festival Village, Lions Park
6:00 for 6:30pm	Festival Gala Dinner & Charity Auction	Sheraton Noosa, tbc
Saturday 8 March	Event	Venue
6:40am	Surfing begins	First Point
	Paddleboard Marathon	Mooloolaba - Coolumb - Noosa
9:30am approx	Corporate Surf Challenge	First Point
10:00am - 3:00pm	Expo open	Festival Village, Lions Park
7:00-10:00pm	Major concert - ticketed	Festival Village, Lions Park
Sunday 9 March	Event	Venue
6:40am	Finals	First Point
3:30-5pm	Presentations & Closing Party	Festival Village, Lions Park

Noosa

Locality Map



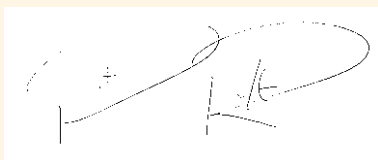
Introduction to the Surf Summit

Join tennis legend Pat Rafter and the biggest names in world surfing at Australia's first Surf Summit. Since retiring from the court, Pat's life, outside of being a doting dad and husband, has been focused on two passions—his love of surfing and his commitment to children's and environmental charity. This full three-day gathering will bring together people of a like mind for a feast of fun and philanthropy, combined with an informative program of speakers and workshops, right in the midst of the internationally-renowned Noosa Festival of Surfing.

The Summit's major objectives are to explore ideas for the sustainable future of the surf industry, and to raise much needed funds for charity. The beneficiaries nominated include Pat Rafter Cherish the Children, Disabled Surfing Association, Sea Shepherd organisation, Frangipani Dreams and Beyond Blue.

The Surf Summit is aimed at providing a forum for discussion and awareness of worldwide environmental conditions affecting the surf industry and the opportunities to increase awareness and action throughout the surf community. The Summit will include a Charity Dinner where attendees will be given the opportunity to 'buy' professional surfers as a team mate to compete in a Corporate Surf Challenge on the following day at Noosa Main Beach.

*"I am very happy to be associated with the Noosa Festival of Surfing for 2008. This exciting event aims to capture the CEO's from surf brands or CEO's that are lovers of surfing to come together for great charity causes close to their hearts, and to have some fun along the way with the hope of raising anywhere from 100 to 200 thousand dollars...this may sound bullish but you have to aim big to make big!!!!!! Once again we are hoping for good size swell but if that doesn't eventuate, then maybe golf, tennis or great live music might be your go. We all win!
Hope to see to you in beautiful Noosa next March."*






Proposed Summit Timetable

Thursday 6 March 2008

Delegate registration

Optional Activities: Free Surf, Stand up Paddle Surfing Lesson, Tennis with Pat

Welcome cocktail party at South Pacific Resort

6:30pm - start

8:00pm - welcome

Serve canapés

Speakers circulating

Friday 7 March 2008

Breakfast with High Profile Political Environmentalist

Forums & Discussion

Morning session - Pay It Forward

Afternoon session - The Green Surfboard

Surf Summit Charity Dinner & Memorabilia Auction

Key note speaker

Saturday 8 March 2008

CEO Surf Challenge

Start approx 9:30am

Presentation Lunch at Sails

Start approx 1:00pm

Other Inclusions:

Accommodation from Thursday 6 March to Saturday 8 March, staying on-site at South Pacific Resort or from a range of other Noosa accommodation properties associated with the Breakfree/Stella Resort Group.

Preferential Parking Pass at Festival Village

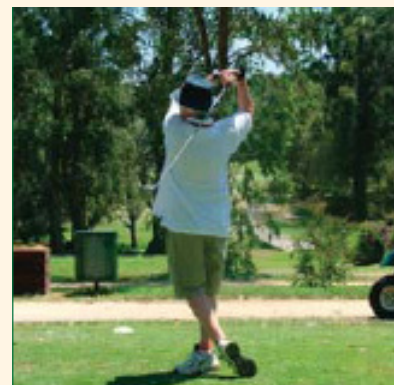
Cost

from \$2700.00 plus gst per person.

USM Travel

USM Travel would be delighted to assist with and or all of your additional travel requirements. Please see page 8 for contact information.

Please note that forum topics, price and summit timetable are subject to change



SURF EXPO will be held in the heart of the Festival Village, just a three-minute stroll from First Point contest HQ, with its own bar, lounge, performance stage and parking. There will be entertainment every happy hour at the Expo, with product launches, guest speakers, forums and music.

The Expo will be open to all surf and associated traders, and offer incredible exposure to daily crowds of surf-mad people. Sites available for both exhibition and merchandising. The number of sites available is limited, we recommend getting in quickly to secure your position.

Trading Dates & Times

Sunday 2 March	5:00 PM - 8:00 PM
Monday 3 March	4:00 PM - 8:00 PM
Tuesday 4 March	4:00 PM - 8:00 PM
Wednesday 5 March	4:00 PM - 8:00 PM
Thursday 6 March	4:00 PM - 8:00 PM
Friday 7 March	4:00 PM - 8:00 PM
Saturday 8 March	10:00 AM - 3:00 PM
Sunday 9 March	Expo closed

Proposed Package Costs & Inclusions

Double Site Package

- ◆ 2 x 2.4m tables
- ◆ 4 x plastic chairs
- ◆ 1 x 240 Volt power outlet
- ◆ Exhibit board partitioning
- ◆ Name board

**Prices are subject to change*

Single Site Package

- ◆ 1 x 2.4m tables
- ◆ 2 x plastic chairs
- ◆ 1 x 240 Volt power outlet
- ◆ Exhibit board partitioning
- ◆ Name board

**Prices are subject to change*

Extra Features Available:

- ◆ Change room with curtain and light
- ◆ Full length mirror
- ◆ Blue or grey carpet (per sqm)
- ◆ Additional power outlet
- ◆ Basic spotlight
- ◆ Spotlight with adjustable arm

The above are a snapshot of frequent requests. We can assist you with all of your equipment requirements including additional electricity, internet or phone lines. Prices to suit all budgets.

USM Events (USM) provides event management and consultancy for sporting and cultural activities in Queensland and across Australia. Founded in 1982 by Garth Prowd, OAM and operating from offices in Brisbane and Noosa, the company has established many of Australia's leading sporting and music festival events.

www.usmevents.com.au | info@usmevents.com.au



Definitive Events (DE) is a unique Australian events company that produces a broad range of events including music festivals, the Gallipoli Dawn Service for the Federal Department of Veteran Affairs in Turkey and corporate conferences. The company is based in Melbourne and has established a strong reputation in offering professional services within the events industry.



www.definitiveevents.com.au | info@definitiveevents.com.au

USM and DE resources and expertise have joined forces to develop their national presence in the events industry. Together they are a dynamic Australian event company with assets in a plethora of festivals and events.

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USM Travel

Specialising in event-related travel requirements for competitors, sponsors and executives.

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