



The most important Italian windsurfing contest is coming to Torbole

www.windsurfgrandslam.it





The Italian Windsurfing Association (AICW) in collaboration with the Circolo Surf Torbole (CST), presents the fourth edition of the Windsurfing Grand Slam which includes in one event four National Championship AICW.

From 10th July to 17th July 2016, an adrenaline packed week where the best Italian riders will compete in a spectacular event involving supporters and fans in the biggest windsurfing contest ever seen in Italy.

What is AICW

The Italian Windsurfing Association which started in 1990 is an organization recognized by the Italian Sailing Federation which coordinates the competitive and promotional activities of windsurf in Italy. About 400 members are regularly informed of happenings and events in the windsurfing world through e-mails and on the web-site - www.aicw.it

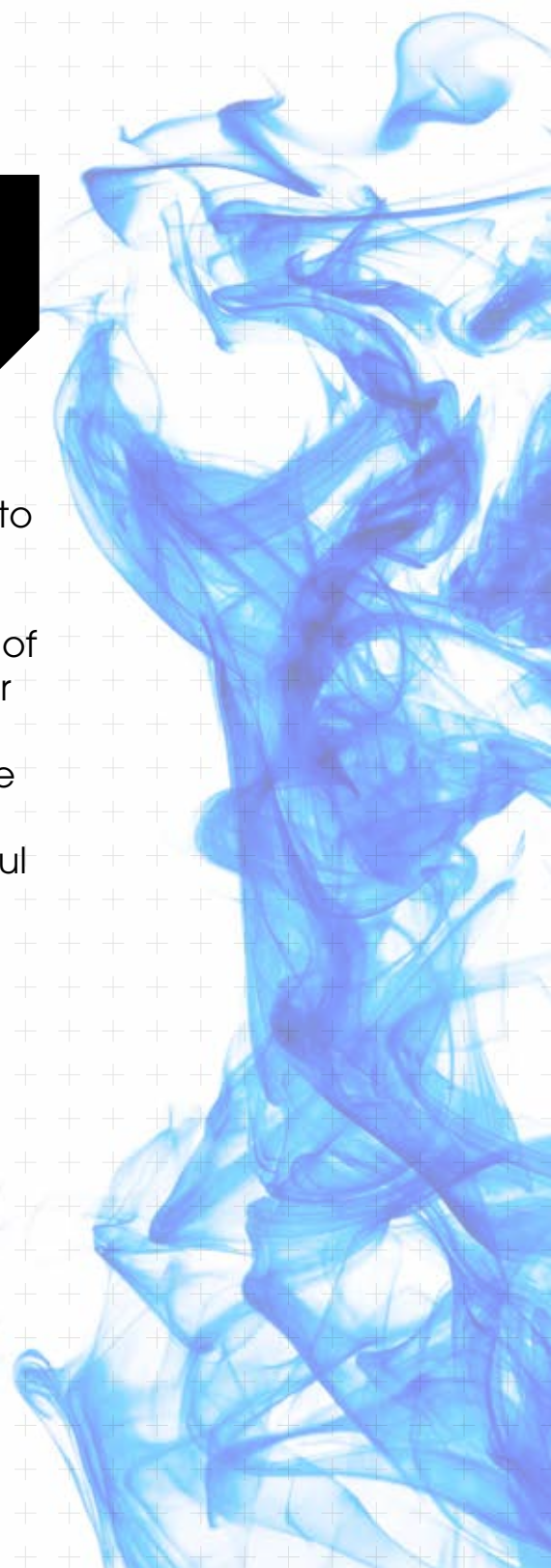
Who is Circolo Surf Torbole

The Circolo Surf Torbole is recognized as a very important windsurfing club. Because of the organization and importance of its events, it has been placed by the prestigious newspaper of Torino "La Stampa" in third position in the world after Maui and Fuerteventura.

Torbole

The Mecca of windsurf

After three consecutive seasons in Coluccia-Porto Liscia (north of Sardinia), the circuit of national windsurfing moves to Lake Garda, in Trentino to one of the most important and worldwide spots of windsurfing, where the Lake winds Ora and Peler reign. The little town of Torbole is the setting for the European windsurfing evolution thanks to the winds which blow all year round, and is in fact a paradise for riders and a guarantee for successful events.









The Event

What's appening

Three race courses, four classes, 200 competitors who will contend for the national title. The WSG is in fact the event that will elect the Italian Champion for slalom, freestyle, Formula Windsurfing and Raceboard.

Every day the Speed Contest will enhance the event. However WGS is not only for competitions but also:

EXPO a real exhibition village will be arranged on the beach in front of the CST, where all the outlets may show their products;

ENTERTAINMENT during the whole week there will be speakers and motivators for competitors and the public.

DAILY ACTIVITIES every day, beside the classic pasta party, there will be events and evening drinks organized by local companies.

EVENING ACTIVITIES the little town of Torbole will be involved in the event with parties in different locations (Conca d'Oro, Foci del Sarca etc...). The CST will host the Gala Dinner and the closing ceremony with Radio Studio+.

BUSINESS The companies sponsor of the WGS, may organize conventions and presentations of their products or any other promotional activities.



Media

Promotional/Communication Channels

The WGS will be presented by a press conference where, beside the sponsors, local and national specialized media will be invited.

A press office will promote and follow the event (mentioning the sponsors) in specialized magazines, in the national and local newspapers, on the web and social network.

BEFORE Posters, flyers and brochures will be displayed in the key Italian windsurfing spots. Torbole especially will be supplied with maxi posters and banners one month before the beginning of the event.

DURING Four video recorders, two drones and an airship will follow the event step by step. The staff will be directed by three operators. The event will be broadcast in direct streaming on different web-sites accessible from all over the world, on a maxi ledwall (4x3 m) and on different large screen televisions sited in the exhibition village. The companies / sponsors will buy advertising spaces which will be broadcast during the live event.

AFTER A documentary will be available at the end of the event; it will be sent to the local and national specialized broadcasters (Sailing Channel, RAI Sport, Sky sport, Sport Mediaset, Sport La7).

The press office will take care of preparing a final post to be sent to the different local and national newspapers and magazines.







Coverage

event numbers

A media coverage of **1.500.000** people on a principal social network, and of **1.000.000** people on traditional mass media.

A potential public of **70.000** people:

3.000 overnight stays

4.000 meals

300 pictures per day

200 riders

150 supporters

60 daily publicity spots

50 volunteers

30 exhibition companies

10 judges

10 daily highlights

7 days of high level competitions

7 days of parties and entertainment

2 final videos





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The references of WGS

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OFFICIAL WEBSITE

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ORGANIZATIONS WEBSITES

www.aicw.it

www.circolosurfforbole.com

FACEBOOK PAGE

www.facebook.com/windsurfgrandslam

CIRCOLO SURF TORBOLE



Tutto un altro pianeta.