



PARTNERS AND SPONSORS · SEASON 2026/27

**WIND IS OUR
ENERGY.**

Snowkite Roccaraso School and Snowkite World Cup 2027: one project that puts your brand on the snow of Abruzzo, Italy, for the whole season.

ROCCARASO · ALTO SANGRO · ABRUZZO

ASD Outdoor 360° · www.snowkiteroccaraso.com



THE PROJECT

WE ARE LOOKING FOR PARTNERS FOR THE SCHOOL AND THE WORLD CUP

Companies that support the activities of the Snowkite Roccaraso School and the Snowkite World Cup 2027, in return for ongoing visibility on our channels and at the event.

TECHNICAL PARTNER

Supplies equipment

Gear, clothing and safety equipment for students and instructors, used on the snow every day.

SPONSOR

Contributes financially

Supports the running of the school and the World Cup and links its brand to the event.

The school · December – March **The event** · 17 – 21 February 2027

Four months of presence, not five days.

Instagram · Snowkite Roccaraso School

Facebook · Snowkite Roccaraso

YouTube · Snowkite Roccaraso

[snowkiteroccaraso.com](https://www.snowkiteroccaraso.com)

Ski or snowboard, the same thrill: every day new students on the snow wearing our partners' brands.



8 RAI news programmes covered the 2026 edition

TG1

TG2

TG3

Rai Sport

Rai News

La Domenica Sportiva

Kilimangiaro

TGR Abruzzo



**WATCH ALL
2026 TV REPORTS**

[Open the video folder on Google Drive](#)



A snowkite flyer in a black and yellow suit is suspended in the air, holding a black and white striped kite board. The background shows a vast, snow-covered mountain landscape under a clear blue sky.

WIND. SNOW. FREEDOM.

THIS IS SNOWKITING

On the high plateaus of Alto Sangro, between 1,300 and 2,300 metres, a single kite turns the mountain into open space without limits. No engines, no lifts: only the power of the wind.

We have been teaching it since 2004. Since 2013 our contest has shown it to the world. In 2027 it becomes the Snowkite World Cup.



WORLD CUP

THREE STOPS / ONE WORLD

1  IDAHO
USA

3  ABRUZZO
ITALY

2  TURKEY



ABOUT US

A COMMUNITY BORN FROM THE WIND

ASD Outdoor 360° · has organised Italy's main snowkite event since 2013

Niccolò de Simone · Italian Sailing Federation instructor (CKWI), creator of GPS Formula

13 editions of the contest (2013–2026), all completed

Network · Municipalities of Roccaraso and Rivisondoli, Skipass Alto Sangro, Italian Sailing Federation (FIV), CKWI



OUR STORY

More than twenty years on the snow of Abruzzo



2003

Niccolò de Simone discovers snowkiting



2004

First snowkite school in Abruzzo



2013

ASD Outdoor 360°, GPS Formula and the contest are born



2019

Athletes from around the world and RAI TV coverage



2023

Snowkite World Championship recognised by IKA



2026

13th edition, GPS Formula becomes a federation standard



2027

14th edition · Snowkite World Cup

OUR PARTNERS

IN PAST EDITIONS

 ISTITUZIONALI	 Ministero dell'Ambiente e della Sicurezza Energetica	 REGIONE ABRUZZO	 Comune di Roccaraso	 Comune di Rivisondoli		
 FEDERAZIONI	 World Sailing	 IKA International Kiteboarding Organization	 FIV Federazione Italiana Vela	 CKWI CLUB KITEBOARDING WORLDWIDE INTERNATIONAL		
 AUTOMOTIVE	 PORSCHE	 KIA	 LAND ROVER	 RANGE ROVER	 DEFENDER	
 MAIN SPONSOR	 BCC Roma	 Consorzio Skipass Alto Sangro	 World Sailing	 GPSFORMULA www.gpsformula.com		
 PARTNER LOCALI	 Rifugio Pratello	 Neve & Gusto	 Clinica Sci Sport	 Manzini Store	 PIZZALTO * RESORT ROCCARASO *	 EMC Alto Sangro Turismo
 MEDIA	 KiteWorld Magazine	 The Kiteboarder	 KiteSpain MAGAZINE	 MOJO	 Whitekite	 K4 Kite
 LOCAL ORGANIZATION AUTHORITY	 SNOWKITE ROCCARASO	Snowkite World Cup 2027 14ª Edizione				

OUR TRACK RECORD

THEY BELIEVED IN US

Institutions, federations, international brands and media: this is the network you join as a partner of the school and the World Cup.

13

editions since 2013

30+

partners in past editions

IKA

international recognition

RAI

TG1, TG2, TGR, TG Sport

WHY ROCCARASO

COLOURFUL KITES IN THE ABRUZZO SKY

Alto Sangro is the largest ski area in central and southern Italy: the right audience, already on the snow.

100+ km

of slopes, 3 resorts:
Pizzalto, Pratello,
Aremogna

3 million

lift rides per season

500,000

skier visits

30,000

guest beds in Roccaraso

1,300–2,300

metres altitude of the riding
areas

KITES VISIBLE FROM THE LIFTS

Piano dell'Aremogna, Piana delle 5 Miglia, Monte Pratello, Toppe del Tesoro: the snowkite areas can be seen from the top of the lifts. Skiers and ski tourers come across the kites without looking for them.

A LARGE POOL OF ENTHUSIASTS

6 million

skiers and
snowboarders

250,000

sailors

230,000

freeriders

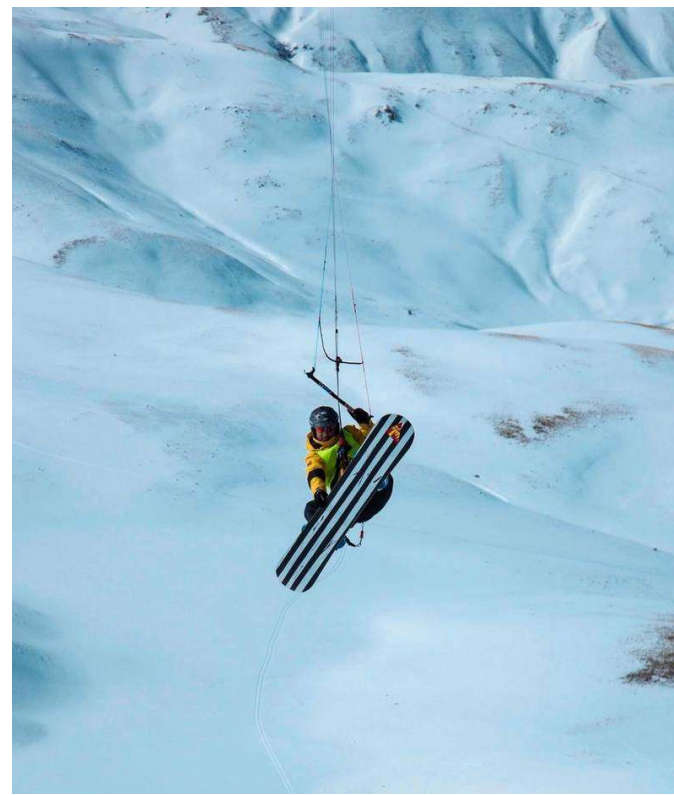
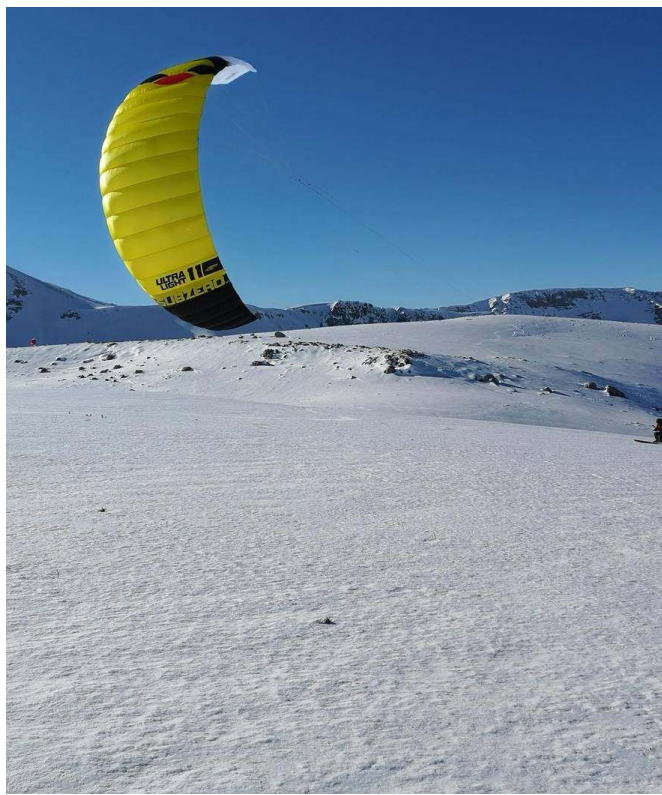
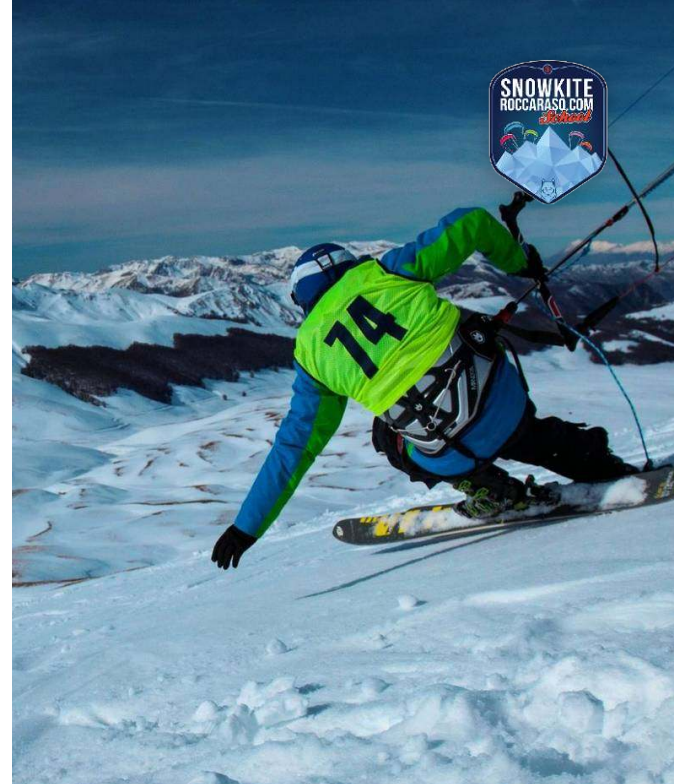
100,000

ski tourers

40,000

kitesurfers

Source: CONI (Italian Olympic Committee) sports participation data



THE IMAGES WE WILL SHARE

EVERY JUMP TAKES YOUR BRAND HIGHER

Photos and videos like these, shot on the snow with your products, every week on our channels.



INDUSTRIES THAT FIT SNOWKITING

IS YOUR INDUSTRY HERE?

These are the categories with a natural link to our sport. If your brand works in one of these fields, snowkiting is the right stage to make it fly.

Winter and sports apparel

Worn by instructors and staff, in every photo and video.

Protection and safety

Helmets, back protectors and avalanche transceivers: required on every session.

Eyewear and goggles

Sun, snow and speed: essential on the slopes.

Skis, snowboards and boots

Half of snowkiting happens with your feet on the snow.

Ski touring

Same audience, same mountains, same love of freedom.

Kite manufacturers

Kites and bars are the heart of the sport.

Action cameras

Every lesson and every heat becomes content to share.

GPS devices

Watches and wearables to measure speed and distance.

GPS hardware

Trackers and sensors for GPS Formula races.

Energy drinks

Energy, adrenaline and a young, active audience.

Automotive

4x4s and SUVs to reach the snow, on display at the village.

Energy producers

Snowkiting runs on wind alone: the face of clean energy.

Your brand on the snow, in every lesson and every photo.

Your industry is not listed? [Let's talk](#): every partnership is tailor-made.



VISIBILITY CHANNELS

YOUR PRODUCT IN USE, ON CAMERA



INSTAGRAM

Snowkite Roccaraso School

PARTNER SPACE

Brand tags in posts and stories, reels of the product in use, collaboration posts

[@snowkiteroccarassoschool](https://www.instagram.com/snowkiteroccarassoschool)



FACEBOOK

Snowkite Roccaraso

PARTNER SPACE

Logo and mention in course posts, branded photo albums

[/snowkiteroccaraso](https://www.facebook.com/snowkiteroccaraso)



YOUTUBE

Snowkite Roccaraso

PARTNER SPACE

Lesson and event videos with the product in use, partner named in the description

[YouTube - Snowkite Roccaraso](https://www.youtube.com/SnowkiteRoccaraso)



WEBSITE

snowkiteroccaraso.com

PARTNER SPACE

"Partners" page with logo and link, partners named on the course pages

[snowkiteroccaraso.com](https://www.snowkiteroccaraso.com)

DURING THE WORLD CUP

Visibility goes national

RAI TV reports, press releases, athlete bibs, race area and village. In 2026 the event was covered by:

TG1

TG2

TG3

Rai Sport

Rai News

La Domenica Sportiva

Kilimangiaro

TGR Abruzzo



WHAT WE OFFER PARTNERS

THREE PARTNERSHIP LEVELS



	OFFICIAL PARTNER category exclusivity	PARTNER equipment or funding	SUPPORTER basic support
Contribution	A full equipment category or the main financial contribution	Part of a category or a financial contribution	Single products or a small contribution
Category exclusivity	Yes	No	No
Instagram	Dedicated reels and tags all season	Tags in posts with the product	One thank-you mention
Facebook	Logo and mention in course posts	Mention in course posts	One thank-you mention
Website	Featured logo, link and partner profile	Logo and link	Logo
Instructor uniform	Logo on the uniform	No	No
Snowkite World Cup	Logo on bibs, backdrop and welcome pack	Logo on the backdrop	Gadget in the welcome pack
Royalty-free photos and videos	All season	A selection	No
End-of-season report	Yes	Yes	No

Each level can be reached with technical equipment, a financial contribution or both. All packages can be customised; equipment supplied stays with the school for teaching.



SEASON CALENDAR

FOUR MONTHS OF VISIBILITY

Agreements close by November: equipment and contributions must be ready for the December opening.

01

AGREEMENTS

Oct – Nov 2026

Signing with partners and sponsors, equipment delivery

02

OPENING

December 2026

Partners announced on Instagram, Facebook and the website

03

COURSES AND CAMPS

January 2027

Weekly videos and photos on the snow with the equipment

04

WORLD CUP

17 – 21 Feb 2027

Media peak: RAI TV, press, race area

05

CLOSING

March 2027

Report, photos and videos delivered to partners

Instagram, Facebook and website active all season, from December to March



SEE SNOWKITING IN ACTION

THE EVENT VIDEO



Click the button or scan the code
with your phone: the video opens
on YouTube.

▶ Watch the video

All videos on YouTube ↗



VIDEO

REPORT AND CONTACTS

FLY WITH US.

- Posts, stories and reels published with the product, with reach and engagement
- Visits to the Partners page and clicks to your website
- Number of students who used the technical partners' equipment
- TV and press coverage of the Snowkite World Cup
- Folder of royalty-free photos and videos

Niccolò de Simone

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Instagram

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