



PARTNERSHIP PROPOSAL

BrightSky Australian Pro Adaptive Surfing Championships presented by Forward Ability Support

28 February to 6 March 2027, held in Byron Bay

This event is part of the Association of Adaptive Surfing Professionals World Tour and incorporates the Australian Para Surfing Titles.



Partner with us in 2027

Adaptive Surf Pro runs the Australian Pro Adaptive Surfing Championships and the Australian Para Surfing Titles at Byron Bay, the only international adaptive surfing championship held in Australia and a stop on the world tour.

We are inviting partners to come on board for 2027, with levels from Bronze through to Naming Rights. New this year is the Official Broadcast Partner, with the event broadcast presented under your name across all six days of competition.

The pages that follow set out the event, what our 2026 campaign delivered, the partnership levels and the broadcast proposal.



Australia's only international adaptive surfing championship

WHEN & WHERE

Over 28 February to 6 March 2027, Byron Bay will welcome the world's best adaptive surfers for an event that also touches down in Hawaii and California as part of a prestigious global tour. Japan will be added to the tour as an additional leg, in a wave pool.

THE ATHLETES

Athletes living with paralysis, limited mobility, vision impairments and other physical challenges 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.

THE PATHWAY

Since adaptive surfing first made its mark in La Jolla, California in 2015, it has earned official Paralympic sport status from the International Paralympic Committee, with hopes high for its debut at the Brisbane 2032 Paralympic Games.

THE PARTNERS

Surfing Australia again joins forces with the Adaptive 360 Trust (registered charity CFN27206) to integrate the Australian Para Surfing Titles into the world tour event, giving homegrown athletes a shot at the National Team.

14+

competing nations

92

elite athletes & teams

120

event volunteers

COMPETITION DIVISIONS

9

women's

9

men's

THE DIVISIONS

Nine classes, men and women

Eighteen competition divisions in all: nine men’s and nine women’s

ULS Upper Limb Standing Upper limb amputation or impairment	BKS Below the Knee Standing Amputation or impairment below the knee	AKS Above the Knee Standing Amputation or impairment above the knee
AKU Any Kneeling / Upright Kneeling or upright for the duration of the ride	WS Waveski Seated on a waveski with paddle	BNV Blind / No Vision No functional vision
BPV Blind / Low / Partial Vision Low or partial vision	PA Prone Assist Prone with assistance into the wave	UP Unassisted Prone Prone, paddling and riding unassisted



OUTSIDE THE COMPETITION
Wounded Warriors
Display surf by invitation, judged with prize money



OUTSIDE THE COMPETITION
Sponsors Invitational
All sponsors are invited to surf in this heat

DIVISIONS IN ACTION

Every class, on the wave

THE EVENT — 05



ULS Upper Limb Standing



BKS Below the Knee Standing



AKS Above the Knee Standing



AKU Any Kneeling / Upright



WS Waveski



BNV Blind / No Vision



BPV Blind / Low / Partial Vision



PA Prone Assist



UP Unassisted Prone

WHAT 2026 DELIVERED

4.4M+ total campaign reach

THE RESULTS — 06

Media, social, EDM and web across the 2026 campaign window, verified by Stroom*. The strongest digital performance the event has produced.

3.65M

Media reach, verified by Stroom*

451

Media mentions across TV, radio, print and online

667K

Social views on Instagram and Facebook, March

15,306

YouTube views, up 3.8% year on year

42K+

EDM deliveries, direct and Weekly Wave

8,000+

Website users during the event

*Stroom is the media monitoring platform used to track and verify coverage across television, radio, print and online.

451 verified mentions, 3.65M reach

MEDIA TYPE	VERIFIED REACH MENTIONS	
TV	669,843	224
Radio	361,340	127
Online	1,209,707	61
Print	1,407,900	39
Total	3,648,790	451

WHERE IT LANDED

- Tier 1: ABC News (multiple markets), The Business (ABC), NBN News, Ten Network, Gold Coast Bulletin.
- Tier 2: Byron Shire Echo (#1 print and online source), Surfing Australia, The Northern Rivers Times.
- Tier 3: Syndicated regional network, Tweed Coast, Byron Coast, Ballina and Lismore Times.

Top broadcast programmes: Surfing Australia TV (116 segments), ABC News Breakfast (60), ABC Drive with Jess McGuire (56), NBN Evening News (13).

Views up more than sevenfold

INSTAGRAM

Views	567,100	+640%
Reach	52,500	+239%
Interactions	20,700	+527%

FACEBOOK

Views	99,837	+624%
Watch time	~53 hrs	+1,132%
New audience	51.9%	not followers

Every view on both platforms was organic, with no paid spend. Partner pages amplified it further: Royal Rehab and Tweed Holiday Parks posted from their own accounts, adding 2,092 reach.

3.01M audience reach

144

Media mentions across TV, radio, print and online

TV 84 · Radio 30 · Online 22 · Print 8

379,069

Social views across Instagram and Facebook

Over 80 posts, all organic

\$104,736

Advertising value equivalency

As calculated by Streem

80%

Of coverage rated trending positive

20% balanced, none negative

The growth curve

TOTAL CAMPAIGN REACH, 2026
Media, social, EDM and website combined

4.4M+

MEASURE	2025	2026	2025 TO 2026
Social views, 1 Mar to 30 Apr	379,069	763,912	+102%
Social interactions, 1 Mar to 30 Apr	15,409	31,800 ¹	+106%
Media mentions	144	451	+213%
Media reach, Stroom verified	3,013,319	3,648,790	+21%
YouTube views	14,743	15,306	+3.8%
Advertising Value Equivalency	\$104,736	\$120,000 ²	+15%

Every social view in both years was organic, with no paid spend. 1 Instagram 27,800 plus Facebook 4,000. 2 2026 advertising value is an estimate. 2025 from the Surfing Australia Media Team and Stroom; 2026 from the BrightSky post event report, media verified by Stroom.

FINALS WEEK

Champions crowned, both events

THE RESULTS — 11

AUSTRALIAN PRO ADAPTIVE SURFING CHAMPIONSHIPS & AUSTRALIAN PARA SURFING TITLES



What a partnership includes

REACH

- Live webcast of all Pro competition days
- Content creation on Facebook and Instagram
- Website updates and featured ad space
- 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

ON THE GROUND

- The naming rights sponsor enjoys premier visibility throughout the event. A limited number of on site exhibition spaces (subject to Council permits) are available.
- Partners can set up branded display tents for the entire week of competition, complete with logos, colours, messaging, banners and flags.
- Each year the event draws elite athletes worldwide and their teams, with 100's of event volunteers and spectators, bringing substantial community support and goodwill to a single Byron Bay week.

Partner spots run live, every competition day

WHAT PARTNERS GET ON AIR

- Branded video spots played through the daily livestream of all Pro competition days.
- Commentary mentions and on screen branding across each broadcast day.
- Spots recut as YouTube Shorts, Reels and highlight packages after each day.
- Branded segment content: the Royal Rehab Group Come & Try Short drew 1,929 views in 2026.
- Branding sits on the scoreboard, the replay bug and every heat graphic.



2026 BROADCAST PERFORMANCE	2026	YOY
Livestream views	15,306	+3.8%
Impressions	119,900	+80%
New subscribers	+116	+24.7%
Shorts share of views	33.6%	+11.8 pts
Liveheats results portal	17,381	views

83.3% of 2026's 119,900 YouTube impressions came from YouTube's own recommendation engine. Broadcast content keeps working after the event.

CONFIRMED FOR 2027

The 2027 partner line up

A BIG LEAP FORWARD

BrightSky is now the official partner of both the Adaptive Pro and the Australian Para Surfing Titles, which means more exposure for everyone who comes on board.



BrightSky[®]
AUSTRALIA

NAMING RIGHTS PARTNER



Förward[®]
ability support since 1961

PRESENTING PARTNER



Royal Rehab Group
EMPOWERING INDEPENDENCE

PLATINUM PARTNER



WAVESKI
Adventurers



MACQUARIE

COME & TRY PARTNERS



BYRON BAY SERVICES CLUB

PRESENTATION PARTNER

INVESTMENT

Levels of sponsorship

PARTNERSHIP — 15

Naming Rights	as agreed + GST
Presenting	as agreed + GST
Platinum Plus	\$25,000 + GST
Platinum	\$15,000 + GST
Gold	\$10,000 + GST
Silver	\$5,000 + GST
Bronze	\$2,000 + GST

Bespoke category partnerships across hospitality, beverage, golf day and media are structured against these tiers.



Sponsorship Benefits

	BRONZE	SILVER	GOLD	PLATINUM	PLATINUM PLUS	PRESENTING	NAMING
Event title naming rights	—	—	—	—	—	—	✓
Named in the event title as presenting partner	—	—	—	—	—	✓	—
Top billing and premier logo placement on all event material, including prime event site placement for display and set up	—	—	—	—	—	✓	✓
Category exclusivity within the event sponsorship portfolio	—	—	—	—	—	✓	✓
Logo on end frames of edited highlight reels	—	—	—	—	✓	✓	✓
Branding carried in broadcast event replays	—	—	—	—	✓	✓	✓
Prime activation space on site, tent or marquee	—	—	—	—	✓	✓	✓
Representative presents selected awards at the Services Club	—	—	—	✓	✓	✓	✓
Logo in the live webcast sponsor rotation throughout	—	—	—	✓	✓	✓	✓
Branding on live competition scoreboard and on-screen graphics	—	—	—	✓	✓	✓	✓
15-second advertisement during the broadcast	—	—	✓	✓	✓	✓	✓
Named sponsor of a nominated division, subject to availability, acknowledged on the live webcast	—	—	✓	✓	✓	✓	✓
Acknowledgement on event social channels and printed material, plus selected media and PR opportunities	—	—	✓	✓	✓	✓	✓

Sponsorship Benefits

	BRONZE	SILVER	GOLD	PLATINUM	PLATINUM PLUS	PRESENTING	NAMING
Sponsor mentions via beach PA announcements throughout event week	—	—	✓	✓	✓	✓	✓
Dedicated sponsor posts on event social channels, not shared acknowledgement	—	—	✓	✓	✓	✓	✓
15-second advertisement across event social channels	—	✓	✓	✓	✓	✓	✓
Logo printed on clothing where applicable: shirts, jackets and competition rash shirts	—	✓	✓	✓	✓	✓	✓
Acknowledgement during the live webcast	—	✓	✓	✓	✓	✓	✓
Hospitality and guest passes to the presentation night	—	✓	✓	✓	✓	✓	✓
Logo on main event banners, sized on a sliding scale	✓	✓	✓	✓	✓	✓	✓
Acknowledgement on the event website with your logo and a link to your website	✓	✓	✓	✓	✓	✓	✓
Sponsor appreciation certificate	✓	✓	✓	✓	✓	✓	✓
Entry to the Sponsors Invitational heat	✓	✓	✓	✓	✓	✓	✓
Rights to use event photography and footage in your marketing, subject to image permissions	✓	✓	✓	✓	✓	✓	✓
Use of the official partner lockup on your website and signage	✓	✓	✓	✓	✓	✓	✓
Post-event report with media, social and broadcast results	✓	✓	✓	✓	✓	✓	✓

Benefits are cumulative across levels and subject to schedule, production, availability and applicable rights .

Official Broadcast Partner

1 · OFFICIAL BROADCAST PARTNERSHIP

Presented by “Your Brand”

The Australian Pro Adaptive Surfing Championships and Australian Para Surfing Titles run 28 February to 6 March 2027 at Byron Bay. Your brand becomes the Official Broadcast Partner, with the daily broadcast presented under your name across all six days of competition.

The partnership supports the dedicated production team creating the broadcast, interviews, highlights and behind-the-scenes coverage, building in the lead-up to the event, running throughout competition week and continuing well after the final heat.

Named throughout: webcast and beach commentary mentions, plus event social, digital and media coverage.

2 · EXCLUSIVE MOVIE NIGHT

One film launch, four international athletes

As part of the Broadcast Partnership, your brand will have the opportunity to host an exclusive Movie Night on Tuesday, 2 March 2027, bringing together athletes, media and the event community. The evening is set to feature the launch of a new film backed by Red Bull, with four high-profile international athletes in the film and possible appearance at the event.

This creates an opportunity for your brand to put its name to one of the event's standout nights, with your brand featured across event promotion, media coverage and social content surrounding the launch.

Subject to final approvals. Movie Night proceeds regardless; venue and partnership integration subject to approval.



Be part of it in 2027

More than a competition. A showcase of elite performance, camaraderie and human spirit, and proof that the ocean belongs to everyone.

EVENT DIRECTORS

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ONLINE

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