

# USHER CUP 2021

COVID ADAPTED EVENT  
SUPPORTING LOCAL ATHLETES AND CHARITIES

## SPONSORSHIP PROSPECTUS

29<sup>th</sup> to 31<sup>st</sup> JANUARY 2021 | SNAPPER ROCKS | D-BAH

proudly brought to you by



# THE EVENT

## Theodore Vairaktaris

### Event Co-Founder

As a successful business owner and entrepreneur, Theodore is an unstoppable force of nature. His passion and never-say-die attitude separates him from people with ideas that never come to fruition.

Theodore built the Usher Group from the ground up. He created a culture in the organisation that not only embodies his mindset but also inspires the employees, customers and stakeholders to realize the ambition inherent in that mindset.

As a Gold Coast local, Theo has always had a close attachment to surfing and love of the ocean. For him surfing and being in the ocean is the personification of life. Some waves are worth chasing and riding, some are worth passing. Some waves provide you with an amazing ride, while others leave you wondering. But some days they may not come at all. Most importantly, surfing and the ocean makes you feel alive and part of an amazing journey.



*“ Our goal is to recognise the grass roots of club surfing and in doing so, unite board riding clubs from Coffs Harbour to Noosa Heads. Equally important, we’re aiming to promote an event that encourages male/female equality*

*”*

**Theodore Vairaktaris**  
**MD USHER GROUP**

The Usher Cup is a three-day surfing event hosting the best surfers from 21 board riding clubs from COFFS HARBOUR to NOOSA. The event will take place in January 2021.

Snapper Rocks and D-Bah have been selected as the perfect locations for the event this year, with the final location to be determined based on conditions. The event will coexist with normal public activities on the day.

The purpose of the event is to recognise the grass roots of club surfing and to unite our board riding clubs. We aim to encourage and support the clubs by promoting junior programs and male/female equality.

The event will provide the opportunity for our young surfers to compete after a long period of absence due to the COVID crisis.

With a little help from local, businesses and great support from the surfing industry, competitors

will compete against each other as individuals and at a club level. Individuals will also be award throughout the event where creative talent is spotted.

The event is a unique opportunity to show your local support.

As a sponsor:

- Your Brand will be associated with the event on many different levels
- You can choose a sponsorship level to suit your needs from many different options
- You have the opportunity to showcase your product during the event

We aim to grow into a bigger and better event each year.

29<sup>th</sup> to 31<sup>st</sup> JANUARY 2021 | SNAPPER ROCKS | D-BAH





## EVENT DETAILS

The three-day event will include the best male and female surfers from 21 board rider clubs around the Gold Coast

### **Qualifying Series**

21 board rider clubs will select their best 3 males and best 1 female surfers based on club rankings or by hosting regional qualifying events. Each club will receive \$300 to hold their Clubs entrant trials.

### **Main Event**

The male event will run over two days. A total of 96 male competitors, 3 male surfers from each club plus 30 local wildcards and 3 sponsor wildcards.

The Female event will run over one day. A total of 48 female competitors, 1 female per club plus 24 local wildcards and 3 sponsor wildcards.

### **Dates**

The female event is scheduled for 29<sup>th</sup> January 2021. The male event is scheduled for 30<sup>th</sup> to 31<sup>st</sup> of January. This may change due to weather conditions. Competitors will be notified closer to the event.

### **Competition Format**

The competition format is based on the highest individual score, highest club score and expression sessions.

### **Prize Money/Trophies**

Males and females will receive equal prize money. A whopping \$30,000 in prize money all up donated by Usher Group, including \$5,000 for both the first prize male and female winners.

### **Individual Highest Score**

Individual surfers will be scored by the judging panel. The two highest scoring waves will contribute to the highest score.

### **Individual Expression Prizes**

Individual prizes will also be given to competitors displaying difficult manoeuvres.

- The Best Aerial
- Most Creative
- Best Spirit of the Usher Cup

### **Winning Club**

The winning Club receives \$3,000 in prize money. The criteria is based on the top two male and the top female competitor scores combined. Only club selected surfers contribute to the winning club score.

### **Perpetual Trophy**

The winning club will hold the perpetual Trophy for the entire year. Each year, the new recipient is added to the trophy.

# CHARITIES

Proceeds will go to supporting our nominated charities.

## **The Perry Cross Foundation**

Committed to finding a cure for paralysis

## **Youth Insearch**

Empowering young people to turn their disadvantages into their advantages

## **Camp Quality**

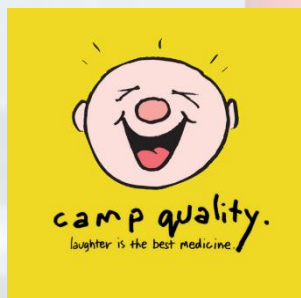
Helping children cope with the devastation of cancer

## **Starlight Foundation**

Brightening the lives of seriously ill children and their families

## **Club Choice**

The winning club will also receive \$1000 to donate to their charity of choice.



“ The Usher Group strives to create a positive legacy from our business activities, across the extended community, through active engagement and responsible business practices. We also recognise that if we wish to make a sustainable lasting impact as an organisation, we need to contribute to charities that are similar to our ethos. ”

**Theodore Vairaktaris**  
**MD USHER GROUP**

# HOST CLUB SNAPPER ROCKS

## Snapper Rocks Surfriders Club

Snapper Rocks Surfriders Club plays host to this year's Usher Cup. Its undoubtedly one of the most stunning destinations in Queensland with picture perfect beaches and unique surfing conditions.

It takes a special formula for a club to be at the top competitive level over a thirty-year period. This amazing club is pedigree to eleven world champions.

Coolangatta, Queensland, 4225, Australia



## Host Club President Jay Phillips

Jay Phillips is one of the most naturally talented surfers to emerge from the surf-crazed town of Coolangatta. From his stellar career as an all-conquering junior to his current role as respected Snapper Rocks Surfriders club elder and free-surfing standout, Jay has inspired generations of surfers with his talent and charisma.

Jay emerged from the quiet backwater of Fingal just down the coast, with a long family history in the region. He soon migrated north to the famed point breaks of the southern Gold Coast, where he honed his flamboyant style on those long groomed walls.



# EVENT DIRECTOR

## Wayne 'Rabbit' Bartholomew

### Event Director

Wayne "Rabbit" Bartholomew is the Godfather of Australian Surfing. His contribution to the sport unsurpassed by any other. His epic 1978 World Title just the tip of the iceberg representing his near half century career in competition, coaching and administration from grassroots to elite level. He has been involved in a multitude of governing bodies and a successful lobbyist, advocating the importance of surfing and protecting our waves.

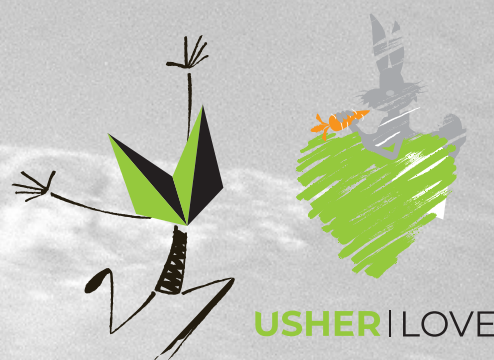
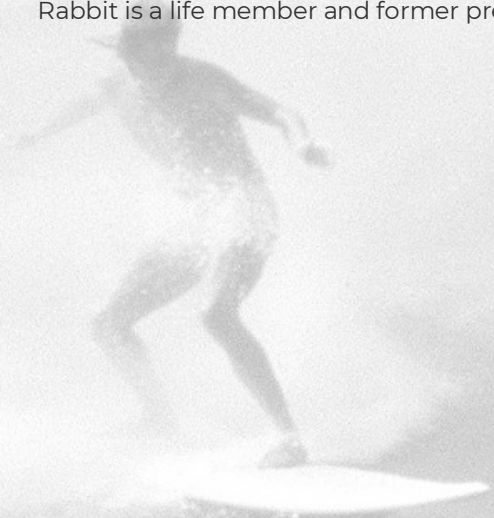
As Surfing Australia's National Coaching Director from 1993 to 1998, Rabbit played a big part in the careers of many of the country's best surfers.

His passion for surfing began at 12 years of age and to this day, is as unwavering as the ocean. His natural talent and drive thrust him into the pro surfing scene in the mid-1970s, winning a world title in 1978 and rating top five in the world for eight consecutive years on the pro tour.

From pro surfer to mentor and coach, Rabbit's fervour for the sport kept him touring until the late 1980's. When he hung up the comp rashie he founded the Wayne Bartholomew Academy of Surfing, investing his time into mentoring future legends of the sport such as Mark Occhilupo, Dean Morrison and Jay Phillips.

In a testament to his dedication, Rabbit was deservedly appointed a member of the Order of Australia AM in 2009 and Gold Coast Sportsman of the Year in 1977, 1978 and 1984.

Rabbit is a life member and former president (1987 to 2002) of his beloved Snapper Rocks Surfriders Club.



# MARKETING & SPONSORSHIP

**Werner Clarey**

## **Marketing & Sponsorship**

To help us with our marketing and sponsorship, we have gathered in the expertise of Werner Clarey. Werner has over 35 years of marketing experience working with some of Australia's largest organisations developing marketing strategies and Business Development roles.

Werner has also raised much needed funds for research for different Charity organisations such as Children's Cancer Institute, Youth Insearch and the Perry Cross Foundation to name a few.

Werner will be helping us raise funds through our Gold, Silver and Bronze sponsorship deals. Any Club's that are affiliated with businesses or individuals that would like to discuss our sponsorships, please contact Werner on

**0431 606 674**  
**werner@ushergroup.com**



# JUDGES



## STACE GALBRAITH Head judge

Our head judge Stace Galbraith is a WCT level coach specialising in contest strategy, pathway support and critical thinking

### t.b.c. Judge

Details to be confirmed closer to the event

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Details to be confirmed closer to the event

# OPPORTUNITIES AT A GLANCE

## 5 MAJOR SPONSORS

	PARTNER	GOLD	SILVER	BRONZE
<b>Maximum number available</b>	<b>One</b>	<b>four</b>	<b>six</b>	<b>ten</b>
Sponsorship acknowledged on the website	✓	✓	✓	✓
Acknowledgment on all printed material	✓	✓	✓	✓
Acknowledgment on social media	✓	✓	✓	✓
Insert into event satchel	✓	✓	✓	✓
Logo on the event satchel	✓	✓	✓	
Advertising in event program	✓	✓	✓	
Logo displayed on the event 'rashie	<b>Front</b>	<b>Rear</b>	<b>Rear</b>	<b>Rear</b>
Logo displayed during the event	✓	✓		
Acknowledgment by the event MC	✓	✓		
Hand over donation cheque	✓			
	<b>\$POA</b>	<b>\$5,000</b>	<b>\$3,500</b>	<b>\$2,000</b>

## Expression Session PRIZE CATEGORY SPONSORS

	BEST AERIAL	MOST CREATIVE	BEST SPIRIT	HIGHEST WINNING SCORE	WINNING CLUB
<b>Maximum number available</b>	<b>one</b>	<b>one</b>	<b>one</b>	<b>two</b>	<b>one</b>
Acknowledged as sponsor	✓	✓	✓	✓	✓
Present Prize	✓	✓	✓	✓	✓
	<b>\$500</b>	<b>\$500</b>	<b>\$500</b>	<b>\$1,000</b>	<b>\$1,000</b>

# SPONSORSHIP RASHIE

MAJOR SPONSORS WILL BE ACKNOWLEDGED ON THE COMPETITION RASHIE WHICH WILL BE WORN BY ALL COMPETITORS DURING THE EVENT

**USHER CUP** 2021

**PARTNER**  
sponsors

**PARTNER**  
sponsors

**PARTNER**  
sponsors

**WASHBOX**  
WASHBOX.COM

**USHER GROUP**  
Your project partner.

**USHER**  
**GROUP**  
Your project partner.

**GOLD**  
sponsors

**SILVER**  
sponsors

**BRONZE**  
sponsors



## PRINCIPAL SPONSORS

PRINCIPAL  
SPONSOR

**USHER** | GROUP

Your project partner.

PARTNER  
SPONSOR



**WASHBOX**  
EQUIPMENT WASH STATION

## MORE DETAILS

To sponsor or find out a bit more go to

[www.ushercup.com](http://www.ushercup.com)

# EVENT ADVERTISING



## Advertising

### Surfing Life

We have taken out full page adverts and an advertorial in Surfing Life magazine to promote the event. Surfing life magazine is dedicated to surf travel, surf culture, waves, surfboard and surfers.



## Event Posters

Event posters will be distributed to local businesses and locations throughout the Gold Coast. Gold & Silver Sponsors will be acknowledged.



## Austereo Network

We have negotiated radio exposure with Australia's leading entertainment company SCA. This will be in the form of event promotion and live updates.

## Event Merchandise



# SOCIAL MEDIA CALENDAR



## November

Mon	Tue	Wed	Thur	Fri	Sat	Sun
16	17	18	19	20 Press release	21 Press release	22
23 Press release	24 Interviews	25 Charity profile	26 Interviews	27 Charity profile	28 Judge profile	29 Interviews
30 Press release						



## December

Mon	Tue	Wed	Thur	Fri	Sat	Sun
	1 Press release	2 Sponsor profile	3 Judge profile	4 Charity profile	5 Sponsor profile	6 Judge profile
7 Charity profile	8 Interviews	9 Judge profile	10 Sponsor profile	11 Judge profile	12 Charity profile	13 Sponsor profile
14 Judge profile	15 Sponsor profile	16 Sponsor profile	17 Interviews	18 Sponsor profile	19 Press release	20
21 Sponsor profile	22	23 Press launch	24 Interviews	25 People Profile	26 Interviews	27 People Profile
28 Judge profile	29 Sponsor profile	30 Press release	31			



## January

Mon	Tue	Wed	Thur	Fri	Sat	Sun
				1 Sponsor profile	2 Sponsor profile	3 Interviews
4 Sponsor profile	5 Interviews	6 Sponsor profile	7 People Profile	8 Sponsor profile	9 Press release	10 Sponsor profile
11 People Profile	12 Sponsor profile	13 Event updates	14 Press release	15 People Profile	16 Sponsor profile	17 People Profile
18 Event updates	19 People Profile	20 Event updates	21 Event updates	22 People Profile	23 Announce card	24 People Profile
25 Event updates	26 People Profile	27 Live updates	28 Live updates	29 Live updates	30 Live updates	31 Live updates



# THE WINNING TEAM



**The Brainchild**  
**Theodore Vairaktaris**

Theo is the brain child and motivator. He'll put his heart and soul into making the event amazing.



**The Godfather**  
**Wayne 'Rabbit' Bartholomew**

Rab's surfing experience is unsurpassed. He'll set the tone for competitors, event format and uniting board riding clubs.



**The Builder**  
**Werner Clarey**

Werner is focussed on building relationships at every level. From sponsors to our valued charities.



**The Messenger**  
**Rob Loncar**

Rob will use every bit of his marketing prowess to ensure the event is a complete success. No stone will be left unturned.



**The Organiser**  
**Rebecca Kennedy**

When it comes to crossing the tee's and dotting the l's Bec is always 10 steps ahead of the game. She'll be responsible for tying the event together.



**The Communicator**  
**Maddison Mangan**

Maddi's goal is to keep everyone fully informed. From social media, websites, to the press, you'll know every twist and turn in detail.



**Mr Digital**  
**Damien Kloot**

Klooty manages our digital space. He'll ensure that every time anyone jumps online, they'll know what's going on.



**Journo**  
**Griffith Uni Graduate**

t.b.a.



**Marketing**  
**Griffith Uni Graduate**

t.b.a.

# SPONSORSHIP TERMS & CONDITIONS

## 1. EVENT AGREEMENT

The Usher Group proposes to conduct an Event to raise money for charity and promote surfing excellence.

These Sponsorship Terms and Conditions are to be read in conjunction with the Sponsorship Prospectus. Terms and Conditions take precedent to the extent of any inconsistency.

Upon written acceptance by the Sponsor of the offer of sponsorship by the Usher Group an agreement is entered into between the Usher Group and the Sponsor.

## 2. AGREEMENT

Means these Sponsorship Terms and Conditions, Sponsorship Prospectus.

## 3. APPLICATIONS

- 3.1 On receipt of written acceptance of a Sponsorship Package by the Organiser, the Sponsorship Package will be deemed to be a Confirmed Sponsorship.
- 3.2 All Sponsors with a Confirmed Sponsorships are required to pay the Sponsorship Fee
- 3.3 The Organiser retains the express right to reject any Sponsor that it deems inappropriate or not suitable in its sole discretion.
- 3.4 All Sponsor Applications will only be accepted from the Sponsor itself and the Organiser reserves the right to reject any Application from any agent purportedly acting on behalf of a Sponsor unless otherwise agreed in writing between the Parties or with the prior written consent of the Organiser.
- 3.5 The Organiser is not required to provide reasons for any decisions it makes under this clause.

## 4. SPONSORSHIP FEES

The Sponsorship Fee is as set out in the Sponsorship Prospectus and is indicative only.

## 5. SPONSOR OBLIGATIONS

The Sponsor now agrees and warrants to observe and be bound by all the requirements and obligations set down by the Organiser in this Agreement for the conduct of the Event.

## 6. SPONSORSHIP OPTIONS

Sponsors may apply for sponsorship of single or multiple Sponsorship Packages. Should the Sponsor be interested in sponsoring an arrangement not listed within the Sponsorship Prospectus then it may contact the Organiser to discuss possible preferences.

## 7. CANCELLATION AND REFUNDS

- 7.1 The Organiser reserves the right to cancel the Event in the event it receives an insufficient number of registrations, or for any other reasonable grounds, as determined by the Organiser.
- 7.2 The Organiser, to the fullest extent permissible under law and will not be liable for damage, loss or additional costs incurred by the Sponsor arising out of the cancellation whatsoever.
- 7.3 Cancellation Date means 20 November 2020.

## 8. CONFIDENTIALITY

Neither party may disclose any Confidential Information of the other party without obtaining the prior written consent of the other party.

## 9. CANCELLATION AND REFUNDS

If a Sponsor wishes to cancel a Confirmed Sponsorship, the Organiser requires a request to be received in writing by the Organiser on or before the Cancellation Date, failing which the Organiser will not refund any Sponsorship Fees.

## 10. INTELLECTUAL PROPERTY

The Sponsor shall indemnify the Organiser from and against all claims, liabilities, losses (including fines and penalties), damages and reasonable costs arising from any claim, suit or action (including legal costs and expenses) arising from reliance on information provided by the Sponsor for use by the Organiser or for any breaches of third-party intellectual property.

## 11. ENTIRE AGREEMENT

This Agreement embodies the entire understanding of the parties and no representation, promise or term shall be deemed to form part of the agreement between the parties

