SNOWKITEROCCARASO.COM School

PARTNERSHIP PROPOSAL 2026/27

IKA SNOWKITE WORLD CUP 2027

Snowkite Roccaraso School and the Italian stage of the IKA Snowkite World Cup: the project and the opportunities for your brand.

+

NEW IN 2027 · TEST EVENT

BIG AIR SNOW SHOW

The first measured Big Air on snow

FOR YOUR BRAND

Alto Sangro · Abruzzo, Italy · 18 – 21 February 2027





INTRODUCTION

WHY THE SNOWKITE WORLD CUP

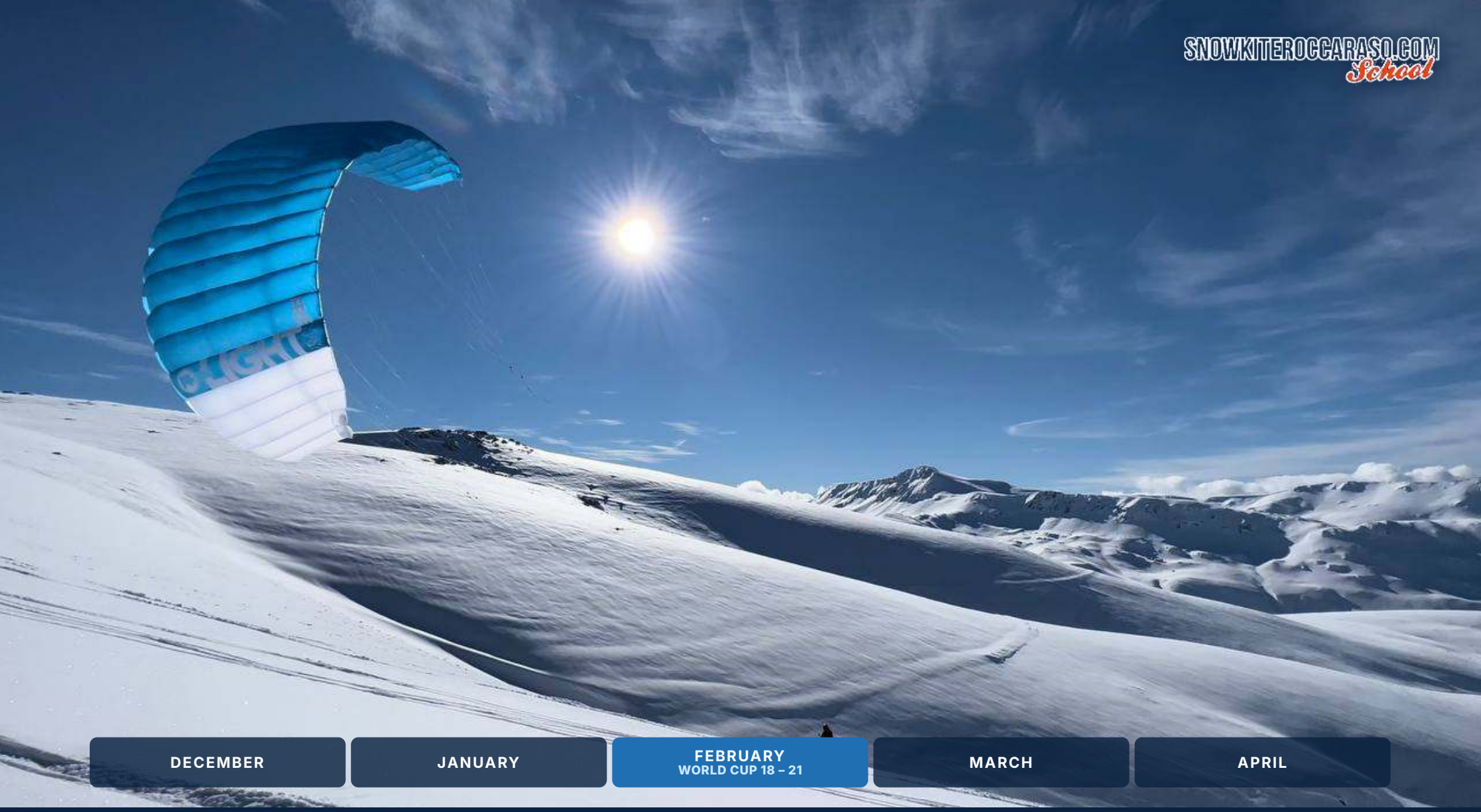
A proposal for brands that want to be on the snow of Alto Sangro together with our school and the World Cup.

In the following pages: the project, who we are, the numbers and the services we can offer.

1 **A SPECTACULAR, CLEAN SPORT**
Snowkiting runs on wind alone: no engines, no lifts. Striking images and a message of sustainability.

2 **FIVE MONTHS, NOT FIVE DAYS**
The school is on the snow from December to April, and the World Cup, 18 to 21 February, brings the RAI TV cameras. Your brand is there all season long.

3 **THE RIGHT AUDIENCE**
Roccaraso is the largest ski area in Central and Southern Italy: 3 million lift rides and 500,000 visitors on the slopes every winter.



THE COMMUNICATION PROJECT

FIVE MONTHS ON THE SNOW, WITH A WORLD CUP AT THE CENTRE

One story that starts at the school and leads to the World Cup. On the Alto Sangro plateaus, between 1,300 and 2,300 metres, all you need is a kite: no engines, just wind.

THE SCHOOL · DECEMBER – APRIL

Courses, camps and sessions every week. Photos, videos and reels from the snow all season: your brand is present every day, not only on race days.

THE WORLD CUP · 18 – 21 FEBRUARY 2027

Italian stage of the IKA Snowkite World Cup, 14th edition. The media peak of the season: athletes from around the world, RAI coverage and a village.

WHAT IS SNOWKITING

SKIING MEETS SAILING

Snowkiting brings together skiing, snowboarding and sailing. It can be done on any snowy plateau, far from the usual slopes: all it takes is wind.

Fresh snow on the flats
Riding huge plateaus, with no lifts and no groomed runs.

Climbing the mountains
The power of the wind pulls you up the slopes to the summits, with no lifts.

A wind-powered ski lift
You reach the peaks and ride back down off-piste.

Its hybrid nature makes it highly attractive with strong growth potential: it speaks to several sporting worlds at once.



THE FAN BASE IN ITALY

6M	250,000	230,000	100,000	40,000
skiers and snowboarders	sailors	freeriders	ski mountaineers	kitesurfers

Source: CONI data on sports participation in Italy



WHO IS IKA

INTERNATIONAL KITEBOARDING ASSOCIATION

The Olympic class

It runs the international competitions of the Olympic kiteboarding class, Formula Kite.

The World Cup since 2019

It promotes the Snowkite World Cup, also looking ahead to a possible future Olympic sport.

Roccaraso, a permanent stage

In every edition, Alto Sangro has held a central place in the circuit.

NEW IN 2027 · TEST EVENT

BIG AIR SNOW SHOW

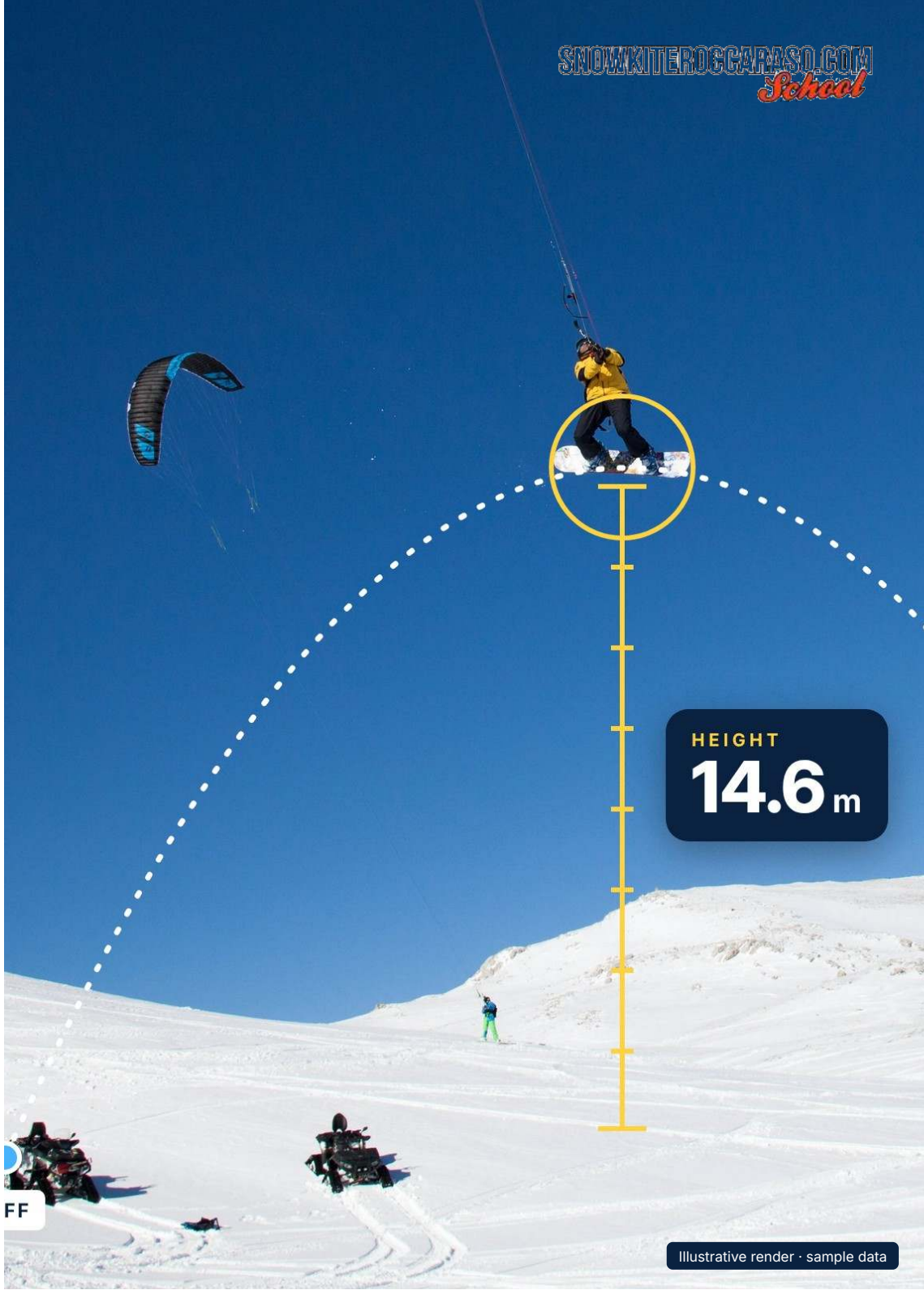
During the World Cup we will test, for the first time, a Big Air on snow with measured jumps: height and airtime of every jump, live on the big screen.

WHEN
Three days, 19 to 21 February, alongside the race.

WHERE
A dedicated area on the plateaus, visible from the village.

WHO
World Cup athletes and invited riders, ski and snowboard.

WHY A TEST
A first edition to fine-tune the format and the measurements, and make it a regular fixture.



FIVE POSSIBLE RACE SPOTS, DEPENDING ON THE CONDITIONS

LOWER PLATEAUS

winds from West to North-East



Piana delle 5 Miglia
25 km · 3 h



Pizzalto



Aremogna · Rifugio Heidi
30 km · 3 h

SPOTS AT 2,000 METRES

wind from every direction



Aremogna



Pratello



Overview of the spot

140 km
of slopes

41
ski lifts

3M
lift rides

500,000
visitors on the slopes

30,000
beds

OUR AUTOMOTIVE EXPERIENCE

ENGINES AND WIND, SIDE BY SIDE

We have already built events with car makers, on water and on snow. We know what a car brand needs to sit well alongside a wind sport.







PORSCHE ON BOARD

Five years of partnership with Porsche Italia, managed directly by us, summer and winter. Kite and foil races at sea, snowkite in the mountains, a village with Cayenne and Taycan test drives and GPS Formula rankings.



LAND ROVER DEFENDER

Partner of the 2023 World Snowkite Contest: vehicle on the race field, logo on the backdrop and in the official videos.



KIA

Sportage on display at the foot of the slopes and branded set-up during the contest.

MEDIA COVERAGE

ROCCARASO SNOWKITING ON NATIONAL TV

SNOWKITEROCCARASO.COM School













8 RAI programmes covered the 2026 edition

TG1 · TG2 · TG3 · Rai Sport · Rai News · La Domenica Sportiva · Kilimangiaro · TGR Abruzzo

WATCH ALL THE 2026 TV REPORTS

Open the video folder on Google Drive

AN AUDIENCE OF OVER 118,000 FOLLOWERS

School channels · Snowkite Roccaraso School

553K
Instagram views in 2026

+256%
vs 2025

Instagram reach



4,387
followers

5,515
followers

6.6K interactions in 2026

Partner channels where we publish as editors

Roccaraso.net
@roccarasonet

85K
followers

average reel
66K views

most viewed reel
289K views

IKA · International Kiteboarding Association
@kiteclasses, official channel of the Olympic Formula Kite class

23.1K
followers

most viewed reels



Total audience
118,000+
followers



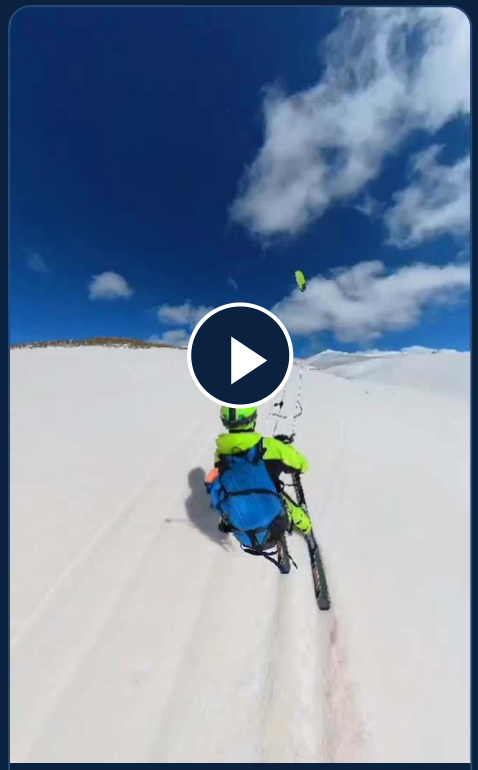
- Roccaraso.net: 85K
- IKA: 23.1K
- School: 9.9K

School data: Meta Business Suite, Jan 2024 – Oct 2026. Partner data: public Instagram profiles, Nov 2026, whole account.

ON-TARGET REELS

BEYOND THE LIMITS

A selection of school content showing the power of the wind and the mountains. We did not choose them for their views, but as ideas for the dedicated content we can create together.



STRONG WIND

@snowkiteroccarasoschool

Sessions in strong wind, when everyone else stays at home.

▶ Watch the reel



UPHILL

@snowkiteroccarasoschool

The kite pulls you up: climbing the slope with no lifts.

▶ Watch the reel

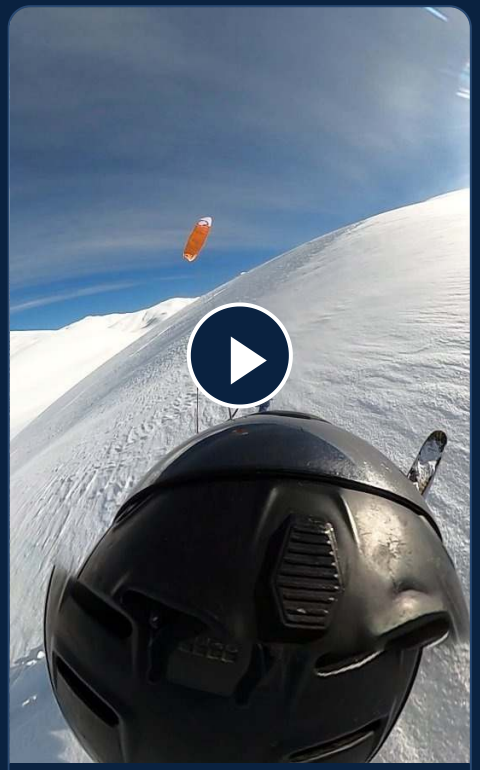


EVENT

@snowkiteroccarasoschool

Snowkite World Cup days seen from the inside.

▶ Watch the reel



FREERIDE

@snowkiteroccarasoschool

Fresh-snow descents, far from the groomed runs.

▶ Watch the reel

THE TEAM

THE CORE OF SNOWKITE ROCCARASO

Five athletes, all instructors at the school. They are on the snow every day of the season and racing at the World Cup: they will be the faces of the content we create with your brand.



ANDREA DI LISA

@andrea.dilisa

Two-time world champion, world no. 1

RACE

SKI MOUNTAINEERING



CRISTINA CORSI

@cricchio22

Two-time world champion

RACE

SKI MOUNTAINEERING

EXPEDITIONS



DAVID FILZI

@david_thewindchaser

2nd Men's Ski, Alto Sangro 2026

RACE

SKI MOUNTAINEERING

EXPEDITIONS



EDOARDO DE SIMONE

@edo_desimone

1st Under 17 Race, Alto Sangro 2026

RACE

SKI MOUNTAINEERING



NICCOLÒ DE SIMONE

@niccodesimone

Snowkiter since 2003, founder of the school

RACE

SKI MOUNTAINEERING



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

SECTORS IN TUNE WITH SNOWKITING

IS YOUR SECTOR HERE?

These are the categories that fit naturally with our sport. If your brand works in one of these worlds, 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 beacons: mandatory on every outing.

Sunglasses and goggles
Sun, snow and speed: essential on the snow.

Skis, snowboards and boots
Half of snowkiting happens with your feet on the snow.

Ski mountaineering
Same audience, same mountains, same thirst for freedom.

Kite manufacturers
Kites and bars are the heart of the sport.

Action cam
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 drink
Energy, adrenaline and a young, active audience.

Automotive
4×4s and SUVs to reach the snow, on show at the village.

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

Can't find your sector? Let's talk: every partnership is tailor-made.



OUR PARTNERS

IN PREVIOUS EDITIONS

IKA SNOWKITE WORLD CUP 2027

INSTITUTIONS

Ministero dell'Ambiente e della Sicurezza Energetica | REGIONE ABRUZZO | Comune di Roccaraso | Comune di Rivisondoli

FEDERATIONS

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

LOCAL PARTNERS

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 | 14th Edition

OUR TRACK RECORD

THEY BELIEVED IN US

Institutions, federations, international brands and media: this is the network you join when you become 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

WHAT WE CAN DO FOR YOUR BRAND

SERVICES FOR PARTNERS

SNOWKITEROCCARASO.COM School

1 RACE VISIBILITY

- Event name paired with the brand
- Large logo on athletes' bibs
- 4-metre feather flags
- Perimeter banners: welcome area, race area, ski slopes
- Interview backdrop
- Awards backdrop
- Custom kite in the brand's colours
- Tent and light set-up in the meeting area
- Structure in the race area

2 VILLAGE AND ON-SITE PRESENCE

- Dedicated exhibition area at Pizzalto
- Product display in Roccaraso town as well
- EV charging point at Pizzalto
- Product sampling initiatives
- Welcome pack for athletes and visitors

3 PRODUCT TESTING

- Test day for athletes and the public
- Products used by instructors and students all season
- Company vehicles in use during the event
- Lead collection from product testers

4 CONTENT AND MEDIA

- RAI reports featuring the brand at the race, interviews and awards
- Dedicated photo shoot with products and riders on the snow
- Daily highlight videos
- Official event aftermovie
- Aerial drone footage
- Royalty-free photos and videos
- Press office with releases mentioning the partner
- Launch press conference
- Media day with journalists and creators, with a snowkite try-out
- Final report: TV coverage, views, attendance

5 INSTAGRAM AND DIGITAL CHANNELS

- Dedicated Instagram posts and reels, tagged all season
- Collab posts with the company profile
- Regular partner feature (Rider of the day)
- Live stories from race days
- One-day profile takeover
- Branded event countdown
- Contests and giveaways, with a snowkite course as a prize
- Paid campaign on our profiles
- Rider and creator content reposted by the company
- Facebook mentions, logo and partner page on the website
- Logo on newsletters and official communications
- Social report: reach, interactions, followers

6 ATHLETES AND TEAM

- Brand ambassadors at the event
- Logo on instructors' uniforms
- Action content with top riders

7 HOSPITALITY AND ENGAGEMENT

- **Snowkite VIP Experience** for top clients: private lesson, race field access, meet the champions, mountain lunch, welcome and transfers
- Team building on the snow for employees
- Incentive trip for the sales network
- Corporate convention with the event as a backdrop
- Special award with the brand name (Best Trick)
- Fan zone with games, try-outs and gadgets
- Event evening with sponsors and institutions
- Events at local ski resorts

8 GPS FORMULA LIVE DATA

- Branded live rankings and maps
- Wind and athlete speed in real time
- Top speed award with the brand name

9 VALUE FOR THE BRAND

- Use of the event brand for commercial initiatives
- Sustainability project: zero-emission sport

IKA SNOWKITE WORLD CUP 2027

SPONSORSHIP PACKAGES

THREE WAYS TO COME ON BOARD

GOLD

Official Partner

AMOUNT TO BE DEFINED

- Logo on bibs and backdrop
- Exhibition space in the village and product testing
- Dedicated photo shoot with products on the snow
- Dedicated posts and reels, tagged all season
- One Snowkite Experience day for clients or employees
- Sponsor mentioned in press releases
- Royalty-free photos and videos, final report
- Brand presence in the race area with feather flags

RECOMMENDED

PLATINUM

Title Partner

AMOUNT TO BE DEFINED

- **Event name paired with the brand** ("powered by" your brand)
- **Category exclusivity**
- Large logo on bibs, interview and awards backdrops
- Race area set-up with branded flags and race buoys
- Exhibition space at Pizzalto and presence on the awards stage
- Dedicated action photo shoot with products and riders on the snow
- Exclusive dedicated videos for the sponsor and the event aftermovie
- Instagram all season: collab posts, regular feature, countdown
- Snowkite VIP Experience for top clients and guests
- Media day with journalists and a snowkite try-out
- Sponsor mentioned in all press releases
- Final report: TV coverage, views, leads collected

SILVER

Partner

AMOUNT TO BE DEFINED

- Logo on perimeter banners and backdrop
- Presence in the village during the 4 race days
- Social media mentions and logo on the website
- Selection of event photos and videos

Customisable packages, with a financial contribution, technical equipment or services. Amounts to be agreed together.



REPORTING AND CONTACTS

FLY WITH US.

- Posts, stories and reels published with the product, with reach and interactions
- Visits to the Partners page and clicks to your website
- Leads collected at courses, tests and the village
- Snowkite World Cup TV and press coverage
- Folder of royalty-free photos and videos

Niccolò de Simone
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snowkiteroccaraso.com

IKA SNOWKITE WORLD CUP 2027

WHO WE ARE

A COMMUNITY BORN FROM THE WIND

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

Niccolò de Simone · formerly at Autostrade per l'Italia and Tirreno Power, full time in sport since 2013. Federal Sailing Instructor (CKWI), creator of GPS Formula

Sea and mountains · kite and foil events at sea in summer, snowkite in winter

Network · Municipalities of Roccaraso and Rivisondoli, Consorzio Skipass Alto Sangro, FIV, CKWI



OUR STORY

Over 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 coverage

2023
Snowkite World Championships recognised by IKA

2026
13th edition, GPS Formula becomes a federal standard

2027
14th edition · Snowkite World Cup