



BrightSky<sup>®</sup>  
AUSTRALIA

# Australian PRO

ADAPTIVE SURFING CHAMPIONSHIPS

**BYRON BAY**

**22<sup>rd</sup> till 29<sup>th</sup> MARCH 2026**

Incorporating:

**The Australian National Parasurf  
Championships**



**In March 2026, Byron Bay will welcome the world's best adaptive surfers from sixteen nations for Australia's only international Adaptive Surfing Championship. This landmark event is part of a prestigious global tour that also touches down in Hawaii and California, USA.**

Against the stunning backdrop of Byron's coastline, athletes living with paralysis, limited mobility, vision impairments, and other physical challenges will take on one of the most demanding sports on the planet. These surfers don't just ride waves they defy limits, showcasing skill, grit, and the pure joy of competition.

For brands, this is a rare chance to stand alongside a movement that embodies strength, resilience, and determination. As a sponsor, you'll be contributing to an unforgettable celebration of sport while inspiring your team and audience through the remarkable journeys of these athletes.

Since adaptive surfing first made its mark in La Jolla, California, in 2015, it has surged in popularity and earned global recognition, culminating in official Paralympic sport status from the International Paralympic Committee (IPC). With hopes high for its debut at the Brisbane 2032 Paralympic Games, the sport's momentum has never been stronger.

In 2026, Surfing Australia will join forces again with the Adaptive 360 Trust, registered charity CFN27206, to integrate the Australian National Titles into this world tour event. This gives our homegrown athletes the chance to compete alongside the best in the world while vying for a coveted place on the National Team.

This is more than a competition, as it's a showcase of elite performance, camaraderie, and human spirit. Be part of history as the world's top adaptive surfers push boundaries, break records, and prove that the ocean belongs to everyone.



# Event Website



## 2026 Opportunities

### **Sponsorship Benefits**

This sponsorship proposal offers your brand an exceptional platform to reach a diverse and engaged audience through:

- Live webcast of all Pro competition days
- Content creation on Facebook and Instagram
- Website updates and featured ad space
- Engaging media, including blogs, videos, podcasts, and brand-focused reels
- Content sharing through national and international influencers
- Platform analytics and insights
- National and international news and TV coverage

### **Exclusive Branding Opportunities**

The naming rights sponsor will enjoy premier visibility throughout the event. Additionally, a limited number of on-site exhibition spaces (subject to Council permits) are available. Sponsors will have the opportunity to set up branded display tents for the entire week of competition, complete with logos, colours, messaging, banners, and flags.

### **Impact and Reach**

The 2025 event attracted 92 elite athletes and their teams, 120 dedicated event volunteers, and hundreds of enthusiastic spectators, generating substantial community support and goodwill throughout the week-long event.

For further information, please contact Event Directors Debbie & Mark 'Mono' Stewart at 0428 772 007 or via email at [adaptivesurfpro.oz@gmail.com](mailto:adaptivesurfpro.oz@gmail.com).

## Audience Reach Analytics

# 3,013,000.

### Social Media

**Total Posts: 428**

**Total Views: 379,069**

**Total Reach: 279,909**

**Total Interactions: 15,409**

**Average per Post:**

**Views: 4,738**

**Reach: 3,499**

**Interactions: 193**

**Top Post:**

**Date: 30/3/25**

**Views: 57,045. Interactions: 1,478. Shares: 99**

### Total Mentions: 144

**TV: 84 (58.3%)**

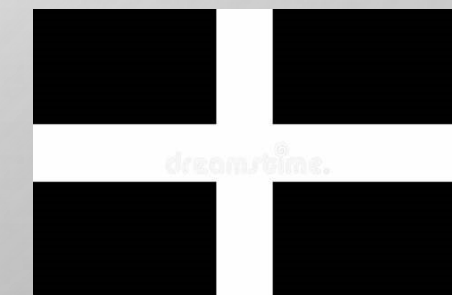
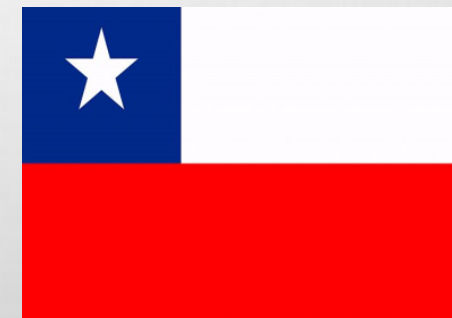
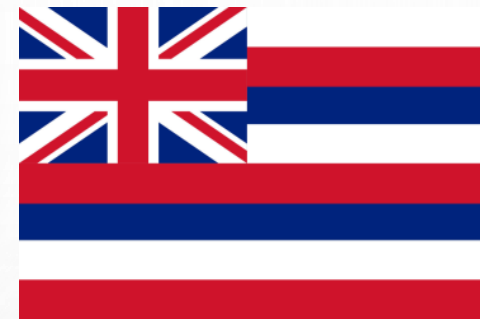
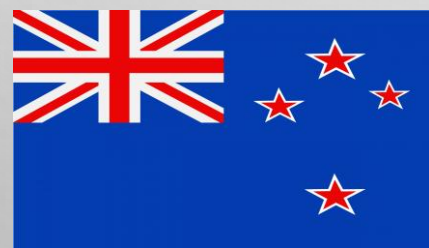
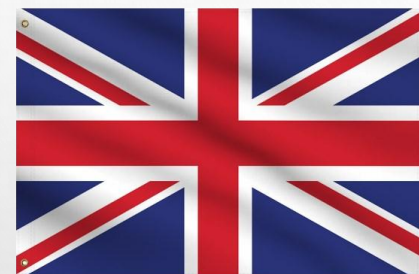
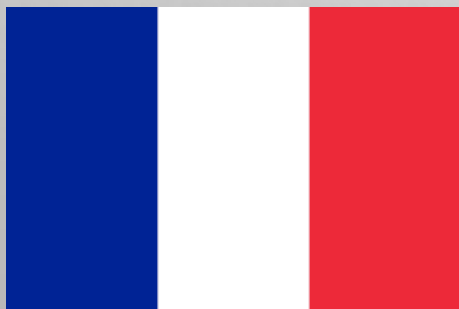
**Radio: 30 (20.8%)**

**Online: 22 (15.3%)**

**Print: 8 (5.6%)**

**Advertising Value Equivalency (AVE): \$104,736**

# COMPETING COUNTRIES



2025



# 11 x Divisions



(WS) Waveski/sit



(AKK) Kneel



(PA) Prone Assist



(AKU) Above Knee upright



(BKS) Below Knee Stand



Upper Limb Stand



(UP) Unassist Prone



Wounded Warriors



(AKS) Above Knee Stand



(BNV) Blind/No Vision



(PVI) Partial Vision Impaired

## Level of Sponsorship

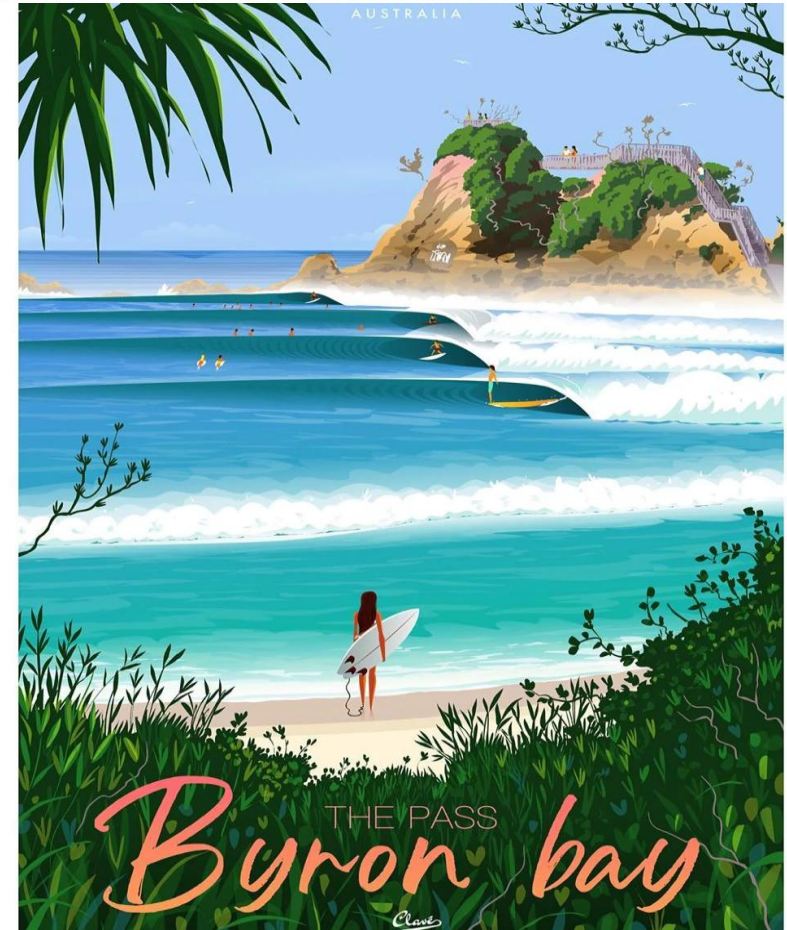
**Naming rights** (as agreed) plus GST

**Platinum** (as agreed) plus GST

**Gold** \$10,000 plus GST

**Silver** \$5,000 plus GST

**Bronze** \$2,000 plus GST





<b>SPONSOR BENEFITS:</b>	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>	<b>Naming rights</b>
Major naming rights sponsors will always receive top billing and premier logo placement on all event material (including premier banner and tent placement at event site). Logo on all forms of advertising, print media and acknowledged during media or televised interviews. Main contest site located on Lawson street which will showcase flags and banners (that Brand supplies) in prominent positions as stipulated on the event permit with Byron Bay council. Provided flags and banners will also be displayed on the beach contest site daily. Official beach and event site volunteer's rash shirts will be in your company colour. Official water safety volunteer's rash shirts will be a different colour, for safety reasons and printed with the logo included. Your signage will also be utilized at the Opening Ceremony, registration and Presentation at the Byron Bay Services Club. Webcast interview wall to include logo. Your representative to be included in presenting awards at BB Services Club.				Yes
Acknowledgement on media interviews.			Yes	Yes
Acknowledgement on an event website with your company's logo and link to your website.	Yes	Yes	Yes	Yes
Logo to be printed on clothing including shirts and jackets.			Yes	Yes
Logo to be printed on competition Rash shirts			Yes	Yes
Acknowledgement during webcast and television interviews.		Yes	Yes	Yes
Logo's will be displayed on main event banners, gold, silver and bronze will be displayed on a sliding scale in size. Display all sponsor banners on site if provided by sponsor. Opportunity to set up a display upon request. Specifications to be provided 4 weeks prior to the event.	Yes	Yes	Yes	Yes
Acknowledgement during webcast of nominated divisions.			Yes	Yes
Acknowledgement on all Social media & printed material. Opportunities for media release press opportunities.			Yes	Yes
Sponsor appreciation certificate.	Yes	Yes	Yes	Yes

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