

FREE  
EVENT

DRUG | AWARE

# GROUNDSWELL FESTIVAL

SURF • SKATE • 3X3 BASKETBALL • BMX • VOLLEYBALL • QUAD SKATING  
SUSTAINABILITY • WELLNESS • COLD NIPS DAILY DIPS

2023 PARTNERSHIP DECK

Presented by : KINN & Co

# OCT 6, 7, 8 SCARBOROUGH

GROUNDSWELL FESTIVAL  
2023 PARTNERSHIP DECK



@Groundswellfest



@Groundswellfest



Groundswellfestival.org




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# GROUNDSWELL FESTIVAL



# WA'S BIGGEST MULTISPORT EVENT

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**FRI OCT 6 • SAT OCT 7  
SUN OCT 8, 2023**

Connect with a massive family and youth audience across three huge days of surf, skate, basketball, BMX, music and wellness! Now in its tenth year, Groundswell is WA's LARGEST multi-sport youth event.

**7**

**SPORTING  
CODES**

**6**

**ACTIVITY  
ZONES**

**17,000**

**EVENT  
ATTENDEES**

**10**

**YEARS OF  
GROUNDSWELL**

**1**




**SANCTIONED  
SKATE BOWL  
COMP**

**3**

**MASSIVE DAYS  
OF COMPS, DEMOS,  
CLASSES, MUSIC, ART**

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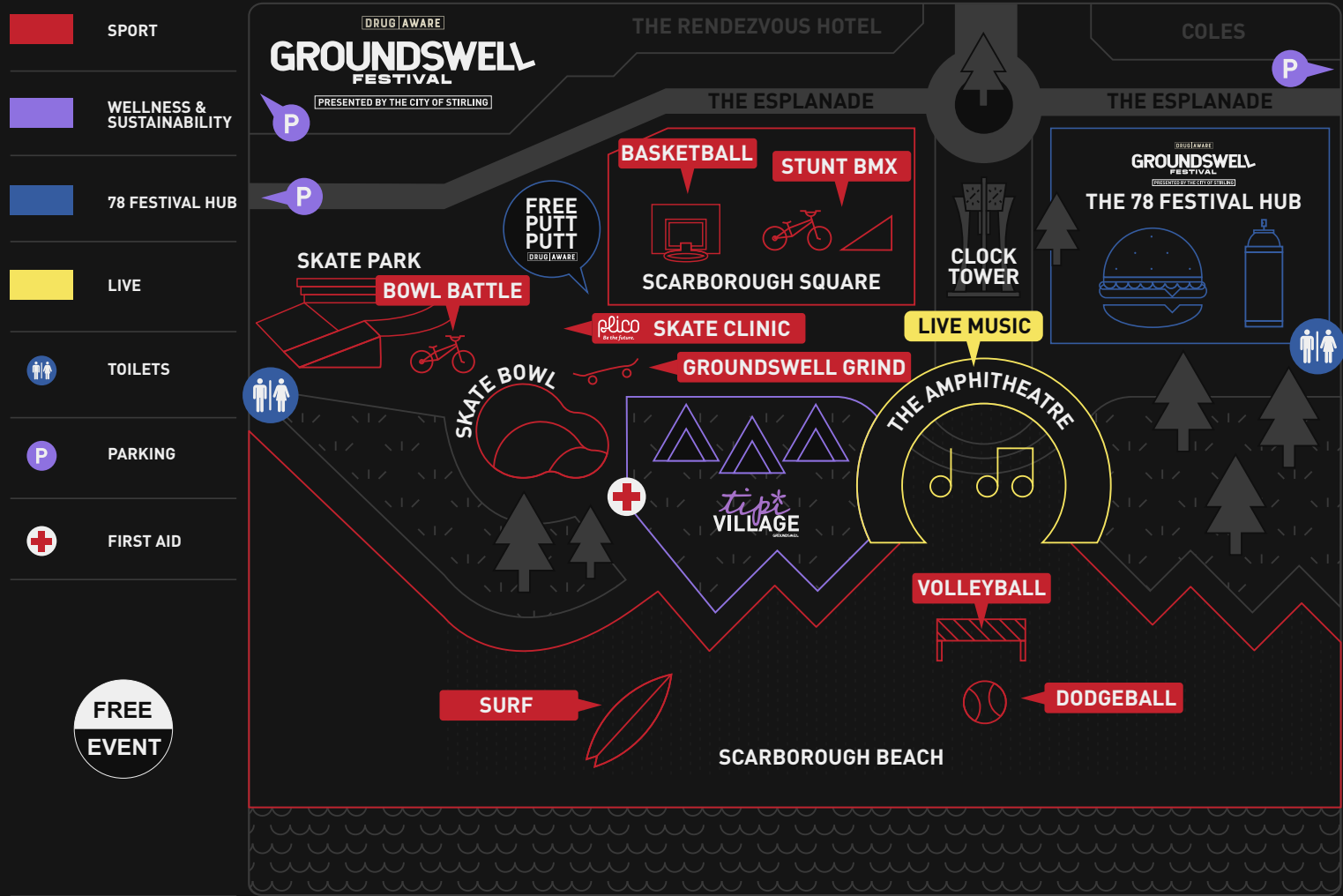


# EVENT MAP

GROUNDSWELL FESTIVAL  
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[f @Groundswellfest](#)
[@Groundswellfest](#)
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# MARKETING OUTCOMES

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## GROUNDSWELL RUNS PAID DIGITAL CAMPAIGNS ACROSS:

Instagram facebook YouTube TikTok Perth IS OK!

### ATTENDANCE

**17,000+**

ATTENDEES  
OVER THREE  
DAYS

### ENGAGEMENT

**593, 221**

 **TikTok VIEWS** 416,960

**61%**  
ADS  
ACTION  
RATE

### TOTAL REACH

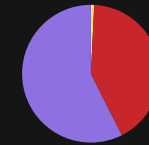
**521K**

### IMPRESSIONS

**2.1M**

### FOLLOWER PROFILE

#### GENDER



**MALE**  
58.4%

**FEMALE**  
40.5%

**NOT SPECIFIED**  
1.1%

#### AGE



**18-24** 19.5%

**25-35** 33.4%

**35-44** 29.2%

**44+** 17.9%

### VIDEO VIEWS

416,960


 **TikTok**


34,565


 **YouTube**

# GROUNDSWELL IN THE PRESS

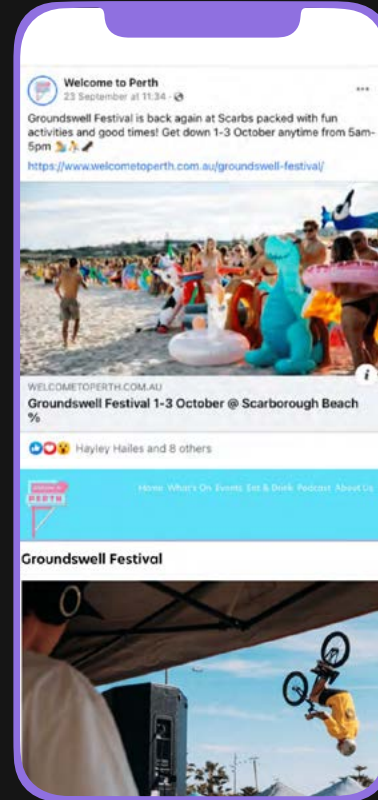
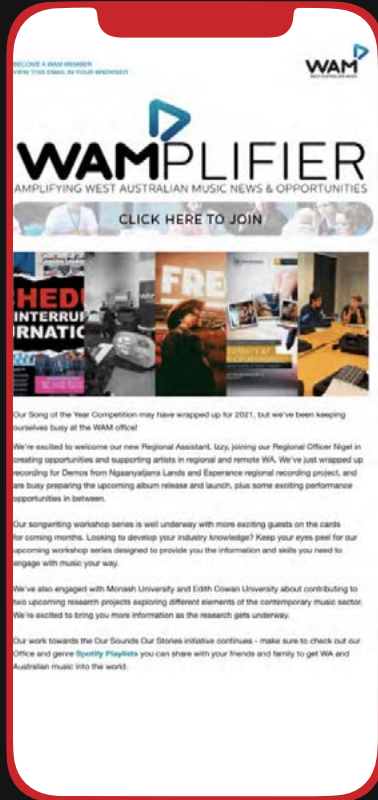
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# SURF BOARDROOM SURF LEAGUE

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Surf League first ran back in 1986 and ever since it has been a breeding ground for stoke and excitement amongst WA boardriders clubs who'll converge on Scarborough Beach to compete for over \$5,000 in cash and prizes.

2021 celebrates the 29th year that The Surf Boardroom will be supporting this iconic event that has become a rite of passage for many of WA's best and most aspiring surfers.

*The Surf Boardroom*



# GROUNDSWELL SKATE

The Australian Skateboarding Federation, Livid Skate, Soggy Bones and Freestyle Now team up to run the Nationally-sanctioned Groundswell Grind Bowl Comp.

Watch WA's best bowlriders of all ages (including Masters), battle it out to be the 2023 Groundswell Grind champions. Winners of Groundswell Grind 2023 will be taking home cash and prizes, plus the glory of dominating what is undoubtedly one of Perth's best skate parks.

This comp is open to categories 12 & Under Boys, 12 & Under Girls, 16 & Under, Masters 40+, Open Women's 13+ and Open Men's 17+.



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**GROUNDSWELL**

# BASKETBALL



Groundswell takes 3x3 hustle back to the beach! Basketball WA is bringing back 3x3 to the iconic Scarborough Beach Foreshore. This is straight up 3x3 Streetball and is open to both male and female juniors in the U14, U16, U18 and U21 categories. Winners take home a swag prizes and trophies.






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# TIPI VILLAGE

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# tipi VILLAGE

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Cold Nips take over the Tipi Village program bringing with them three huge days of early morning swims, beach runs, yoga, breath workshops, ice baths, book readings, sustainability workshops and mindfulness training.

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## TIPI VILLAGE - PRESENTING RIGHTS WELLNESS & SUSTAINABILITY PARTNER

Tipi Village presented by [Your Brand].

Teaming up with cult favourites, Cold Nips, [Your Brand] is integral to delivering the free wellness and sustainability program across three massive days at Groundswell's Tipi Village.

Enjoy brand alignment with Cold Nips - a wildly successful social movement that focusses on mental well-being and sustainability, fuelled by the power of an icy cold morning dip and a community of loyal fans.




Groundswell punters will enjoy free ice baths and breathwork classes, yoga classes, book readings, craft activities, clothing swaps and sustainability workshops all weekend thanks to [Your Brand]!



**INCLUSIONS ON FOLLOWING PAGE!**

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## PRE EVENT MARKETING & PR

Tag & thank you from Cold Nips account when they announce their swim out (35.8K direct following)

Minimum 2 collaborator posts with Groundswell's instagram account and your account announcing the partnership and activity

2 x FB post with tags thanking [Your Brand]

Logo placement on event website

Logo placement on event marketing video endboards and digital collateral

Brand name mention in press release, serviced to print and digital media

Opportunity to provide a quote for the press release about [Your Brand] activity at Groundswell Festival

Opportunity to take part in press photocall alongside Cold Nips for editorial coverage

Logo placement on digital event site map

Paid campaign mentioning [Your Brand] across TikTok, Instagram, Facebook and YouTube

## DURING EVENT

Logo placement on printed event site map *(if applicable)*

Brand name mention and/or logo placement on printed event program *(if applicable)*

Logo placement on Cold Nips produced video *(separate and secondary to event marketing video, filmed and edited on Day 1 of Groundswell)*

Tag and thank you from Cold Nips account when they post their video

Opportunity to provide branded flags - placed in sand for Welcome to Country + Smoking Ceremony plus the Cold Nips Opening Ceremony Swim Out that officially opens Groundswell Festival

UNLIMITED dedicated space on site for your brand activation integrated with Tipi Village, if required

Additional space throughout Tipi Village for your marketing collateral, banners, flyers, signage, branded cushions, umbrellas etc

Logo placement on 2000+ event Tshirts, worn by staff and handed out as prize for comps plus for free tie-dying activity

## DURING EVENT (Continued)

Verbal thank you and shout outs throughout the three days across PA from event MC mentioning your brand

Access to Groundswell event ambassadors *(shout outs at the discretion of ambassadors and their management)*

Logo placement on event wrap video endboards

## ACCESS TO EVENT ASSETS

Access to all pre event marketing collateral to promote your brand's activity

Access to all high res event imagery to use for marketing purposes

Access to 3 videos (Cold Nips announce, Event Marketing announce *(Cold Nips announce, Event Marketing announce, Event Wrap)* to use for marketing purposes




## INVESTMENT REQUIRED

\$14,000 + GST



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## BLOCK PARTY - PRESENTING RIGHTS 3X3 BASKETBALL & BLOCK PARTY PARTNER

Experience the 3X3 hustle thanks to [Your Brand]!

Align your brand with fast paced 3X3 games, a day of basketball tournaments thanks to Basketball WA, Groundswell's Art Club - an outdoor art market celebrating emerging urban artists selling original and print works, Live street art painting from Blank Walls and Perth's best DJs over three days at Groundswell Festival.

**INCLUSIONS ON FOLLOWING PAGE!**



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## PRE EVENT MARKETING & PR

Activity referred to as [Your Brand] Blockparty at Groundswell Festival in all marketing and PR pushes

DJs, 3X3 games, prizes, public street art display all weekend thanks to [Your Brand]

Tag & thank you from street art crew Blank Walls when they announce their public art display at Groundswell (*7.8K direct following*)

Minimum 2 collaborator posts with Groundswell's instagram account and your account announcing the partnership and activity

2 x FB post with tags thanking [Your Brand]

Logo placement on event website

Logo placement on event marketing video endboards and digital collateral

Brand name mention in press release, serviced to print and digital media

Logo placement on digital event site map

## DURING EVENT

Logo placement on printed event site map (*if applicable*)

Brand name mention and/or logo placement on printed event program (*if applicable*)

UNLIMITED dedicated space on site for your brand activation integrated with the basketball courts, DJ booth, art club and bleachers

Opportunity to brand the DJ booth and provide branded marquee that houses DJ

Opportunity to brand the seating bleachers, left in place across the three days, with your branding facing the busy Esplanade Road in Scarborough

Opportunity to provide prizeing for basketball comp winners

Additional space throughout Groundswell event site for your marketing collateral, banners, flyers, signage, branded umbrellas etc

Logo placement on 2000+ event Tshirts, worn by staff and handed out as prizeing for comps plus for free tie-dying activity

## DURING EVENT (Continued)

Verbal thank you and shout outs throughout the three days across PA from event MC mentioning your brand

Logo placement on event wrap video endboards

## ACCESS TO EVENT ASSETS

Access to all pre event marketing collateral to promote your brand's activity

Access to all high res event imagery to use for marketing purposes




Access to 2 videos (*Event Marketing announce and Event Wrap*) to use for marketing purposes

## INVESTMENT REQUIRED

**\$10,000 + GST**

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## GROUNDSWELL SUPPORTING PARTNER

Activate your brand over three days at Groundswell, tapping into huge crowds and an incredible community vibe!




- Dedicated space on site for your brand activation in prime location
- Verbal thank you and shout outs throughout the three days across PA from MC mentioning your brand
- 2 x FB post with tags thanking you as a supporting partner
- 2 x Instagram post with tags thanking you as a supporting partner
- Access to Groundswell event ambassadors (*shout outs at the discretion of ambassadors and their management*)

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## PRE EVENT MARKETING & PR

Minimum 1 collaborator posts with Groundswell's instagram account and your account announcing the partnership and activity

2 x FB post with tags thanking **[Your Brand]**

Logo placement on event website

Logo placement on event marketing video endboards and digital collateral

Brand name mention in press release, serviced to print and digital media

Logo placement on digital event site map

## DURING EVENT

Logo placement on printed event site map *(if applicable)*

Brand name mention and/or logo placement on printed event program (if applicable)

Dedicated space on site for your brand activation - up to 6 x 3, additional space to be discussed

Opportunity to brand the DJ booth and marquee

Opportunity to brand the seating bleachers, left in place across the three days, with your branding facing the busy Esplanade Road in Scarborough

Opportunity to provide prizing for comp winners

Additional space throughout Groundswell event site for your marketing collateral, banners, flyers, signage, branded umbrellas etc

Logo placement on 2000+ event Tshirts, worn by staff and handed out as prizing for comps plus for free tie-dying activity

## DURING EVENT (Continued)

Verbal thank you and shout outs throughout the three days across PA from event MC mentioning your brand

Logo placement on event wrap video endboards

## ACCESS TO EVENT ASSETS

Access to all pre event marketing collateral to promote your brand's activity

Access to all high res event imagery to use for marketing purposes




Access to 2 videos (*Event Marketing announce and Event Wrap*) to use for marketing purposes

## INVESTMENT REQUIRED

\$6,000 + GST

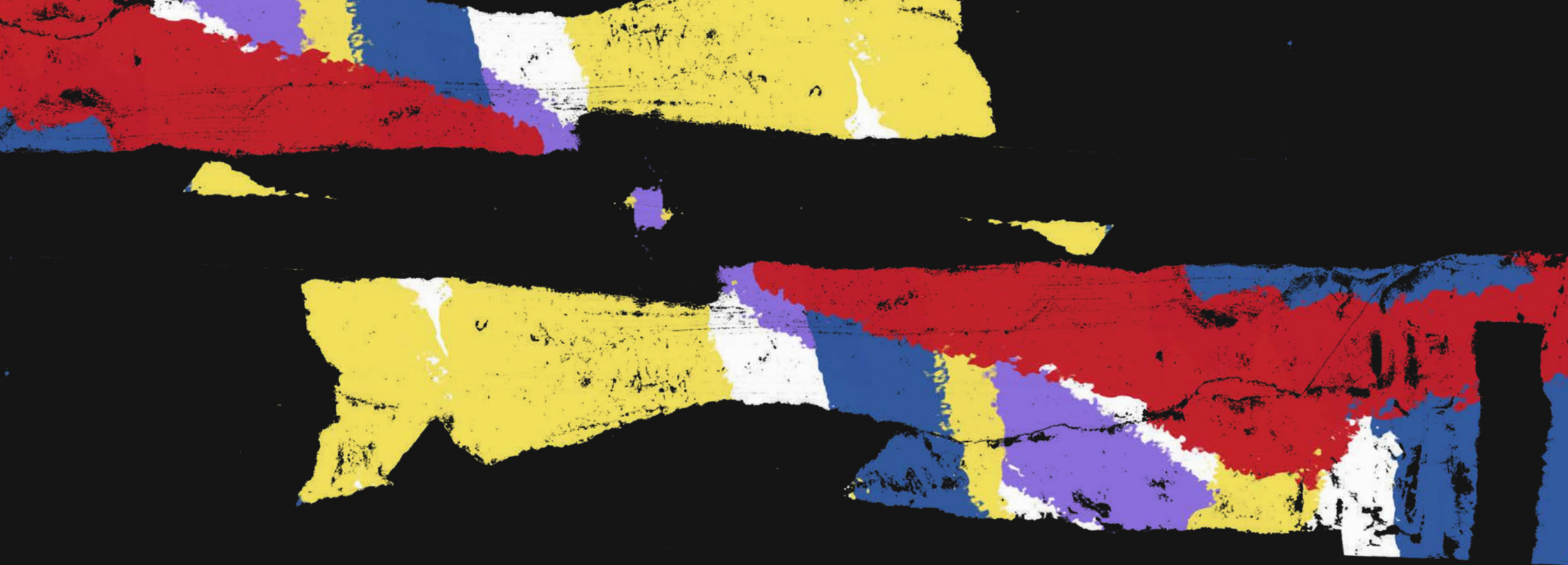
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## THANK YOU

Enquiries can be directed to:

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