

marine wales

the social network for marine sports in Wales

sponsorship & advertising
opportunities 2008/09

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MarineWales.com



marine sports in wales

MarineWales is a major new **social network** and community resource for Marine Sports in Wales and **launches 13 June 2008 at the South Wales Boat Show.**

Built using the latest **web2.0** and social media technologies, MarineWales will be the most technically advanced web community in Wales and at the forefront of **social media marketing** – the hottest concept on the Internet today.

Exemplifying community participation and delivering advanced member services that include: personalised news and event diaries, club profiles, automated membership renewals, media galleries and free marketplace listings, MarineWales will quickly become the **first stop site for all Marine Sport participants, clubs and businesses in Wales.**

Based on the latest figures available from the national bodies, the Sports Council for Wales and an economic impact assessment carried out by Sheffield University's Leisure Industries Research Centre, establishes **marine sports in Wales is a £250m industry involving over 1000 companies and 250,000 people** annually. MarineWales will be their community site and networking resource.

Key facts on Marine Activities in Wales:

- 250,000 active participants, mostly ABC1 (source: Sports Council for Wales "Participation Studies 2003")

- 8 governing bodies, representing over 400 Marine clubs with 60,000 members (source: Sports Council for Wales website)
- 100 Marinas, Moorings and Slipways used by an estimated 30,000 leisure craft pa
- 130 AALA licensed providers of watersports activities in Wales
- Up to 20,000 canoeists active each weekend in Wales (source: Canoe Wales)
- An annual spend on membership fees, products, services and activities in excess of £250m (extrapolated from Leisure Industries Research Centre 1998 study)

MarineWales and the north and south wales boat shows

MarineWales has already secured the backing and commitment of several key players in Welsh Watersports and are the **official feedback system provider** for Wales two largest marine shows - the South Wales Boat Show (13–15 June) and the North Wales Boat Show (25–27 July). **35,000 visitors** are expected to attend these boat shows over six days. MarineWales' banners will be placed at the shows entrance and every visitor handed an official show response card carrying

MarineWales branding. An exhibition stand, sited in prominent locations, will demonstrate MarineWales and take onsite registrations. Through promotional activities by the North and South Wales Boat Show organisers prior to, during and post show and onsite registrations, Marine Wales expects to secure in excess of 10,000 registrations within the first two months of launch, and grow to **50,000 registered users inside 12 months.**

MarineWales marketing & promotion

The full range of MarineWales marketing and promotional activities, commencing in May 2008, includes:

- Email to 3500 registered users of the North and South Wales Boat Show websites
- Email to 1500 North and South Wales Boat Show exhibitors and business contacts
- Prominent links on all major marine websites in Wales, including the North and South Wales Boat Shows websites with over 50,000 unique visitors pa

- Entrance Banners and Stands at the North and South Wales Boat Shows
- Official feedback system supplier for the North and South Wales Boat Shows
- An active PR campaign targeting Welsh media and the Trade Press
- Email and Viral marketing through all major Marine Sports governing bodies in Wales
- Email and Viral marketing through all 400 marine clubs in Wales
- Links from all major Search Engines, Marine sites and Social Networks

TO SECURE SPONSORSHIP
OR FOR MORE INFORMATION CALL
+44(0)29 2063 3689
OR EMAIL
SPONSORSHIP@MARINEWALES.COM

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sponsorship & advertising opportunities

Marine Wales offers annual sponsorship opportunities on a first come basis to qualifying companies*, organisations and government bodies. Renewals will be offered to the resident sponsor first.

[Qualifying companies, organisations and government bodies include any organisation based in Wales and/or already engaged with the UK's Marine Sports Sector]

The following **2008/9 Sponsorship & Advertising** opportunities are now available:

site sponsor

£15k pa, for which the sponsor receives:

- Your logo across all web pages, prominently displayed in header, footer or side bar
- A featured Directory listing for your company, linked from your logo
- A feature Article for your company, written / edited by a Journalist
- 12 feature News items for your company, one each month
- Your products listed for free in the Marketplace
- Your company's profile and product updates featured in the MarineWales RSS feed that each member sees each time they log in
- Your company featured in the MarineWales email to members

sport sponsor

£1k to £5k pa. Sport Sponsors' receive:

- Your logo across all 'sport themed' pages, including Club pages
- A featured Directory listing for your company, linked from your logo
- A feature Article for your company, written / edited by a Journalist
- 12 feature News items for your company, one each month
- Your products listed for free in the Marketplace
- Your company's profile and product updates featured in the MarineWales RSS feed that each member sees each time they log in
- Your company featured in the MarineWales email to members

Sports Theme Sponsorships are available for:

Sail - £5k pa

- Dingy - £1k pa
- Cruising - 1k pa
- Racing - £1k pa

Power - £5k pa

- Canals - £1k
- Cruising - 1k pa
- Racing - £1k pa
- Skiing and Wakeboarding - 1k pa

Surf - £2.5k pa

- Surfing & Body Boarding - £1k pa
- Wind Surfing - 1k pa
- Kit Surfing - £1k pa

Jet Ski (personal craft)- £2.5k pa

Paddle & Oar - £2.5k pa

- Canoe and Kayak - £1k pa
- Rowing - £1k pa
- Rafting - £1k pa

Fishing - £2.5k pa

Diving - £2k pa

Coast (Coastering, Cliff Climbing, Walking) - £2k pa

Beach - £2k pa

Food - £2k pa

Information & Resources - £2k pa



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advertising & commercial listing opportunities

In addition to the headline sponsorships, MarineWales can offer a wide range of commercial listing and advertising opportunities, starting from just £10 pa.

sport supporter

- Featured link on Sport Theme page
 - Entry in Supplier Directory
 - Featured in RSS news feed members see each time they log in
 - Revenue shared with national body – 75% (national), 25% (MW).
- Min £1k pa

club supporter

- Featured link on Club page
 - Entry in Supplier Directory
 - Featured in RSS news feed members see each time they log in
 - Revenue shared with club - 90% (club), 10% (MW).
- Min £250 pa

banner advertising

- £25 per month banner (468x60 / 300x100)
- £150 per month flash banners (300x250 med rectangle / 120x600 Skyscraper)

business (supplier) directory listing

- Free Basic listing (name, address, website, category, tags)
- Featured in RSS news feed members see each time they log in
- £150 pa enhanced listing with logo, images and description

marketplace (product) listings

- £10 pa for a product listing (new items)
- £150 per month for product listing with video (new items)
- Free listings for individual members (used items)
- Featured in RSS news feed members see each time they log in

featured articles

(linked from news, themed pages and/or club pages)

- £500 per feature (text, pictures, web link)
- £1000 for a video feature (video production costs extra, poa)



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