



MOVE YOUR BUSINESS FORWARD WITH CANOEING

SPONSORSHIP OPPORTUNITIES



CANOEING AT A GLANCE

SUMMARY OF GROWTH

CANOEING COMMUNITY

20
million paddlers in the World

INCREASING NUMBER OF CANOE KAYAK CLUBS

5-90
recreational canoe for all age groups

CANOEING IN THE OLYMPIC GAMES

SPRINT & SLALOM

ICF EVENTS

up to **1 000** athletes competing at World Championships

up to **10 000** spectators at World Cups

up to **300** volunteers at ICF Events

up to **80** nations competing at World Championships

20 X MORE WOMEN PARTICIPATING in 2013 versus first Sprint World Championships

JUNIOR & UNDER 23 World Championships

up to **45 000** spectators at World Championships

TOP COUNTRIES IN CANOE SPRINT
Germany, Hungary, Russia, Belarus, Canada, Poland, Slovakia, Romania, Spain, Lithuania, Sweden, France, Great Britain, Czech Republic, Australia, Italy, New Zealand, Norway, Azerbaijan, China

20 TOP COUNTRIES IN CANOE SLALOM
Germany, France, Czech Republic, Slovakia, Slovenia, Great Britain, Australia, Spain, Poland, Austria, Italy, Ukraine, Japan, Brazil, China, Switzerland, USA, Russia

BROADCAST AND DIGITAL

CANOE AT THE OLYMPIC GAMES

32 million viewers every minute of Canoe/Kayak at the Beijing 2008 Olympic Games

752 hours were dedicated to Canoe/Kayak during London 2012 Olympic Games

CANOE AT ICF WORLD CHAMPIONSHIPS

39 MILLION canoe sprint viewers in 2013

40 MILLION canoe slalom viewers in 2013

POLO broadcasted for the 1st time in 2010

CANOE AT ICF WORLD CUPS

TV LIVE TAKERS
12 in 2011
15 in 2012
18 in 2013

MORE THAN 10 MILLION Live viewers in 2013



CANOE IS IN...

INTERNET AND TV

CANOE-KAYAK TV
VIMEO.COM/CANOEKAYAKTV

ICF LIVE TV
video on demand on WWW.CANOEICF.COM

SOCIAL MEDIA
over **2 MILLION** Facebook impressions during 2013 Sprint and Slalom World Championships

33 000 Facebook Fans

4 800 followers on Twitter

PUBLICATION

PLANET CANOE MAGAZINE
official publication of the ICF that reaches athletes, recreational paddlers, event organisers, national federations, national Olympic committees and spectators

NATIONAL

160 Canoe Federations

CONTINENTAL

PAN AMERICAN GAMES

ASIAN GAMES

MEDITERRANEAN GAMES

INTERNATIONAL

PARALYMPIC GAMES from 2016

200 international events per year



Canoe Sprint since 1936
Canoe Slalom since 1972

WORLD GAMES

SUMMER UNIVERSIADE



OUR HISTORY

Multicultural and geographical heritage

Canoeing was the primary mode of long-distance transportation across and along waterways. Canoes throughout history have been made from logs, animal skins and tree bark.

The Kayak probably originates from Greenland, where it was used by the Eskimos while the Canoe was used all over the world. The word Kayak (ki ak), means "man-boat" in Eskimo. It was ideal for individual transport and was used primarily for hunting and fishing.

The Canoe, on the other hand, was utilised on a much wider scale. From the Native American tribes to the Polynesians, the canoe enjoyed a variety of scales and uses.

The origin of Canoeing as recreational Sport

The origin of canoeing as a recreational sport is often attributed to Scottish explorer John MacGregor (1825–1892), who was introduced to canoes and kayaks on a camping trip in Canada and the US in 1858. On his return to the UK he constructed his own canoes and used them on waterways in various parts of Britain, Europe and the Middle East.

Canoeing as an organised association

In 1924, canoeing associations from Austria, Germany, Denmark and Sweden founded the Internationale Representation for Kanusport (IRK), forerunner of the International Canoe Federation (ICF), created in 1946.

WHAT IS CANOEING?

The Sport of Canoeing consists of different types of boats propelled by paddles with no fulcrum. The paddler faces in the forward direction of movement. The word "canoeing" is often used as a collective term for both canoeing and kayaking.

The CANOE is propelled solely by means of a single bladed paddle with the athlete kneeling on one knee in the boat.

The KAYAK is propelled solely by the means of double bladed paddle with the athlete seated inside the boat.



WHO WE ARE

The primal nature of the practice of Canoeing and the very image of this basic watercraft, serves as a unifying symbol among cultures and nations whose people share a common experience over time as well as space. It helps to explain the impressive expansion of the International Canoe Federation to 160 countries within the span of 90 years.

The ICF is a professional experienced international organisation with a positive attitude: Always Moving Forward and a main mission to develop the sport of Canoeing. The ICF is the umbrella organization of all national Canoe Federations Worldwide. It administers all aspects of canoe sport and is headquartered in Lausanne, Switzerland.

HOW WE MANAGE OUR SPORT

-  We encourage and develop recreational and professional practice of Canoeing
-  We protect nature by adopting environmentally friendly practices
-  We create Development Programmes to allow all countries and all athletes to participate in the Canoeing movement
-  We host successful events with top-level canoeists all year long
-  We consistently give a strong platform for our sponsors
-  We give canoeing worldwide media exposure
-  We support Gender Equity
-  We manage our sport with PASSION!



CANOEING IS

UNLIMITED, PURE, EXHILARATING!

As a multidisciplinary sport, Canoeing is rich in its association, in its personality and attributes:

SOCIAL
WELL-BEING
FAMILY
ADVENTUROUS

as a recreational sport

CHALLENGE
PASSION
INNOVATION
TEAM SPIRIT

as a competition sport

ENVIRONMENT
WATER
SUSTAINABILITY

as a nature linked sport

YOUNG
DYNAMIC
EXTREME

as an action sport



CANOE SPRINT

The authentic and traditional face of Canoeing

Previously known as Flatwater, Canoe Sprint is all about speed on flat water.

It is the traditional and authentic face of Canoeing and it has kept its elegant and powerful style throughout the years.

Canoe Sprint became an Olympic discipline in 1936. Women category was added to the Olympic programme in 1948. The London 2012 Programme consisted of twelve events. Eight events for men and four for women: 200m in K1 Women, K1, K2 and C1 Men (for the first time ever), 500m in Women K1, K2 and K4 Women and 1000m in Men K1, K2, K4, C1 and C2. The most successful competitor is the German Birgit Fischer who won twenty eight ICF World Championships and was eight times Olympic Champion.

Paracanoe gives opportunities for paddlers with physical and intellectual disabilities to participate and compete at club, national and international level. Paracanoeing will be for the first time ever in the programme of the Paralympics Games in Rio in 2016.



Olympic Games since 1936
For the 1st time ever in the Paralympics Games from 2016



World Master Games
World University Championships
Summer University Games



Pan American Games
Asian Games
Mediterranean Games
Continental Championships

KEY POINTS

X1 | X2 | X4

X9

flat water

200m

500m

1000m

5000m

CANOE | KAYAK



CANOE SLALOM

Precision and Speed on Whitewater

Canoe Slalom is an exciting adrenalin fuelled sport raced in white water rapid where athletes need to demonstrate immense skill and physical strength to fight against the water.

Canoe Slalom on white water started in 1932 in Switzerland where the sport's inventor took the idea from skiing and proclaimed "Canoe Slalom is a white water test". The first ICF Canoe Slalom World Championships were organised in 1949 in Switzerland. Canoe Slalom was in the Olympic programme in 1972 and from 1992. At the 2012 London Olympic Games, the gold medallists were Emilie Fer (FRA) in K1 Women, Daniele Molmenti (ITA) in K1 Men, Tony Estanguet (FRA) in C1 Men and the British team Tim Baillie and Etienne Stott in C2 Men.

Canoe Slalom ICF events are now Live TV broadcasted on Eurosport and on many other international channels. 40 millions TV viewers watched Canoeing in 2013.



Canoe Slalom was in the Olympic Games in 1972 and since 1992



Pan American Games
Asian Games
Continental Championships
African Games

KEY POINTS

X1 | X2

white water rapid

200-400m

X25

TOUCH + 2 SECONDS

MISS + 50 SECONDS

+ PENALTIES →



CANOE | KAYAK



KEY POINTS

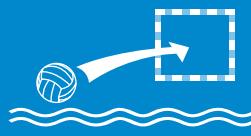


X 2

flat water
or
swimming
pool



X 2



>GOALS →

CANOE POLO

Spectacular discipline, alternative Canoeing

Canoe Polo is a spectacular and rapidly growing discipline. Matches are fast, explosive and aggressive with athletes possessing a wide range of canoeing skills. It combines elements of water polo, basketball and canoeing.

A variety of canoe ball games were played in Great Britain in the late nineteenth century. In 1926 the German Canoe Federation introduced "Kanupolo" as a way to attract new members as well as encourage camaraderie. By 1935 Kanupolo had become a regular competition. The interest was renewed after the Second World War in 1965. It was introduced as a demonstration sport at the international canoe exhibition at Crystal Palace Exhibition in London in 1970. The sport was played by about ten countries at that time. In 1986 the International Canoe Federation (ICF) published a new version of the playing rules which were demonstrated in Duisburg one year later at the World Sprint Championship. It was the birth of the modern game and this discipline become official.

The inaugural ICF Canoe Polo World Championships were held in 1994 in Sheffield, England with world championships held on a bi-annual basis. Canoe Polo has now become a fast competitive sport played in all 5 continents by nearly 60 countries that challenges the best sportsmen and sportswomen.

The ICF Canoe Polo events are now broadcast on TV. The next highly anticipated ICF event will be the 2014 ICF Canoe Polo World Championships in Thury-Harcourt, France.



World Games

World Master Games



Continental Championships



KEY POINTS



X 1



X 2

flat water
or
river water

15-40km
or more



CANOE MARATHON

Perseverance, endurance and strategy

As the starter shouts "Ready, Go!" the view is instantly filled with kayaks or canoes and cascades of water are thrown into the sky by countless paddles. Shortly after the fireworks of the start, all the paddlers make it back to the start area, jump out of their boats and speed down the designated portage line with coaches, team supporters and spectators enthusiast shouting and screaming trying to encourage their paddlers to go faster, to catch up, to get on the wash...

You almost lose your breath of all the excitement, and so it goes on for several short rounds with a portage on every lap. Such is the breathtaking sport of Canoe Marathon of today!

Canoe Marathon was recognised by the ICF as a separate competition discipline in 1976. Today, It is being practiced around the world on all continents in most member countries.

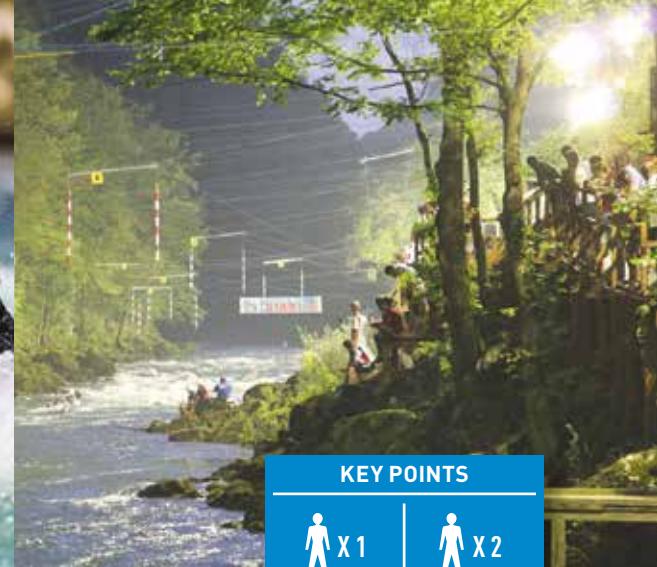


World Games

World Master Games



Continental Championships



CANOE FREESTYLE

Innovative, extreme and acrobatic

If you are entertained by the spins, flips, turns and tricks of freestyle snowboarders, surfers and skaters, or the half-pipe freestyle event in skateboarding, you'll love freestyle kayaking. It's the X-Games for whitewater.

Originally called 'playboating,' Freestyle kayaking has been popular since the mid 1980s, about the time that many extreme sports were emerging or beginning to gain in popularity. The 1990s saw the introduction of organized competitions — initially called rodeos — but the sport really exploded in the 2000s with improvements in boat design and the manufacturing process, which maximized manoeuvrability and dynamic potential.

Freestyle kayaking is a growing sport internationally, and since 2006 has been sanctioned by the International Canoe Federation, the governing body of paddlesports world-wide. The first official ICF Canoe Freestyle World Championships were held on the Ottawa River in Canada in 2007, and the first Freestyle World Cup series was held a year later in Prague (CZE), Augsburg (GER), and Thun (SUI). The World Championships and the World Cups are held on alternate years, with the World Championships taking place on the odd numbered years.

Canoe Freestyle is enjoyed by many as a recreational sport. At the top level, Canoe Freestyle athletes participate in competition both nationally and internationally.



ICF World Championships



Continental Championships

KEY POINTS



white water with waves



30 DIFFERENT POSSIBLE MOVES

TRICK + DIFFICULTY ➔ POINTS



WILDWATER CANOEING

Challenge against the elements

Originally, Wildwater Canoeing was concerned with long-distance racing, this is now known as Classic Wildwater Canoeing. In the first World Championships in Treignac, France in 1959, finishing times were around the 48-minute mark. In contrast, Classic races at the 2008 Wildwater Canoeing World Championship were completed in around 20 minutes, in some earlier World Championships even in 12-15 minutes.

By shortening the course, Wildwater Canoeing has followed the trend of introducing "rapid racing" formats. In response to TV audiences, security concerns, growing costs involved with longer races, the ICF Wildwater Canoeing Committee added Sprint races to the competition programmes. The rules governing the four World Cup races were changed, in order to carry out two Classic Wildwater races and two Sprint Wildwater races each year, the last of each count as the Final. Likewise, the World Championships (which are held every even year) now have both Classic and Sprint races in the programme. In every odd year (since 2011) Sprint World Championships are organized.

Many famous athletes have crossed into the Olympic Discipline via Wildwater, including 2009 World Champion, Max Hoff (GER). The pervading attraction to the sport however has to be its attachment to nature. In this particular discipline, athletes get very close to the wild on their canoe. The test of skill, strength and agility combined with a foray down a natural and wild river makes Wildwater Canoeing a very compelling sport.



ICF World Championships



Continental Championships

KEY POINTS



white water

200-600m

3-10km





OCEAN RACING

Endurance, navigational skills and expertise

Ocean racing is an extremely popular sport in warm coastal regions; in places such as Australia, California, Hawaii and South Africa, and is growing in other continents too. Athletes can expect to ride wind-driven waves or hurricane generated ground swells, as well as the challenge of paddling in 20+ knot wind conditions.

Initially a surf life saving sport, Ocean Racing started with short distance races of 700m but with developments in boat design, people started to go further out to sea and Ocean Racing as we know it today began in earnest.

The first Ocean Racing event was in 1958. The 46km-long Scottburgh to Brighton race in South Africa has been held every year since. The longest race is the Port Elizabeth to East London race in South Africa (known as the Southern Shamaal). This 240km race is run every year since 1972. Now, every even year features an individual race, every odd year a team event. Probably the most famous of all is the Molokai Race in Hawaii. 60km of racing in the beautiful Pacific waters, the Molokai run since 1976.

At ICF Events, the minimum distance is 15km with no upper limit.



ICF World Championships



Continental Championships

KEY POINTS

X 1 | X 2

Open sea and Estuaries

≈10km

→ →

DRAGON BOAT RACING

Team event with eastern influence

Dragons have a symbolic meaning for the Chinese. A classic dragon has the head of an ox, the antler of a deer, the mane of a horse, the body of a python, the claws of a hawk and the fins and tail of a fish. Through his strength and power he can ride on clouds and command both the wind and rain.

Dragon Boats are designed to resemble these creatures.

In the mid 1970s, the Hong Kong Tourism Board organised the Dragon Boat Festival with tourism in mind. Thanks to this, the festival of 1976 saw the beginnings of how Dragon Boating is practiced in a lot of countries today. The festival was crowned an enormous success and the impressive pictures of Hong Kong harbour were transmitted around the world.

More than 40 years later, there are more than 20 Million Chinese Dragon Boats spread across the world in all continents. As an example, there are many teams in Norway, Sweden, Great Britain, Germany. More recently Dragon Boat sport has moved to Eastern Europe too with active teams in Poland, Hungary and Russia.



ICF World Championships



Continental Championships

KEY POINTS

X 10 | X 20

+ X 10 +

X 6

flat water
or
 river water

200m

250m

500m

2000m

→ →



HOW CAN WE MOVE FORWARD TOGETHER?



WHY SPONSOR CANOEING?

Canoeing is a multidisciplinary sport that gathers common values that fit to your brand alignment.

You can enhance your brand through an exciting, healthy and growing sport which matches with your target

It opens new communication and sales opportunities

You can be associated to athletes and canoeing events

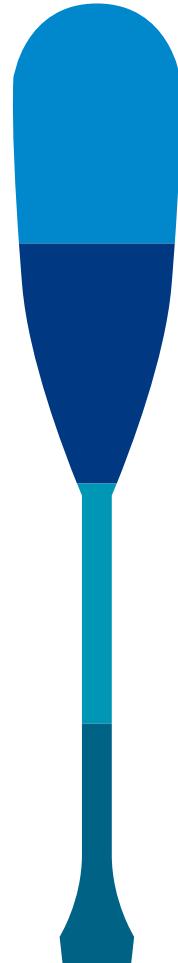
You want to give a new image to your company

You share values of Canoeing

Social and sustainable environmental actions are important for your company communication

You are an active actor that helps the development of Canoeing

PARTNERSHIP OPPORTUNITIES



GLOBAL PARTNER (TITLE SPONSOR)

You are the global and exclusive Title Sponsor for all Canoe disciplines (about 20 worldwide ICF World Cups and World Championships per year).

OFFICIAL PARTNERS

You are Official Sponsor of one or more discipline. You can select between four packages: Worlds Cups, World Championships, Junior World Championships or total ICF Events.

TECHNICAL PROVIDERS

You are a technical provider specialised in timing, scoring, starting system or logistic and you would like to be associated to Canoe events.

MANUFACTURER SUPPLIERS

You are a Canoe Equipment Manufacturer and you would like to be part of the ICF Manufacturer Programme.

WHAT ARE THE BENEFITS?



Be

ASSOCIATED TO CANOEING



take opportunities
WORLDWIDE
including
EMERGING MARKETS

with large and young population



benefit from

MEDIA
and
INTERNATIONAL TV COVERAGE



reach your

TARGET AUDIENCE



have

ACCESS
to elite
ATHLETES



increase your
INTERNATIONAL EXPOSURE



SELL AND PROMOTE

your brand/product through Canoe Events and ICF website



MOTIVATE
your
CLIENTS
and
STAFF

by inviting them to Canoe World Championships with VIP hospitality



EXAMPLES OF MARKETING OPPORTUNITIES

ICF TITLE SPONSOR

As the Global Canoe World Sponsor, you have access to all ICF Events with the top business and advertising opportunities.

Your company name will be combined with the Event designation and logo. You will have an exclusive agreement for this status for all ICF Events.

WORLDWIDE EXPOSURE

Access and advertising rights to ICF World Cups and ICF World Championships (about 20 per year) for each discipline including the two Olympic disciplines. Continuous promotion on ICF website throughout the year.

ICF BRANDING TOOLS

Use of specific ICF Logo for Title Sponsor

Use of designation "Title Sponsor of International Canoe Federation"

Brand association to any ICF social, environmental or development program actions

Use of ICF pictures

ON SITE BRAND AND BUSINESS RELATED BENEFITS ON FIELD OF PLAY AND VENUE

Advertising

Your brand will be promoted with the best exposure on site;

- dominant venue signage including on water signage/branding
- events entrance board (dominant exposure)
- at start and finish lines/gates
- along the banks on banners
- on flags on site
- sole branding in some areas of venue (i.e press center)
- on screen presence
- video advertising on sponsor
- "thanks to..." message

- on score board
- main exposure in medal award podium
- sole audio recognition
- on interview back wall in media zone
- on athlete waiting board
- on gate headers
- TV graphics
- athletes number bibs and boats
- accreditation cards
- accreditation lanyards
- event program and any printed material
- giveaways
- branding on Volunteers' uniforms
- branding on Officials' uniforms

Broadcast

Worldwide acknowledgements on TV: Your brand will appear on TV when broadcasted events + logo on all TV Graphics

Business Rights

- permission to hand out literature or giveaways for promotional purposes at the events
- opportunity to install your own sales tent on site
- free accreditations with access to all categories
- personal appearance and interaction with athletes
- right to present awards together with ICF representatives
- possibility to organise your own Press Conference during the Event
- right to use ICF officials' photographs from the competition for company use
- opportunity to get tickets for Olympic Games

VIP

You and your guests will have VIP hospitality:

- access to VIP areas at each events
- access to VIP food and beverage lunch
- any specific requirement can be considered
- you can accredit your staff working with sponsor activities

OFF SITE BRAND & BUSINESS RELATED BENEFITS

PR & Advertising

- international press release announcing the Sponsorship agreement

- your logo positioned prominently on the official ICF Website (www.canoeicf.com)
- your logo on the events websites
- use of officials or competition photography/video footage
- free advertising insertion in Planet Canoe Magazine, the ICF official publication
- unlimited use of the ICF Events logos
- permission to mention and promote your company with these events in your own advertising

ICF OFFICIAL SPONSOR

With the status of ICF Official Sponsor, your company will benefit of main exposure and rights. No other ICF Official Sponsor will belong to the same industry/activity for the same package as you.

WORLDWIDE EXPOSURE

Access and advertising rights to the selected ICF Events. You can choose which package (World Cups, World Championships, Junior World Championships or total Events) and which discipline(s) you want to sponsor. Continuous promotion on ICF website throughout the year.

ICF BRANDING TOOLS

Use of specific ICF Logo for Official Sponsor

Use of designation "Official Sponsor of International Canoe Federation"

Use of ICF pictures

ON SITE BRAND AND BUSINESS RELATED BENEFITS ON FIELD OF PLAY AND VENUE

Advertising

Your brand will be promoted with the best exposure on site:

- event entrance board
- at start and finish lines/gates

- along the banks on banners
- on score board
- on medal award podium
- on interview back wall in media zone
- on athlete waiting board
- on gate headers
- athletes number bibs and boats
- accreditation cards
- event program and any printed material
- give aways

Broadcast

Worldwide acknowledgements on TV: Your brand will appear on TV when broadcasted events.

Business rights

- permission to hand out literature or giveaways for promotional purposes at the events
- opportunity to install your own sales tent on site
- free accreditations

- personal appearance and interaction with athletes
- right to use ICF officials' photographs from the competition for company use
- possibility to organise your own Press Conferences during the Event
- opportunity to get tickets for Olympic Games

VIP

You and your guests will benefit of VIP hospitality:

- access to VIP areas at each events
- access to VIP food and beverage lunch
- entrance tickets (VIP passes)

OFF SITE BRAND & BUSINESS RELATED EVENTS

PR & Advertising

- international press release announcing the Sponsorship Agreement
- your logo on the official ICF Website (www.canoeicf.com)
- your logo on the events websites
- use of officials or competition images/photography/video footage
- free advertising insertion in Planet Canoe Magazine – the ICF official publication
- unlimited use of the ICF Events logos
- permission to mention and promote your company with these events in your own advertising

SERVICE PROVIDER

You are a Service Provider and you would like to be associated to ICF Events. Many opportunities can be offered to you.

- you are the ICF reference for your specific service
- you are the provider of many ICF Events
- you are involved in international development of Canoeing
- you are recommended as technical providers for the OLYMPIC GAMES and other major events

- you can count on formal agreement that clearly establishes benefits and rights
- you can benefit of branding exposure; banners, programs, Planet Canoe Magazine, ICF and HOC websites
- you can promote new products and services through ICF events, website and newsletters
- you can benefit of ICF TV worldwide coverage and ICF Media exposure

MANUFACTURER SUPPLIER PROGRAMME

This programme is specially designed for the best Canoeing Manufacturers who support Canoeing Worldwide and have acceptable standards.

Become an Official ICF Supplier, Join the Action and Boost your Brand!

- you are officially recognized by the ICF
- your Research investments are protected
- you are Involved in international development of Canoeing
- you are recommended as technical providers for the OLYMPIC GAMES and other major events

- you can count on a formal agreement that clearly establishes benefits and rights
- you get guaranteed servicing space at ICF events
- you can benefit of branding exposure; banners, programs, Planet Canoe Magazine, ICF and HOC websites
- you can promote new products through ICF website and newsletters
- you can use ICF Official Product logo
- you can benefit of ICF TV worldwide coverage and ICF Media exposure



As a former high-level paddler ICF President José Perurena has been passionate about the sport for over fifty years. After retiring from elite level competition he moved into world of computing, but maintained his connection with the sport through a series of high-level administrative positions including, 1st Vice President, General Secretary and as a member of the Spanish Olympic Committee.

He is recognised as one of the world leading Sports administrator and in 2011 he was elected to as an International Olympic Committee member.

THE WORDS OF OUR PRESIDENT

"Canoeing is an exciting multidisciplinary sport for all ages, practiced in a natural environment. Canoeing has universal appeal that connects people from all walks of life; it provides a sense of freedom and a unique opportunity to experience the outdoors. It is also truly competitive global sport that transcends all levels from Olympic to recreation.

These attributes, plus our increasing online and TV presence, make our sport an attractive partnership proposition.

Move your business forward with Canoeing!"

Yours sincerely,

ICF President and IOC Member
José Perurena

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