

INTERNATIONAL WHITEWATER GUIDE & RESCUE RACE

2012 - Wildalpen, Austria

by **WWTC.info**
WHITEWATER TRAINING CENTER

28-29, April 2011



IMPRESSIONS.



BACKGROUND.

- ❑ WWTC - WhiteWater Training Center was founded in 2008 with the aim to spread high safety standards in the world of swift waters / in cooperation with the International Rafting Federation's Guide Training and Education Committee and the organization of Rescue 3 International.

WWTC runs Guide Training Programs, River Rescue (SRT, WRT) Courses and workshops all around the World, following the high standards of the International Rafting Federation and Rescue3 International.



- ❑ Founder of WWTC
Gáspár Göncz – HUN
Head of Guide Training & Education Committee IRF
Assessor IRF
Rescue3 Instructor

THE RACE AND IT`S MISSION.



- ❑ The race is a pioneering one of its kind, stands for its mission to spread and emphasize the need for Safe Whitewater Adventure services across the European whitewater landscape.
- ❑ It is organized with the intention of returning annually for the scene, becoming THE event that symbolically opens the season of whitewater river services at every spring. This symbolic season opening is also dedicated to the aim of reminding the service providers of high-standard safety in water based adventure services in the European region. We surely believe that the event soon will grow to become world-wide known and will step over its so far European boundaries.
- ❑ The International Whitewater Guide & Rescue Race is a pioneering idea of a competition that combines raft guide skills with whitewater rescue techniques.
- ❑ Organized in 2010, 2011 April @ the Slalom section of Salza River, Wildalpen – Austria
- ❑ As for the success of the race, we hope to create and expand its publicity for the next year to come: To be continued: 28-29, April 2012 AUT / September 2012 UK

PEOPLE BEHIND THE RACE.

- ❑ Head of Event:
HUN / Gáspár Göncz – [Whitewater Training Center](#)
Head of Guide Training & Education Committee IRF
Assessor IRF
Rescue3 Instructor



- ❑ Event Safety Supervisor:
UK / Neil Newton Taylor – [Swiftwater Rescue](#)
Rescue3 Instructor Trainer
Instructor IRF
Kayak Instructor



- ❑ Event Host and Operation:
AUT / Bernard Ochaya - [Riversliders](#)
Instructor IRF
Kayak Instructor



THE RACE.

- ❑ It realizes individual race, head-to-head inline-raft cross-race for teams of two, as well as a 3person-team rescue competition, providing opportunity for both individuals as well as for teams to show their guide- and rescue competence in scenarios brought from real life examples.
- ❑ The set courses are a mix of basic as well as advanced river running and whitewater rescue skills that every guide and kayaker should know, though the courses are real challenge even for experienced river guides. It tests swimming across the river to rescue equipment and swimmer(s) in distress, it also includes a part where a precise throwbag exercise is expected, followed with a raft re-flip and rescue of dummies and many more.
- ❑ Diverse weather circumstances also influence the race as for the cold water of Salza River being one of the factors that competitors say make the race difficult by robbing them of energy before they are halfway through the course. Competitors that have previously taken part in the well-respected Red Bull Dolomitenmann said the guide race in its complexity is at least equal in physical difficulty.
- ❑ The line-up is impressive with competitors from Hungary, Italy and Germany racing against the local Austrians. Racers included members from the Hungarian national rafting team, the standing downriver racing world champion and the Austrian national rafting team. In 2012 we expect competitors from Romania and Slovenia, too.
- ❑ The event is acknowledged by the prestigious organization of International Rafting Federation. To visit, click:



THE RACE.

- Location: Slalom section, River Salza - Wildalpen, Austria / Campingplatz Wildalpen
- Date: 28-29. April 2012
- Competitors` registration deadline 10. April 2012
- Number of participants are limited, along with fans and spectators the crowd is expected to be around 250 + crew.
- Registration form is to be sent via email: gaspar.goncz@wwtc.info / office@riversliders.at
- Disciplines:
 - Individual Race
 - Team Race
 - Inline Raft Cross (R2X)
- Rules, detailed Information for Competitors as well as 2-day program - [Click here!](#)

MEDIA EXPOSURE.



- ❑ With little though very competent history, the race expects exposure in media with targeted content @:
GER & AUT: Kajak.at, Soulboater
SLO/RO/ITA
HUN: Sportpiac, yachting.hu, kanyon.hu, wwtc.info, Mozgasvilag, Kajakkenusport.hu, TV2 Aktiv
- ❑ For its one-of-its-kind sensation, as well for its actuality potential and topic popularity, we do expect exposure in Sport dailies as well as in tabloids in the countries of GER, AUT, HUN
- ❑ Exposure is guaranteed on all partner online pages as well as on popular social network channels!

FURTHER INFO & PICS.

[International Whitewater Guide & Rescue Race @ http://www.wwtc.info](http://www.wwtc.info)



The screenshot shows a web browser window displaying the WWTC.info website. The address bar shows the URL: <http://www.wwtc.info/ww-guide-and-rescue-race-1/race-results-2011-photos/>. The browser's address bar also shows several open tabs and search engines like Google. The website's header features a large photo of rafters in a river with the WWTC.info logo overlaid. Below the header is a navigation menu with links: Home, WW Guide and Rescue Race Program, Registration and Info, Race Results 2011 + Photos (highlighted), Race results 2010+ Photos, IRF Guide Certifications, RESCUE 3 Certifications, Gallery, CALENDAR, and Contact. A language selector shows 'MAGYAR OLDAL' with a Hungarian flag. The main content area is titled 'International Whitewater Guide & Rescue Race - Wildalpen, Austria - 23,24 April 2011'. It includes a sub-image of rafters and text: 'To download Race Results, click on the individual documents.' Below this are three download links for PDF documents: 'INDIVIDUAL Race Results' (2011 Intl WW Guide & Rescue Race RESULT, 165.2 KB), '2RX - Raft Cross Race Results' (2011 Intl WW Guide & Rescue Race RESULT, 161.3 KB), and 'TEAM Race Results' (2011 Intl WW Guide & Rescue Race RESULT, 156.1 KB). At the bottom, there is a row of five small thumbnail photos showing various scenes from the event. The footer features the WWTC logo and the International Rafting Federation logo.

WE WELCOME YOU FOR A JOINT VENTURE!

- ❑ We can offer different types of sponsorship, which correspond to different levels of exposure...
- ❑ By becoming Product Supporter, Partner or Sponsor of the Race – various levels of exposures can be expected. From `functional product placement` and product/brand onsite activation possibilities as far as becoming the `Title Sponsor` of the race, you can tailor-set your requested exposure with us.
- ❑ Activate your Brand & Product at a credible platform!
- ❑ We wish to match our Race Identity with Sponsors of a credible fit, a brand, a product, a service provider or functional product supporter that represent all what WWTC and the Race itself represents:
SAFETY, EXPERTISE, RELIABILITY & TRUST, HIGH STANDARDS & PROFESSIONAL COMPETENCY, last, but not least: Trust & Respect of NATURE!



BECOME SPONSOR OF THE RACE!

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RAFT WERK
INFLATABLES

hf
safety in an
extreme world

Red Bull

Wildalpen



SPONSORSHIP EXPOSURES.



- ❑ Pre-event Communication
 - Title Sponsor in all mentions - accordingly!
 - e-flyers A3/A4 throughout raft/kayak centers in AUT, GER, SLO, RO, HUN, ITA
 - print and e-A5 flyer distributed throughout raft/kayak centers, partner shops and outlets as well as via our international e-database of rafters, kayakers and rescue technicians world-wide!
 - Hosting and all partner pages of the Race

- ❑ Onsite exposure by bannering, product placement and requested functional activation - individually. Title sponsor is having the right for the prime branding surface of all participants` helmets - for Race Bib exposure.
Onsite interview stand and Podium branding.

- ❑ Post-event photography and video clip distribution on social network platforms and all represented partner pages. Articles of Event/Race specific in all targeted media outlets.
Title Sponsor in all mentions - accordingly!

SPONSORSHIP EXPOSURES.



	Pre-Race	Onsite Exposure and activation	Post-Race
Title Sponsor	All	Race Bib is dedicated to expose the brand of the Title holder! Helmet Branding on all participants. + Interview stand or Podium.	All
Sponsors	All	All + Interview Stand	All
Partners		Limited to Bannering/flags and product placement	Articles of Event/ Race specific
Supporters		Limited to product placement	Photo & Video distribution
Tailored solution	We are flexible for individual expectations, we shall align exposures accordingly!		
Long Term Partnerships & Support	We value Long Term Partnerships and align exposures to their maximum extent with add-on solutions!		

CONTACT

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