

THE RISE OF A SLEEPING GIANT

THE WORLD WINDSURFING TOUR



THE BEST RIDERS. THE BEST RACERS. THE BEST MEDIA

VALUE AND VALUES THAT YOU'LL BE PROUD TO PASS ON TO THE NEXT GENERATION

BILLIONS ARE INVESTED
TO OWN MAJOR GLOBAL SPORTS, EVENTS & TEAMS

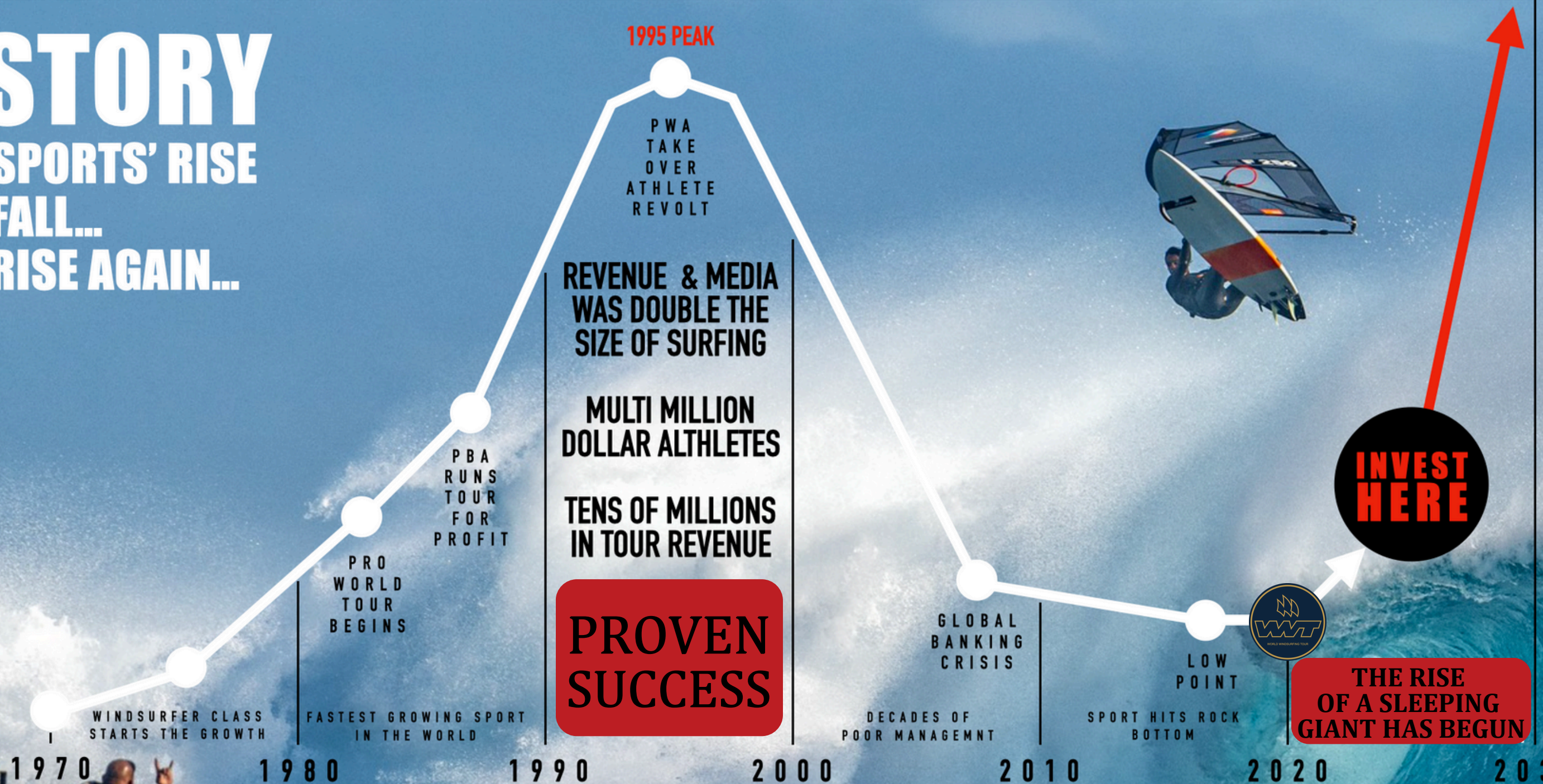
WHAT IF
THERE WERE AN OPPORTUNITY

TO OWN A GLOBAL SPORT

WITH A PROVEN TRACK RECORD

THAT OFFERS HUGE GROWTH & R.O.I.

A STORY OF A SPORTS' RISE AND FALL... AND RISE AGAIN...



PROVEN SUCCESS

THE RISE OF A SLEEPING GIANT HAS BEGUN

BILLION PLUS GLOBAL VIEWS
10-20X INVESTMENT

THE WORLD WAVE TOUR



INVESTOR OUTLINE



1. Problem Statement: The global sports market is experiencing a sports investment revolution, but unless you have billions to invest you're excluded from the lucrative sports investment revolution.

2. Solution: The World Windsurfing Tour (WWT) : A premier global WAVE and RACE circuit brings together elite athletes, breathtaking locations, and cutting-edge technology to deliver an unparalleled fan and athlete experience. Offering year-round spectacle, with events across 6 continents, with interactive digital platforms that redefine fan engagement. A global sport with huge growth potential.

3. Market Opportunity: The global surf economy is a \$50B+ industry spanning tourism, apparel, and media. Growing Audience: Windsurfing is in the Olympics and the WWT offers Olympic Pathways and boosts its global viewership by millions. Under-penetrated Markets: Rapid growth of surf culture in Asia, South America, and Africa.



THE WORLD WINDSURFING TOUR



THE RISE OF A SLEEPING GIANT

PRESENTED BY THE PWA & THE IWT

NATURE'S BILLION DOLLAR STADIUM WORLD WAVE TOUR & THE WORLD F1 FOIL RACING TOUR WITH OLYMPIC PATHWAY
THE BIGGEST EVER WINDSURFING TOUR, FROM 1 STAR FESTIVALS TO 5 STAR WORLD CUPS, THE BEST RIDERS ON THE BEST WAVES WITH THE BEST MEDIA



OWN THE ENTIRE WORLD TOUR, CROWN CHAMPIONS & ALIGN VALUES & VIEWS
GROWTH TRAJECTORY FOR WAVE AND F1 COMBINED SUGGESTS THE WWT COULD REACH OVER 1 BILLION VIEWS BY 2026



THE WORLD WAVE TOUR



THE RISE OF A SLEEPING GIANT: SURF CULTURE WITH A WEALTHY DEMOGRAPHIC AT A FRACTION OF THE SURF PRICE
THE BIGGEST EVER WAVE TOUR, FROM 1 STAR FESTIVALS TO 5 STAR WORLD CUPS, THE BEST RIDERS, ON THE BEST WAVES, WITH THE BEST MEDIA



OWN THE ENTIRE WORLD WAVE TOUR AND ALIGN VALUES & VIEWS
GROWTH TRAJECTORY FOR THE WAVE TOUR SUGGESTS THE WWT COULD REACH OVER HALF A BILLION VIEWS BY 2026



THE WORLD F1 RACE TOUR



THE RISE OF A SLEEPING GIANT: SAILING CULTURE WITH A WEALTHY DEMOGRAPHIC AT A FRACTION OF THE PRICE
THE BIGGEST EVER RACE TOUR, FROM 1 STAR FESTIVALS TO 5 STAR WORLD CUPS, THE BEST RACERS, IN THE BEST PLACES, WITH THE BEST MEDIA



OWN THE ENTIRE F1 RACING WORLD TOUR & ALIGN VALUES & VIEWS
GROWTH TRAJECTORY FOR THE F1 RACE TOUR SUGGESTS THE WWT COULD REACH OVER HALF A BILLION VIEWS BY 2026



THE WOLRD WAVE TOUR GRAND FINAL

THE RISE OF A SLEEPING GIANT: CROWN WORLD CHAMPIONS

THE ALOHA CLASSIC GRAND FINAL AT HO'OKIPA, MAUI'S NORTH SHORE, HAWAII, USA WHERE THE WWT CROWNS THE WAVE WORLD CHAMPIONS



OWN THE FINAL: CROWN WORLD CHAMPIONS & ALIGN VALUES & VIEWS

GROWTH TRAJECTORY FOR THE WAVE FINAL SUGGESTS THE WWT FINAL COULD REACH 30-40 MILLION VIEWS BY 2026



THE WOLRD F1 RACE TOUR GRAND FINAL

THE RISE OF A SLEEPING GIANT: CROWN WORLD CHAMPIONS

THE F1 FOIL RACING GRAND FINAL WHERE THE WWT CROWNS THE F1 RACING WORLD CHAMPIONS AND SETS AN OLYMPIC PATHWAY



OWN THE FINAL: CROWN WORLD CHAMPIONS & ALIGN VALUES & VIEWS

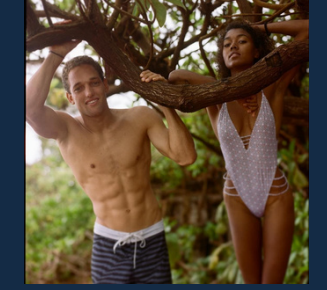
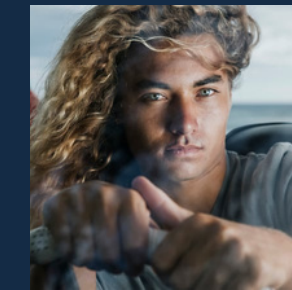
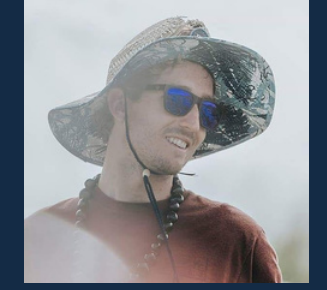
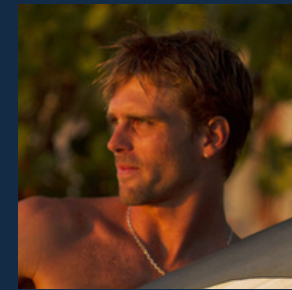
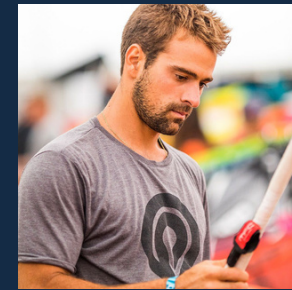
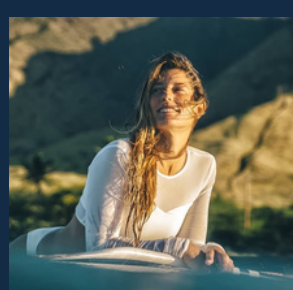
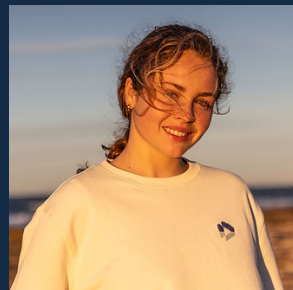
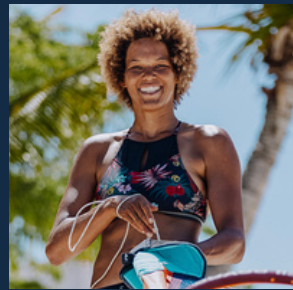
GROWTH TRAJECTORY FOR THE F1 RACE FINAL SUGGESTS THE WWT FINAL COULD REACH 30-40 MILLION VIEWS BY 2026



WWT GLOBAL MEDIA REACH



THE RISE OF A SLEEPING GIANT: HUGE CHARACTERS RISKING ALL TO REACH THE TOP
THE CHARACTER DRIVEN PILOT EPISODE WILL BE SHOT OVER THE FIRST PART OF THE WAVE TOUR, MOVING ON TO A FULL SERIES



A STREAMING DOCU-SERIES

SUPPORT A STREAMING SERIES FOR AMAZON PRIME VIEWERS & ALIGN VALUES & VIEWS
GROWTH TRAJECTORY FOR WAVE AND F1 COMBINED SUGGESTS THE WWT COULD REACH 1 BILLION VIEWS BY 2026



SAVE THE WAVES FOUNDATION



THE WWT BILLION DOLLAR NATURAL STADIUMS: STUNNING COASTAL AMPHITHEATRES FOR ALL EVENTS

WWT MAJOR EVENTS WILL HOST 'SAVE THE WAVES FOUNDATION' TO RUN GLOBAL SCIENTIFIC SUPPORT & GRANTS FOR LOCAL CHANGE MAKERS



SUPPORT GRANTS FOR GLOBAL LEADERSHIP IN OCEAN PROTECTION & ALIGN VALUES & VIEWS

GROWTH TRAJECTORY FOR WAVE AND F1 COMBINED SUGGESTS THE WWT COULD REACH 1 BILLION VIEWS BY 2026



TEAM OWNERS & THE RIDERS CUP

5 EXCLUSIVE SPORTS TEAMS SHOWCASING THE WORLDS BEST RIDERS WITH MAJOR MEDIA ATTENTION

EACH TEAM = 2 MEN + 1 WOMAN = 3 ATHLETES . INDIVIDUAL RIDER RESULTS = TEAM POINTS = THE RIDERS CUP = LIKE THE F1 MANUFACTURERS WORLD TITLE



OWN A GLOBAL SPORTS TEAM & ALIGN VALUES & VIEWS

GLOBAL BRAND ALIGNMENT + VIP PRESTIGE + MAXIMISE BRAND EXPOSURE ON TOUR WITH MULTIPLE ATHLETES



RIDE THE WAVE

APPENDIX



SPONSOR & OWNER BUSINESS OUTLINE

1. Problem Statement: The global sports market is experiencing a sports investment growth revolution, but access costs to engage in this radical growth area are prohibitive across the biggest sports. Unless you have billions you are currently excluded from the lucrative sports investment growth revolution.

2. Solution: The World Windsurfing Tour: A premier global WAVE and RACE circuit brings together elite athletes, breathtaking locations, and cutting-edge technology to deliver an unparalleled fan and athlete experience. Year-Round Spectacle: Events across continents with interactive digital platforms that redefine fan engagement. A global sport with huge growth potential. Windsurfing has been restructured into a cohesive global 5 star pyramid structure that now includes all the events across the world.

3. Market Opportunity: Global Surfing Economy: A \$50B+ industry spanning tourism, apparel, and media. Growing Audience: Surfing's inclusion in the Olympics boosted its global viewership by 100M+ fans. Under-penetrated Markets: Rapid growth of surfing culture in Asia, South America, and Africa.

4. Business Model: Event Revenue: Ticket sales, sponsorships, and partnerships. Media Rights: Licensing deals with global broadcasters and streaming platforms. Merchandising: Branded apparel, equipment, and collectibles. Fan Engagement Platforms: Subscription-based access to exclusive content, virtual experiences, and gamification.

5. Traction: Partnerships Secured: Preliminary discussions with top global brands (e.g., Red Bull, DP World, Fiji Airways, Emirates Airlines,). Athlete Interest: Commitment from all top-ranked riders and racers eager to join the tour. Fanbase: Social media existing reach of millions. Destinations: Secured iconic locations include Fiji, Puerto Rico, Australia, Canary Islands, and Hawaii.

6. Competitive Landscape: Existing Tours: The old PWA and the newer IWT have restructured into the WWT to bring the best of all worlds for maximum future growth. The PWA is now the Athletes Union and Industry Association, while the IWT has restructured to become the commercial and tour management arm of the sport as the WWT League Office. This restructure brings windsurfing together into a single huge entity, and aligns it with the major global sports like F1 and the NFL successful structures. This new structure will allow the WWT to compete and succeed on the global sports stage.

7. Product/Experience: Innovative Fan Experience: Live-streamed events with real-time stats and interactive features. Athlete Empowerment: Profit-sharing model for athletes to incentivise participation. Training resources and content creation support.

8. Go-to-Market Strategy: Phased Rollout: • Year 1: Launch in 5 iconic locations with heavy media coverage. • Year 2: Expand to 10 destinations, including emerging markets. • Marketing Strategy: • Strategic partnerships with surf brands, influencers, and eco-conscious organizations. • Digital-first campaigns targeting Gen Z and millennials.

9. Team • WWT LeagueOffice: CEO: Visionary leader with deep experience in sports entertainment. • COO: Former executive from a global event management company. • CMO: Marketing expert with proven success in building fan communities, and media executives. • PWA Athlete Union: Includes elected professional athletes. Advisory Board: Media, Tech, and Environmental experts.

10. Financials • Revenue Projections: • Year 1: \$2M+ (event sponsorships, merchandising, media rights). • Year 3: \$5M (expanded events, digital platforms, and licensing). • Funding Milestones: • Year 1: \$1.9M Overall Tour Seed Sponsorship: Infrastructure, athlete partnerships, and event execution. • Year 3: \$5M+ Overall Tour Sponsorship: leveraged media partnerships & growth. By Year 3 we expect to be in a position to attract global sports investors at 10-20x original investment.

11. Funding • Funding Sponsorship: \$1.9M Overall Tour Sponsor. • Use of Funds: • 40% for event execution and athlete recruitment (Prize Money). • 30% for technology and digital fan engagement platform. • 20% for marketing and brand partnerships. • 10% for operations and sustainability initiatives.

12. Vision • Transform Windsurfing: to become the most celebrated global water sport. • Fan-Centric Ecosystem: Creating a platform that unites athletes, fans, and brands worldwide. • Sustainability Leadership: Setting a new standard for eco-conscious sports events.

Closing Note: The World Windsurfing Tour isn't just a competition; it's a movement that will redefine how the world engages with action sports. Ride this wave to the future.



LIVE EVENT DIGITAL BROADCASTS



RETURN ON INVESTMENT

SCORE PARTNER



TOUR NAME EVENT NAME

Emirates  Coca-Cola  PARTNERS



TOUR NAME EVENT NAME 

TIME PARTNER



TOUR NAME TEAM RIDERS DETAILS

REPLAY NAME



TOUR NAME EVENT NAME



TOUR NAME EVENT NAME

HEAT ESULTS
TEAMS RESULTS
RIDER STATS
RANKINGS UPDATE
SEASON UPDATE



TOUR NAME STATISITCS PARTNER



EVENT SITE BRANDING



RETURN ON INVESTMENT



WWT EVENT SITES



WAVE ATHLETE BILLBOARDS



RETURN ON INVESTMENT



1 x SAIL BILLBOARD CONCEPT



ATHLETE SAILS



50-200 x SAIL BILLBOARDS



F1 RACE ATHLETE BILLBOARDS



RETURN ON INVESTMENT



1 x SAIL BILLBOARD CONCEPT



ATHLETE SAILS



50-200 x SAIL BILLBOARDS



BRAND PLACEMENT SUMMARY



RETURN ON INVESTMENT

THE PHYSICAL

WWT PLATINUM TOUR NAMING RIGHTS

Event Sites: Events

Prime branding of key assets:

- Judge and Media towers: ALL Events
- Rider and Public Tents: ALL Events
- Beach flags & Site Banners: ALL Events
- Branded VIP Hospitality Area: ALL Events

Product Integration: ALL Events

Athlete Equipment and Bodies

Prime branding of key assets:

- Sails - stickers on sails across the world
- Body Comp Clothing - on athletes across the world
- Merchandise - at every event and online

THE DIGITAL

WWT PLATINUM TOUR NAMING RIGHTS

Digital Media

Prime position on all WWT websites, social media, mobile apps, content

Broadcast Media

Prime position on WWT broadcasts with ads, logos, and embedded branding

Highlight Edits

Prime position on WWT highlight reels, videos, ads, logos, embedded branding

Documentaries & Movies

Any content derived WWT events must include embedded branding



MEDIA DATA



RETURN ON INVESTMENT

Estimating the view and reach metrics for the 2025 World Wave Tour (WWT) requires assessing the potential audience size for windsurfing as a global sport, leveraging historical metrics from the PWA and IWT Wave Tour, and projecting growth from the restructured WWT entity's enhanced media strategy.

World Wave Tour Global Audience Metrics:

1. TV and Digital Broadcast Viewership:

- 2024 PWA/IWT annual viewership for events is around 5-10M (globally distributed).
- 2025 WWT increase with Amazon Prime or Netflix, the WWT could reach 25-50M views annually.
- Flagship events (e.g., Fiji, Maldives, Riders Cup in the U.S.) are likely to attract 5-10M viewers per event.
- Enhanced Platform Accessibility expands viewership in regions like North America, Europe, and Asia.

2. Social Media Reach:

- 2024 PWA / IWT collectively have about 1M followers across platforms.
- 2025 WWT unified digital content, social reach could grow to 3-5M followers.
- 2024 impressions across platforms (Instagram, TikTok, YouTube, Facebook) estimated at 150-200M.
- Viral clips of wave riding events, in exotic locations, could generate 10-20M views per top clip.

3. Event Attendance:

- 2024 PWA/IWT attendance for 5 Star events ranges 5,000 to 100,000 per event.
- 2025 WWT larger-scale events could draw 50,000-200,000 attendees / event.
- 2025 total annual on-site attendance could surpass 500,000 fans.

4. Digital Content (Video & Highlights):

- 2024 PWA/IWT content generates 10-20M views annually.
- 2025 WWT high-quality video production, athlete profiles, and partnerships with digital media platforms could drive 100-150M video views annually.

Total Estimated Reach for the 2025 World Wave Tour:

- TV Broadcast Views: 25-50 million annually.
- Social Media Impressions: 150-200 million annually.
- On-Site Event Attendance: 500,000+ annually.
- Digital Content Views: 100-150 million annually.

TOTAL PROJECTED VIEWS FOR 2025 = 125 MILLION WAVE @125M + F1 RACE @125M = 2025 TOTAL 250 MILLION VIEWS

Conclusion

The projected metrics position the WWT as a high-growth opportunity in niche action sports with significant further growth.

Potential combined Wave & F1 to reach 1 BILLION BY 2026.

Note 1: The F1 Racing World Tour has similar media view potential

Note 2: The combined Wave and F1 Race World Tours have the potential to reach over 1 Billion Views by 2028



THE 5 STAR PYRAMID



THE 2025 WWT 5 STAR PYRAMID

1 STAR FESTIVAL

FUN AND GOOD TIMES ALL!

Open Fun Inclusion Format

Points: 5% & No Prize Money

Permits, Insurance & Safety

Media: fun photos, fun videos

WWT Graphics Package: yes

2 Star National

Points: 10%

Prize Money: optional

Water Safety: yes,

Permits & Insurance: yes, full

Live Broadcast: optional

WWT Graphics Package: yes

Live Heats: free / optional

3 Star Regional

Points: QF 20-30%

Prize Money: USD \$3,000*

Water Safety: yes, jet-ski, team

Permits & Insurance: yes, full

Live Broadcast: optional

Video Highlights: daily

WWT Graphics Package: yes

Live Heats: free / optional

4 Star World Cup

Points: QF 50-60%

Prize Money: USD \$10,000

Water Safety: yes, jet-ski, team

Permits & Insurance: yes, full cover

Live Broadcast: optional

Video Highlights: drone, daily

Event Video: yes, pro production

Global PR: journalism all

WWT Graphics Package: yes

Head Judge / Race Director: Judges & Team

Live Heats: yes

Judges Tower: yes, power, wifi, cover

Athlete Area: yes, cover, water, food

VIP Area: yes, cover, great drinks & food

Athlete Support: top 4 Men + top 4 Women,

Total 8 receive free transfers, breakfast,

accom.

WWT Team: Event Director (1), Head

Judge (1), Social Media (1). Total 3 Free

transfers, accom, food.

5 Star World Cup

Points: 100%

Prize Money: USD \$50,000*

Water Safety: yes, jet-ski(s) & team(s)

Permits & Insurance: yes, full cover

Live Broadcast: yes, pro production

Video Highlights: drone, comp days

Event Video: yes, pro production

Global PR: journalism lead up, during, post

WWT Graphics Package: yes

Head Judge / Race Director: Judges & Team

Live Heats: yes

Judges Tower: yes, power, wifi, cover

Athlete Area: yes, cover, water, food

VIP Area: yes, cover, great drinks & food

Athlete Support: top 8 Men + top 8 Women,

Total 16 receive free transfers, breakfast,

accom.

WWT Team: Event Director (1), Broadcast

Director (1), Head Judge (1), WWT Judges (2),

Drone Specialist (1), Commentator (1), Social

Media (1). Total 8 Free transfers, accom, food.

5 Star Grand Final

Points: 100%

Prize Money: USD \$100,000*

Water Safety: yes, jet-ski(s) & team(s)

Permits & Insurance: yes, full cover

Live Broadcast: yes, pro production

Video Highlights: drone, comp day daily

Event Video: yes, pro production

Global PR: journalism lead up, during, post

WWT Graphics Package: yes

Head Judge / Race Director: Judges & Team

Live Heats: yes

Judges Tower: yes, power, wifi, cover

Athlete Area: yes, cover, water, food

VIP Area: yes, cover, great drinks & food

Athlete Support: top 8 Men + top 8 Women,

Total 16 receive free transfers, breakfast,

accom.

WWT Team: Event Director (1), Broadcast

Director (1), Head Judge (1), WWT Judges (2),

Drone Specialist (1), Commentator (1), Social

Media (1). Total 8 Free transfers, accom, food.

CROWNING THE WORLD CHAMPIONS

Note 1: Sponsorship levels noted here are set minimums, sponsors and organisers are encouraged to increase prize money to attract more global media attention and to secure the strongest possible performances.

Note 2: Local costs vary in each location, organisers must deliver the event set-up minimums and cover local cost variations



THE WORLD WAVE TOUR CALENDAR

2025

CROWNING THE WORLD WAVE CHAMPIONS

5 STAR WORLD CUP

100% Points Men + Women
100% points U21 + Masters

4 STAR WORLD CUP

60% Points Men + Women
100% points U18 + U21 + Masters

3 STAR Regional

25% Points Men + Women
100% points U18

2 STAR National

10% All Divisions

1 STAR FESTIVAL

5% CELEBRATING FUN FOR ALL

MEN: Best 4 results

WOMEN: Best 4 results*

U21 Pro Junior: Best 2 + Final

U18 Junior: Best 2 + Final

45+ Masters: Best 2 + Final

1 STAR Local

Australia, Moffit, February
New Zealand, Taranaki, Oct
Taiwan, Taitung Nov
Canada, tbc, Nov-Dec

2 STAR National

Australia NSWWA Gerroa January
Japan JWA Omaezaki January
Guadeloupe Janaury
Cornwall BWA Feb 15-16 / 22-23
Wales BWA Gower Mar. 14-16
Argentina April

Denmark DWT Klotmoller May-June

Germany GWT May-June

Peru Negritos* tbc

Australia NSWWA Woolgoolga Sep

Denmark DWT Klitmoller Aug-Sep

Germany GWT August-September

Norway - tbc

Wales BWA Rhosneigr Sep.12-14/19-21

UK BWA South East tbc

2 STAR National

Netherlands October

Uruguay October

Belgium November

France Normandy Oct-Nov

Brazil Jeri November

Ireland IWT Brandon Bay Dec

Australia NSWWA Sydney Dec

Japan JWA Omaezaki Dec 21-22

Scotland BWA Inverallochy Dec.14-15

Chile, Llico, Dec 10-19

3 STAR Regional

MOROCCO Moulay April-May

IRELAND IWT Mayo September

DENMARK DWT Klitmoller Sep

PERU Pacasmayo September*

SCOTLAND BWA Tiree October

CHILE Matanzas November

FRANCE Wissant Nov-Dec

ISRAEL Haifa Dec-Feb

CHILE Sirena December

4-5 STAR World Cup

01 AUSTRALIA Margs Jan.31-Feb.3 4 STAR

02 JAPAN Omaezaki February 18-24 4 STAR

03 PUERTO RICO Shacks March 1-9 4 STAR

04 CHILE Matanzas Mar.24-Apr.6 5 STAR

05 HAWAI'I Ho'okipa April 14-18 4 STAR

06 FIJI Cloudbreak May 19-30* TBC 4 STAR

07 SPAIN Gran Canaria July 5-13 5 STAR

08 SPAIN Tenerife Aug.1-10 5 STAR

09 GERMANY Sylt Sep-Oct. 5 STAR

THE ALOHA CLASSIC GRAND FINAL

10 HAWAI'I Ho'okipa October 13-24 5 STAR

FINAL FOR: Men + Women + U21 + Masters

JUNIOR FINAL

U13, U15, U18

AUSTRALIA Margaret River. Nov-Dec exact dates tbc



RIDE THE WAVE