WORLD WAVESKI SURFING TITLES 2024

SOUTH AFRICA

NAHOON REEF - EAST LONDON - EASTERN CAPE

SOUTH AFRICAN
WAVESKI SURFING
ASSOCIATION

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The Executive Committee
South African Waveski Surfing Association
Cape Town
South Africa

The Executive Committee
World Waveski Surfing Association
Ventura
California
United States of America

01 October 2022

Dear WWSA Committee,

RE: **FORMAL BID TO HOST THE WORLD WAVESKI SURFING TITLES AT NAHOON REEF, EAST LONDON, SOUTH AFRICA 2024**

As the president of SAWSA; on behalf of the Executive committee and the entire SA Waveski Surfing community, it gives me great pleasure to present our formal bid to host the 2024 World Waveski Surfing Titles at Nahoon Reef, the greater Buffalo City region and South Africa.

South Africa has not had the opportunity to showcase its beauty and wide array of world-class surf/waves since 2014. We wish to share the privilege of living and surfing with such diverse communities on our vast stretch of coastline with our worldwide waveski family.

We firmly believe that our climate, waves and scenic beauty will create an opportunity for all surfers from across the world to explore our amazing country, not only in and around East London, but along the whole stretch of our coastline pre and post the main event.

National Executive Committee:

Francois Steyn (WP), Johann Momberg (EP), Duran Martin (KZN), Darryl Moodie (KZN), Nakita Rossouw (WP)
Email: info.sawsa@gmail.com

South Africa presents a central and accessible environment with a great affordable value proposition where the cost of attending should be substantially less than in previous years. We aim to extend visits with additional surf trips to some of our favourite undisclosed surf breaks.

We hope you find our presentation informative and that it conforms to all the necessary criteria of a host country. Should you have any queries, we will be happy to answer them promptly.

Sincerely

Francois Steyn
SAWSA President

National Executive Committee:

Francois Steyn (WP), Johann Momberg (EP), Duran Martin (KZN), Darryl Moodie (KZN), Nakita Rossouw (WP)
Email: info.sawsa@gmail.com

LET'S MAKE IT HAPPEN

Nahoon Reef to host the 2024 World Waveski Surfing Titles

Athletes representing **20+** countries experiencing the beauty of Nahoon Reef

HOST NATION: South Africa
HOST VENUE: Nahoon Reef (Primary), Nahoon Corner (Secondary)
COMPETITION DATE: June 2024
ENTRIES OPEN: December 2023

THE CONTEST SITE

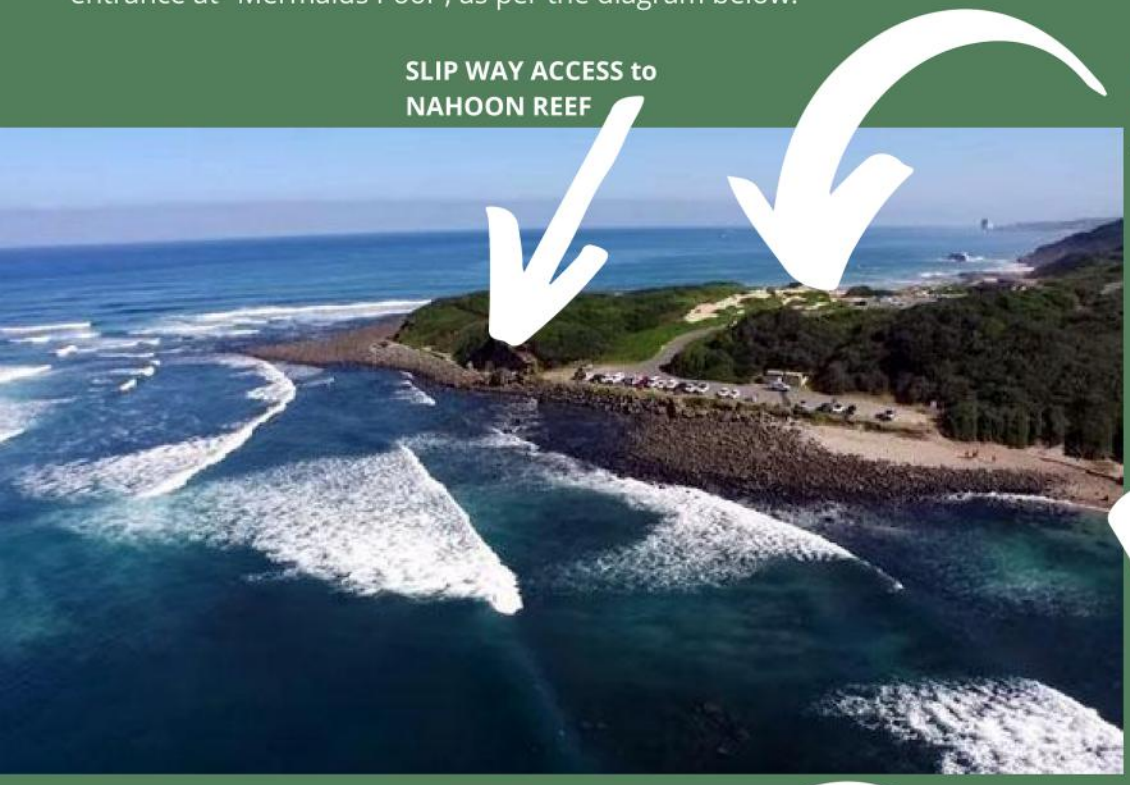
THE WAVE: Nahoon Reef (Primary Venue)

Nahoon Reef in East London is a fairly exposed reef break that has dependable surf. The best time of year for surfing Nahoon Reef with consistent clean waves (rideable swell with light / offshore winds) is during Winter and most often the month of June. Clean surfable waves are typically found 49% of the time in June. Taking into account that between May and July is the best swell period for Nahoon Reef, and therefore propose June 2024 to be the best time to host the event.

Offshore winds blow from the west. Tends to receive distant groundswells and the best swell direction is from the southwest. A reef breaks right. Best around low tide when the tide is rising.

SAFETY & ACCESS: Nahoon Reef
National Sea Rescue, Life Guards, Motorised Craft in the Water, Medics and Security will be on site throughout the contest, to ensure safety is the highest priority for all competitors, supporters and sponsors attending the 2024 WWST.

Adaptive & Youth Divisions will run during high tide, to ensure easier access to Nahoon Reef via the beach entrance at "Mermaids Pool", as per the diagram below:



THE CONTEST SITE

THE WAVE: Nahoon Corner (Secondary Venue)

The Secondary Venue (Backup Venue) for the 2024 WWST will be Nahoon Corner.

Nahoon Corner is a gentler break, which can be a left or right, depending on the sandbank.. It has a reef to beach break that is sheltered from large swells and winds.

Paddle out options are from Nahoon Corner or Nahoon Beach.

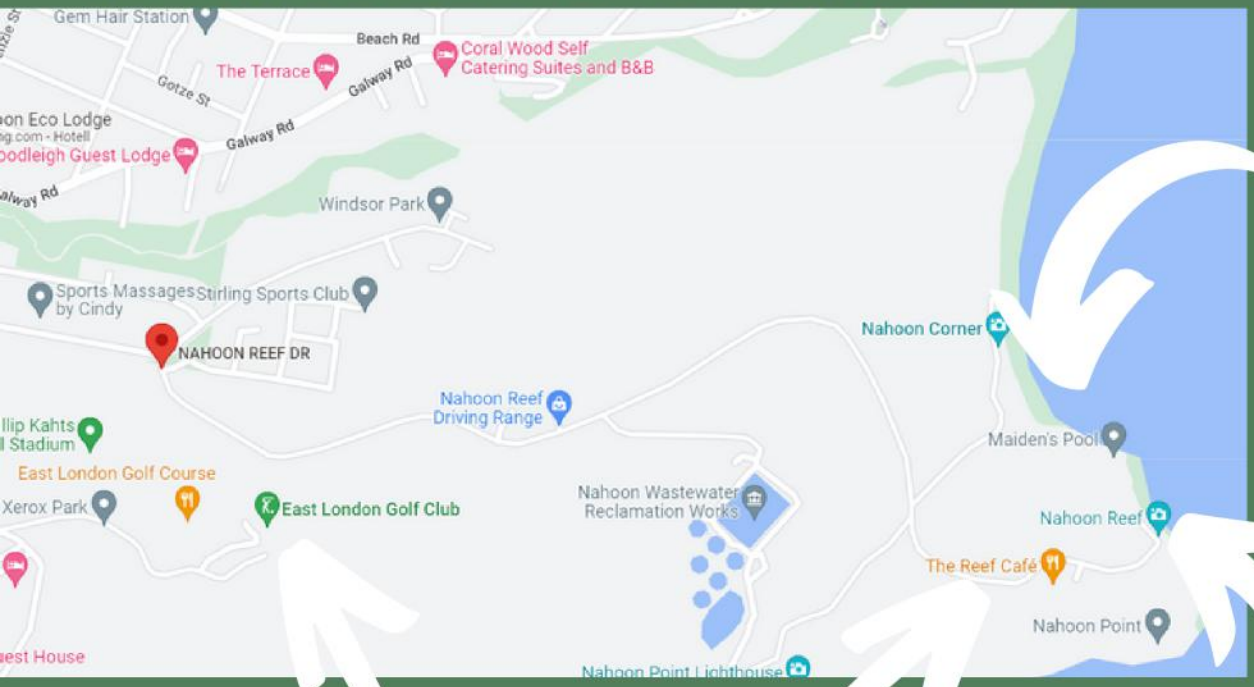
There is a boardwalk between Nahoon Reef & Nahoon Corner, for accessibility. Nahoon Corner has its own parking lot, for purposes of Judging Tower, Accessibility etc.

THE CONTEST SITE

ADAPTIVE & OFFICIALS Parking Lot

(Next to Reef Cafe)

ACCESSIBLE & CONVENIENT



SECONDARY CONTEST SITE

OPENING CEREMONY, REGISTRATION, CLOSING CEREMONY

OFFICIALS & ADAPTIVE PARKING LOT

PRIMARY CONTEST SITE

THE HOST CITY
EAST LONDON

East London is a city on the Indian Ocean, in South Africa's Eastern Cape. It's known for its beaches, such as Nahoon and Cove Rock.

Suburbs surrounding the Nahoon Beach access points are Stirling, Bunkerhill and Nahoon. These are categorised as upper-class residential zones.

Elephants, lions, zebras and other wildlife roam in several nearby game reserves.

East London has an oceanic, bordering on a humid climate, with warm temperatures in moderation, typical of the South African coastline.

EAST LONDON
ACCOMMODATION

East London offers an array of accommodation options for travellers:

HOTELS

PREMIER REGENT HOTEL

OSNER HOTEL

PREMIER HOTEL ICC

GUEST HOUSES / B&B

SELF CATERING / ENTIRE HOME / AIR BNB

EAST LONDON TOURISM

East London and its surrounds offers an array of tourism activities and leisure activities for supporters and competitors

- WILD SAFARI GAME DRIVES
- QUAD BIKE SAFARI
- LION PARK
- VENOM SNAKE PARK
- MUSEUM & AQUARIUM
- EAST LONDON ZOO
- SHOPPING MALLS
- RESTAURANTS
- COFFEE SHOPS
- BEER & GIN TASTING EXPERIENCE
- BEACHES
- WILD COAST TRAVEL TOURS

WWST 2024 SCHEDULE

DECEMBER 2023

Promotional Video for WWST 2024 Released
WWST 2024 Website Launched
WWST 2024 - Entries Open

MEDIA PLAN - EXECUTION BEGINS
Press Releases
Social Media

MAY 2024

FINAL PREPARATIONS
Contest Site Setup
Competitors Village Setup

JUNE 2024

WELCOME TO SOUTH AFRICA
Registration
WWSA General Meeting
Flag Parade
Contest Opening
Contest - World Waveski Surf Titles
Contest Closing Ceremony & Prize Giving

Competitors Continue with their Travel Plans for South Africa

WWST 2024
ACTIVITY TIMELINE

JUNE 2024

ARRIVAL - King Phalo Airport
Competitors to arrive and book into accommodation in East London, South Africa

REGISTRATION
2 Days allocated to Competitor Registration

WWSA ANNUAL GENERAL MEETING

OPENING CEREMONY
Official Welcome to all Competitors, Supporters, Teams & Coaches

FLAG PARADE & PRESS CONFERENCE
Flag Parade representing each country taking part in the 2024 WWST - captured by photographers, filmers and invited media.

COMPETITION START
Contest Site will be allocated 8 to 10 days to complete the WWST 2024.

CLOSING CEREMONY
Saturday Evening, after the contest schedule is complete

TEAMS DEPART + TRAVEL ONWARDS
Sunday

WWST 2024
OPPORTUNITIES

TThe World Waveski Surf Titles presents a platform for competitive waveskiers from all over the world, to compete for the respective titles. In 2024, South Africa wish to host this event, by offering a unique **Competition Village** to competitors, supporters and sponsors at one of the best waves in the world - Nahoon Reef.

VISITATION: Over 200 people travel to the WWST including the estimated 100 competitors, plus media, staff, volunteers, family and friends (300+). They stay over 8+ days with an estimated visitation of 2400 + Bed nights and over R1 million spent on bed nights in the local economy. This group of visitors are key influencers in the outdoor community through their personal networks and can significantly boost future adventure tourism.

SPECTATORS: The WWST 2024 will be watched live over 8+ days through the live streaming media platform, by an international audience of over 100 000 spectators. Sponsors and Partners branding and imagery will feature prominently in this streaming platform to inspire future visitation.

MEDIA: Eastern Cape would receive extensive exposure in mainstream and social media (including utilizing the WWST Facebook, Instagram and YouTube platforms through a dedicated **WWST Media Team** managed by the South African Waveski Surfing Association.

ENVIRONMENT/ SOCIAL: A unique environmental or social project will be undertaken in the East London, Eastern Cape. It is an opportunity for the event and all the attendees to make a direct and **positive contribution** to the host province. This project involves all competitors making a hands on contribution during an afternoon prior to the contest start. EG: Waveski Development Opportunity for Local Youth

WWST 2024 INVESTMENT

The South African Waveski Surfing Association will seek investment and support from the Eastern Cape {Government, Municipalities, Sponsors etc} to be the Host Partner of the 2024 World Waveski Surfing Titles.

This will exclusively guarantee the following:

WWST 2024 - The World Waveski Surfing Titles hosted in the East London, South Africa in June 2024.

FINANCIAL BENEFIT - Minimum of 2400 bed nights, restaurant visits, shopping, tourism attraction visits, car hire, fuel, supermarket and leisure activities generated by the event.

MEDIA - The dedicated WWST 2024 Media Team will work with government, tourism communications team or sponsors to promote their respective brand message in association with the WWST 2024. This promotion begins with the official announcement and goes right through to the June 2024. Included is top quality photography from the event.

LIVE COVERAGE - Live online coverage of the WWST to an international audience which includes the brand integration and promotion of sponsors.

SPONSORS BRANDING - Other brand integration such as the Opening Ceremony, Registration, Flag Parade, Contest Site, Closing Ceremony, etc the Host Partner sponsors will receive premium brand positioning.

WWST 2024
CHECK LIST

CONTEST DIRECTOR
LOGISTICS MANAGER
HEAD JUDGE
4 X JUDGES
2 X PRIORITY JUDGE
2 X BEACH MARSHAL
2 X LIFEGUARD / SEA RESCUE
1 X CONTEST ANNOUNCER

16 X CONTEST RASH VESTS
CONTEST BRANDING
PRIORITY SYSTEM
HEAT START & STOP EQUIPMENT
LIVE HEATS
LIVE STREAMING CREW
JUDGING TOWER/ PLATFORM
GENERATOR/ SOLAR POWER SYSTEM
SOUND & AV SYSTEM
STRETCHED TENTS - COMPETITORS' & SUPPORTER ZONE

24 HR SECURITY
MEDICS
PHOTOGRAPHER
MARKETING & GRAPHICS CREW
WEBSITE - 2024 WWST

PERMITS
NATURE CONSERVATION
SOUTH AFRICAN POLICE SERVICES
SOUTH AFRICA TRAFFIC DEPARTMENT
SOUTH AFRICAN DISASTER MANAGEMENT
SOUTH AFRICAN WASTE MANAGEMENT
LOCAL ECONOMIC DEVELOPMENT

TROPHIES
COMPETITORS APPAREL
TEAM FLAGS

FOOD VENDORS
COFFEE VENDORS

OPENING CEREMONY VENUE & CATERING
CLOSING CEREMONY VENUE & CATERING

AGM VENUE
REGISTRATION VENUE & HAND OUT

PUBLIC LIABILITY INSURANCE

WWST 2024

BUDGET

WWST 2024					WWST 2022
INCOME	AMOUNT	QTY	BUDGET - ZAR	BUDGET - $	
Headline Sponsorship	R 150 000,00	1	R 150 000,00	$ 8435,85	$ 15 000
Gold Sponsorship	R 75 000,00	1	R 75 000,00	$ 4217,93	$ 10 000
Silver Sponsorship	R 45 000,00	2	R 90 000,00	$ 5061,51	$ 10 000
Brand Partner	R 10 000,00	5	R 50 000,00	$ 2811,95	$ 2 000
Trophy Sponsorship	R 10 000,00		R 10 000,00	$ 562,39	$ 1000
WWSA pay for AGM Venue	R 10 000,00		R 10 000,00	$ 562,39	$ 1000
ECPTA Tourism Sponsorship			R 50 000,00	$ 2811,95	-
BCM Tourism Sponsorship			R 35 000,00	$ 1968,37	-
ENTRY FEE - 3 Divisions	R 4 000,00	1	R 4 000,00	$ 224,96	$ 320
ENTRY FEE - 2 Divisions	R 3 500,00	34	R 119 000,00	$ 10685,41	$ 9520
ENTRY FEE - 1 Division	R 2 800,00	25	R 70 000,00	$ 3936,73	$ 200
TOTAL INCOME			R 663 000,00	$ 37 286,46	$ 49 040.00
EXPENSES					
STAFF					
1 x Logistic Manager	R 1 500,00	10	R 15 000,00	$ 843,59	-
1 x Contest Director	R 1 500,00	7	R 10 500,00	$ 590,51	$ 1750.00
1 x Head Judge	R 1 500,00	7	R 10 500,00	$ 590,51	$ 1750.00
4 x Judges	R 650,00	7	R 18 200,00	$ 1023,55	$ 7000.00
2 x Priority Judge	R 650,00	7	R 9 100,00	$ 511,77	-
2 x Beach Marshal	R 650,00	7	R 9 100,00	$ 511,77	$ 1120.00
2 x Life Guard	R 650,00	7	R 9 100,00	$ 511,77	$ 1400.00
1 x Contest Announcer	R 1 000,00	7	R 7 000,00	$ 393,67	-
ACCOMMODATION					
7x Judges	R 500,00	7	R 24 500,00	$ 1377,86	-

WWST 2024

BUDGET CONTINUED

WWST 2024					WWST 2022
EXPENSES	AMOUNT	QTY	BUDGET - ZAR	BUDGET - $	
SERVICE PROVIDERS					
Live Streaming Crew			R 70 000,00	$ 3936,73	-
Medics			R 20 000,00	$ 1124,78	-
Sea Rescue			R 10 000,00	$ 562,39	-
Live Heats			R 3 900,00	$ 219,33	$ 305.00
24 Hour Security			R 24 000,00	$ 1349,74	-
Shuttle Service - Flag Parade			R 14 600,00	$ 821,09	-
Social Media Manager			R 7 000,00	$ 393,67	-
Photographer			R 28 000,00	$ 1574,69	-
Marketing, Boosting & Website WWST 2024			R 25 000,00	$ 1405,98	-
CATERING					
2 x Coffee Wagon	R -	7	R -		-
20 x Staff (2 Meals per day)	R 300,00	7	R 42 000,00	$ 2362,04	$ 2100.00
3 x Food Wagon	R -	7	R -		
OPENING CEREMONY - Spit Braai	R 350,00	60	R 15 000,00	$ 843,59	$ 2322.00
ELGC - CLOSING CEREMONY	R 450,00	60	R 24 000,00	$ 1349,74	-
ELGC - WWST AGM			R 10 000,00	$ 562,39	$ 1000.00
Cater Hire - Tables, Chairs etc			R 15 000,00	$ 843,59	$ 1750.00
EQUIPMENT					
LED Screen - Timer LED Screen - Priority LED Screen - Flow			R -		$ 9800.00 $ 50.00
Generator & Solar			R -		$ 3360.00
Graphics & Sound System			R 7 000,00	$ 393,67	$ 450.00
2 x Containers - Judging Tower			R -		$ 2395.00

WWST 2024

BUDGET CONTINUED

WWST 2024					WWST 2022
EXPENSES	AMOUNT	QTY	BUDGET - ZAR	BUDGET - $	
EQUIPMENT Cont...					-
2 x Stretch Tent - Athlete Zone			R 50 000,00	$ 2811,95	-
Portable toilets (high quality)	R 1 500,00	7	R 10 500,00	$ 590,51	$ 3360.00
APPAREL					-
Competition Rash Vests (4 Colours)	R 350,00	16	R 3 200,00	$ 179,96	$ 450.00
Team Flags	R 100,00	20	R 2 000,00	$ 112,48	-
Towels - Handout	R 100,00	60	R 6 000,00	$ 337,43	$ 1200.00
EXTRAS					
Public Liability			R 15 000,00	$ 843,59	$ 426.00
Trophies	R 400,00	32	R 12 800,00	$ 719,86	$ 1000.00
PERMISSION & TARRIFFS					
Nature Conservation Department			R 35 000,00	$ 1968,37	$ 9100.00
South African Police Service			-		-
South African Traffic Department			-		-
South African Disaster Management			-		-
South African Waste Management			R 12 000,00	$ 674,87	-
Local Economic Development			R 13 000,00	$ 731,11	-
COMMUNITY/ DEVELOPMENT			R 15 000,00	$ 843,59	-
HYPE PR - EVENT FEE			R 60 000,00	$ 3374,34	-
TOTAL BUDGET			R 663 000,00	$ 37 286,46	$ 48 061.00

Thank you for the opportunity to present our BID for the 2024 WWST