

1-5 March 2017

TRANSONEGO

TOKE (TransOnegoKiteEnduro)

Multi-day
self-dependent
snowkiting race



4 March 2017

ONEGO

Festival of the winter
outdoor activities



SNOWKITERUSSIA

WWW.SNOWKITERUSSIA.COM

Offer for the sponsors and partners
Petrozavodsk, Karelia republic, Russia

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IDEA & goals

TOKE and the ONEGO festival are the final events of the SNOWKITERUSSIA 2017, the series of the events, vivid and various in their form and subject, dedicated to one of the most spectacular and dynamically-developing sports – the snowkiting.

The events, united by general idea of freedom of movement, opening of the opportunities, implementation of the ideas and outdoor recreation scenarios in the territory of various Russia regions, each of which has its own particularities.

GOALS:

- ▲ Positioning of Petrozavodsk as a high-quality platform for the international level competitions
- ▲ Promoting the snowkiting and other winter sailing sports in Russia
- ▲ Attracting tourists to the region in winter time
- ▲ Promoting Russia as a territory of boundless opportunities for outdoor activities

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THE AUDIENCE

- ▲ Riders from Russia, Germany, Sweden, Norway, Finland, Czech Republic, Romania, France, Denmark
 - 80 people (40 teams) in total
- ▲ The audience of Petrozavodsk

INCLUDING:

- ▲ Parents and their children – 70%
 - ▲ Youth audience – 20%
- ▲ Organized tourist groups – 10%


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PROGRAM OF THE FESTIVAL

The 6th annual "Transonego-2017" international snow kiting marathon,
the 2017 official race on expeditionary kiting at a superlong distance,
the 2017 World Cup stage

Over 350km, 4 days, 3 nights in a full autonomy
on ice open spaces of the Onega sea

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FOR 2 DAYS ONEGA SEA IS GOING TO TURN INTO ARENA OF THE AIR THEATER

1. Demonstrational performances of the snowkiting riders
2. Winter windsurfing and the snowkiting master classes
3. Ultralight aircraft show: powered hang glider trikes, powered paragliders, balloons
4. Aeromodelling cup



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ALSO:

5. Demonstration performance of snowmobiles and ATVs
6. Dogsleds driving
7. Performance of the best music bands
8. Karelian national cuisine
9. Culinary master classes and entertainments
10. Souvenirs, gifts, lucky draws



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ONLINE FESTIVAL PLATFORM WITHIN THE GENERAL SNOWKITERUSSIA PROJECT

UNIQUE OPPORTUNITY FOR INTEGRATION OF CONTENT OF PARTNERS AND SPONSORS

- ▲ Official site: WWW.SNOWKITERUSSIA.COM
- ▲ The event blogs on YOUTUBE and Instagramm
- ▲ Groups in social networks
- ▲ Monthly information mailings
- ▲ Coverage of target online audience - over 3 000 000 people




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INFORMATIONAL PARTNERS

- ▲ Media support of the SNOWKITERUSSIA project includes work with federal media partners
- ▲ Information partners of the festival – federal touristic and sport internet editions, federal TV-channels
- ▲ In the territory of all events works the press center, press conferences are planned
- ▲ SMM campaign in FB and VK, targeted ads - over 150 publications
- ▲ The expected informational coverage - over 3 000 000 people


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TransOnego Race Director. **Dmitry Bubnovikov**

8 (921) 726-24-08

Director of Informational Touristic Center
of Karelia republic. **Alexey Tigushkin**

8 (953) 530-11-26

SNOWKITERUSSIA lead project manager
Evgenia Kotlyarova

8 (927) 261-38-98

SNOWKITERUSSIA project manager. **Natalia Yashtygina**

8 (967) 485-54-89

SNOWKITERUSSIA project manager. **Alexander Aleshkov**

8 (905) 305-54-53


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INTEGRATION CAPABILITIES FOR THE PARTNERS

Integration into the informational and advertising campaign (online and offline)

Audience – over 3 000 000 people

5 000 on the festival platform

INTEGRATION INTO THE FESTIVAL PLATFORM DESIGN

Outdoor advertizing (on the stage, press-wall, banners, stands books, flags),
promotional and informational materials (program, notebook, invitation),
ability to brand the clothing of athletes, organizers, volunteers,
installation of own promo platforms (car exposition, for example).


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INTEGRATION INTO PRESS EVENTS

Speech of the partner representative on press conferences, placement of the partner information in the media guide, awarding the partner attributes sets to the journalists, mailing of press releases made out with logos of partners accredited by media

INTEGRATION INTO THE MAIN PROGRAM OF FESTIVAL (FOR THE GENERAL PARTNER)

Performance on the opening ceremony, establishment of the own nomination and awarding the thanks/prizes to participants of the nomination (the general sponsor awards the prize)


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- ▲ Granting the platform for placement of own interactive zone for the partner in the territory of festival
- ▲ Promo-activity, receiving contacts, presentation of products or services
- ▲ Options of financial or technical partnership, including providing the status of the partner in barter (the technical partner, the printing partner, the video production partner, official drink, forum, etc.)
- ▲ Possibility of carrying out PRIVATE PARTY for certain range of participants, awarding the prizes (available to the general sponsor)
- ▲ Following the results of event, each partner receives set of total materials (photos, videos), and also a report on cooperation with the event and the official gratitude from directorate of the project


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Professional team of organizers, measurable tools for efficiency and cooperation assessment, guaranteed coverage and quality of audience are advantages of cooperation with SNOWKITERUSSIA - the most grandiose project of winter

Rank	Possible Quantity	Price
Title sponsor	1	2 500 000
General sponsor	1	1 000 000
Official sponsor	3	500 000
Partner	4	300 000
Technical partner	5	agreed-upon price
Thematic zone partner	7	100 000


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WELCOME TO COOPERATE!


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