

AZUL FREEDIVING CHALLENGE

INTERNATIONAL COMPETITION • CANCUN, MEXICO
SPRING AND FALL 2024





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SPONSORING **THE AZUL FREEDIVING CHALLENGE**





WHY WILL YOU SPONSOR THE AZUL FREEDIVING CHALLENGE?

- Global visibility through association with an international freediving competition.
- Positive brand association with a modern, exciting, and environmentally conscious community.
- Early stage brand awareness and market access to an expanding customer segment.
- Attractive location provides generous capacity and logistical infrastructure to accommodate continued year over year event growth.

WHAT ARE THE BENEFITS OF SPONSORSHIP?

- The Azul Freediving Challenge takes place **twice annually** and deploys **pre, live, and post event media content** that will highlight your brand with **steady exposure throughout the year**.
- **Live event streaming with real time content** reaching **global audiences** including onsite interviews of sponsorship representatives, alongside the athletes, safety teams, and judges.
- Historically **high engagement social media content** contributed by **the athletes and their followers** highlighting the event related posts, providing **additional organic international exposure** before, during, and after the event.



WHY BECOME A SPONSOR?

Click on the play button to open the video on Youtube



The Azul Freediving Challenge is competition that we



FREEDIVING: MORE THAN A SPORT

WHAT IS FREEDIVING?

Freediving is a sport that consists of pushing the body's limits of breath holding. The Azul Freediving Challenge is a depth focused event where the athletes will go as deep as possible on a single breath.

There are different ways to achieve this goal:

- Free Immersion (reaching depth by pulling the body down the line)
- Constant Weight (swimming down with fins)
- Constant Weight No Fins (swimming down with no fins).

These are the three disciplines that athletes will participate in during the competition.



WHY DO ATHLETES PARTICIPATE IN A FREEDIVING COMPETITION?

- Athletes participate to competition to be able to perform their deepest dive in the best conditions with a professional safety team.
- Freedivers train all year around - participating in a competition provides an opportunity to exceed past achievements.
- Their performance will be officially documented and can validate national records for their countries.
- Freedivers young to the sport also benefit from the competition participation because of the exposure to new challenges that are difficult to access at the beginner level.
- The freediving competition is also the opportunity to build like minded community and make new friends and future dive buddies.

WHAT ARE THE BASIC RULES OF FREE DIVING COMPETITION?

- Freediving competitions are composed of athletes, a safety team, judges and coaches.
- Athletes have to perform their dive following specific performance protocols, similar to other competitive sports.
- The participant will announce his/her depth before performing their dive and should execute the dive without any mistake in the required protocol.
- Each category has its own rules. The freediver with the highest score in their discipline wins. The freediver with most points in the overall ranking gets a special prize.

WHAT MAKES FREEDIVING A GROWING SPORT?

New technologies now enable audiences around the world to follow athletes as they dive down into the unknown depths bringing an **unprecedented element of engagement** to freediving as an **entertainment sport**, and has helped grow **awareness and interest** surrounding the community.

Today's freediving champions are more recognized than ever and are provided with **increasing support from brands and media outlets**. The inherent beauty of the sport's landscape provides a **window to the underwater world** contributing to freediving videos often reaching upwards of **millions of views**.





Various top level athletes will be joining the competition to break national records and win the competition.

ONE BREATH AROUND THE WORLD

Guillaume Nery and Julie Gautier's amazing video gets more than 26 millions views.



INSTAGRAM AUDIENCE OF SOME OF THE TOP FREE DIVING ATHLETES

 Camila Jaber she/her	739 Publicati...	106 k Followers	2 580 Suivi(e)s
 Sofía Gómez Uribe	1 586 Publicati...	365 k Followers	1 805 Suivi(e)s
 Alexey Molchanov & Freediving	1 053 Publicati...	141 k Followers	626 Suivi(e)s
 Guillaume Néry	1 167 Publicati...	212 k Followers	440 Suivi(e)s



THE COMPETITION: AZUL FREEDIVING CHALLENGE

EVENT SCHEDULE

OPENING CEREMONY

At the Pranamaya center, we will welcome all the athletes, reminds the rules of the competition and introduce the sponsors. Important moment where everyone meets and the excitement of the competition starts.

THE COMPETITION

SPRING EDITION

May 24th, 25th, and 26th, 2024

FALL EDITION

September 27th, 28th, 29th, 2024

- Constant Weight No Fins (CNF)
- Constant Weight (CWT)
- Free Immersion (FIM)

CLOSING CEREMONY

At the end of the competition staff and athletes will get together for the podium to celebrate the winners and offer the prizes.

Such a beautiful cannot finish without a nice party at the PranaMaya center.



WHAT MAKES THE AZUL FREEDIVING CHALLENGE **UNIQUE?**

- **All level:** Everyone is welcome to participate.
- **Two editions per year:** Allowing more people to compete.
- **All nationality:** people from the 5 continents has participated.
- **70m challenge:** For the **top athletes** there is a **special challenge** with a money prize allowing top free divers to participate without taking the chance of the other divers.
- **National record** can be validated by the **official AIDA judges**.
- **Public can see the athletes compete**, no need to take a boat and there is room for a large public.
- **Live streaming** to follow the action live.
- With two competition per year we are now **THE BIGGEST EVENT IN THE AMERICAS.**



WHO IS FREEDIVING AT AZUL FREEDIVING CHALLENGE?

- **Beginners** (40%), **advanced** (50%) and **professional freedivers** (10%) are joining the competitions
- Male (60%) and Female (40%)
- From **many different nationalities** (average of 16 nationalities in 2023) but mostly US citizen and Mexican
- Age: from **20 years old to 60 years old**

Freedivers are representative of a **new generation of athletes** who embody values like:

- **healthy** lifestyle
- **respect for the environment** and passion for the ocean
- **inner peace** and spiritual people
- **flexibility** of the body and mind.



WHO IS THE AUDIENCE FOR THE AZUL FREEDIVING CHALLENGE?

- Beginner freediver that come to enjoy and learn from more experienced diver.
- Family and friends of athletes loves to come and watch.
- Curious tourist and scuba divers get very interested.
- Spearfisher loves to see the performance.
- Local people come to enjoy the show.
- people follow also the online streaming.

WHY IS FREEDIVING EXCITING FOR THE PUBLIC?

- At cenote Yumkin the public is very close to the freediving platform and can see the action very well.
- Freedivers goes one at a time so every athlete gets a moment of glory at the end of their dive and we can cheer all day
- Watching the athletes perform make you feel that you are watching super heroes
- It is a beautiful sports, see the freediver disappear for a long time is exciting
- There is suspense during the surface protocol to know if they validated their of if they get disqualified
- There is a family spirit and it is easy to meet the athletes



WHAT IS THE 70M CHALLENGE

- **Money Price** for the free divers that can realize a 70m dive into a perfect announced time.
- This category has been created for professional free divers that goes deeper than the maximum depth allowed in the competition.
- Assimilate your brand to the best freedivers



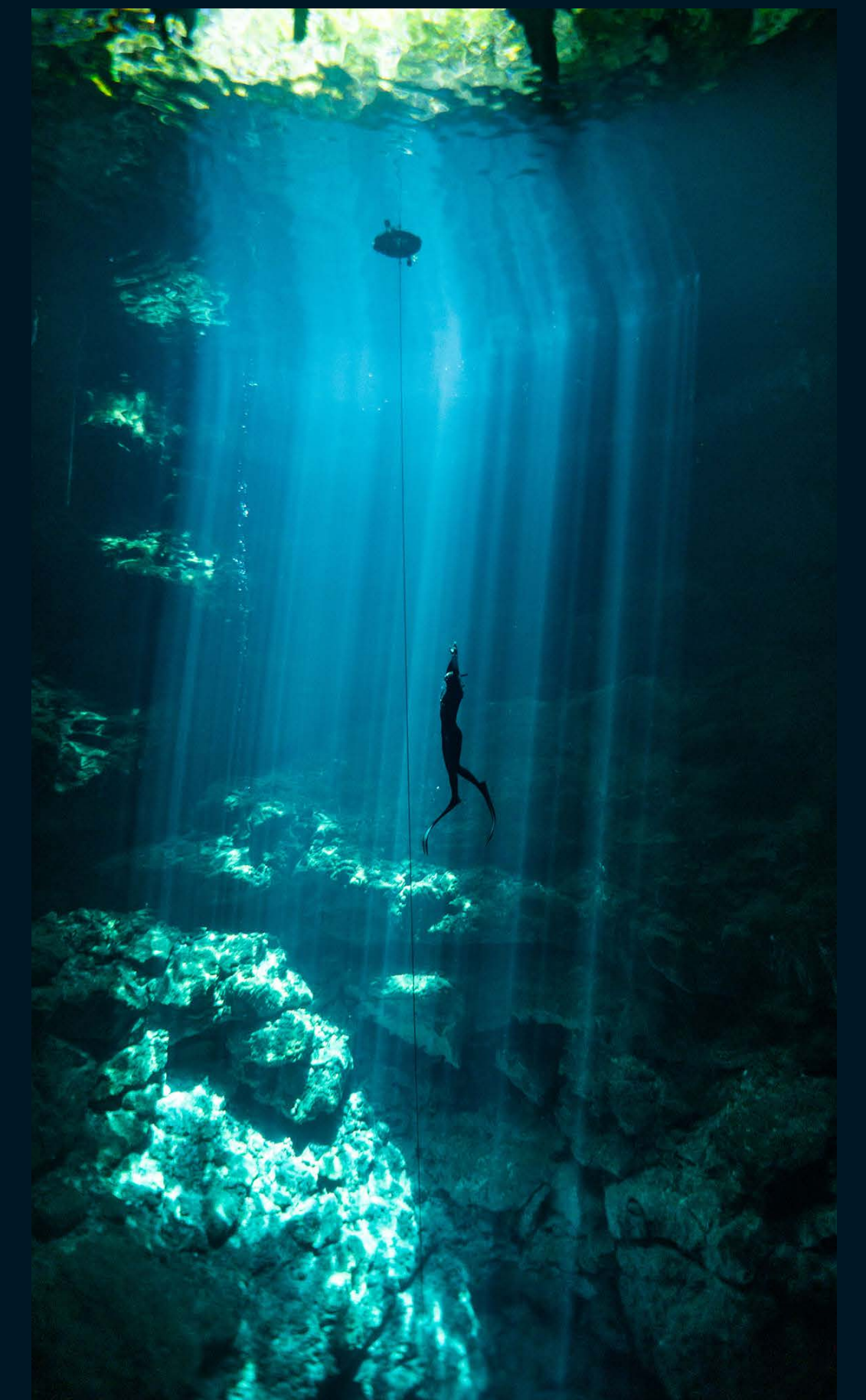
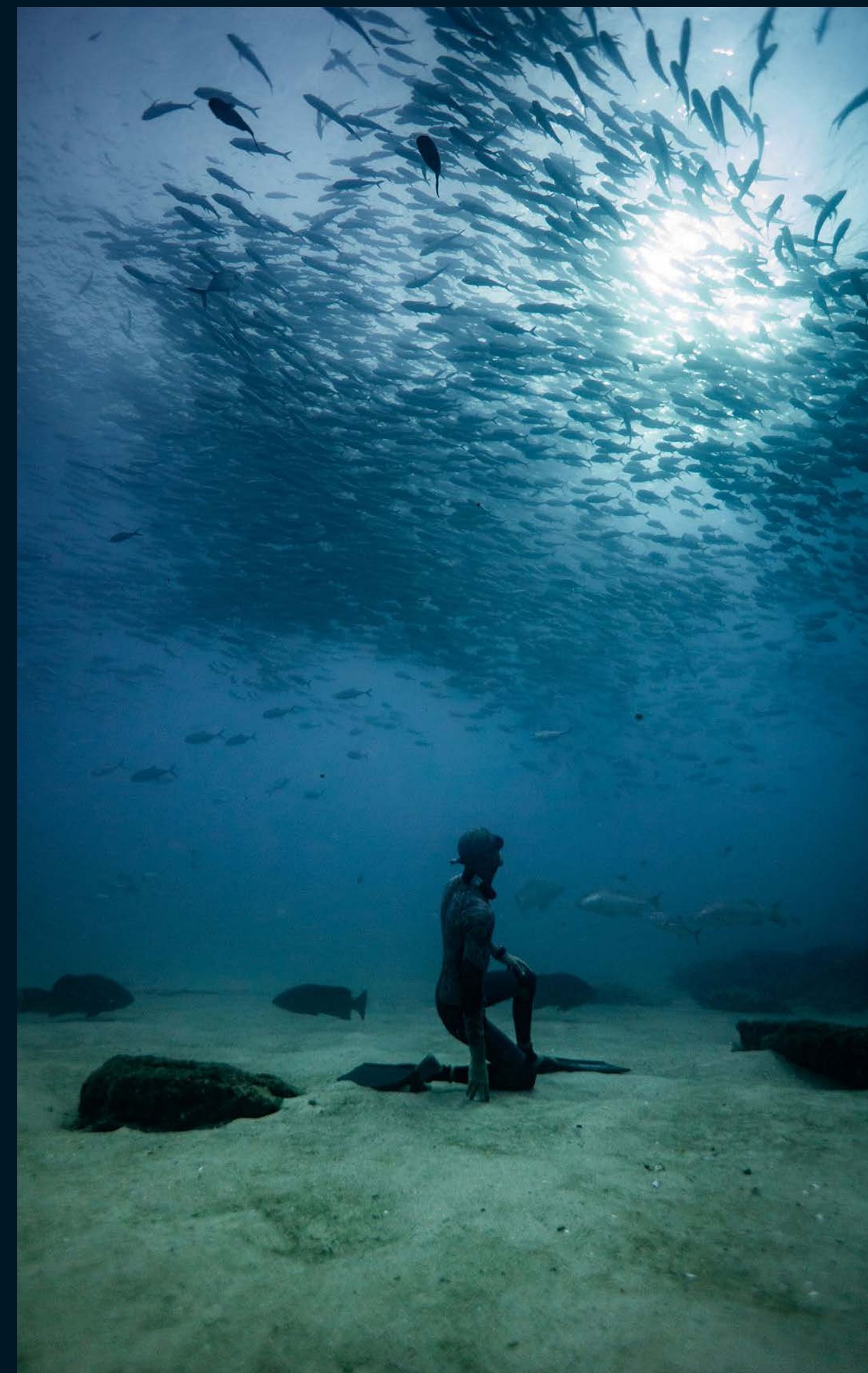
MEET THE ORGANIZER: PRANAMAYA FREEDIVING

Established 9 years ago, the Pranamaya Freediving School is the preeminent free diving school in the Riviera Maya. Tourists and locals come year-round to learn, discover and improve their freediving skills. The owner and founder, Julien Borde, has a lot of experience in freediving not only in the area, but also in many famous freediving locations.

Thanks to their relationship with international AIDA judges and safety freedivers, the Pranamaya safety team has participated and supported numerous other global competitions (World Champs, Vertical Blue, etc...) before they started to organize the Azul Freediving Challenge.

Pranamaya specializes in freediving education, as well as sharing their passion for the wonders of the underwater world; cenotes and wild life including sharks, sailfish, large marine mammals, and wrecks.

Freediving is not only a sport, but also tool for exploring previously unreachable places..



THE BEAUTIFUL CENOTE YUM-KIN

- The competition takes place in cenote Yum Kin located near Cancun in the south of Mexico, close to a picturesque village named Leona Vicario.
- This amazing place is quiet, relaxing and beautiful with a perfect layout for public and athletes.
- Cancun airport is 45 min away from the site, making this location an easy destination for freedivers.
- Cenotes are magical places where we guarantee perfect conditions for freedivers with no risk of canceling for bad weather.
- Without any current or waves, the beauty and peacefulness in this place is breathtaking. The Cenote Yum Kin can offer 85 meters of depth making this site one of the best freediving spot in the world.





HISTORY OF THE COMPETITION

In 2024, Pranamaya will organize the 11th edition of Azul Freediving Challenge on May 24th, 25th & 26th and the 12th edition on September 27th, 28th, 29th.

- The first edition of Azul Freediving Challenge was organized in September 2017 in Tulum with a small team and two buoys supporting 20 divers from different nationalities!
- After the second edition in Tulum, the quickly growing event moved in 2019 to Cenote Azul near Bacalar. It had gained the sufficient notoriety to attract more than 30 divers from 13 distinctive nationalities.
- Since 2020 we have hosted the Azul Freediving Challenge at Cenote Yumkin, where we have found the home for our event
- Since 2021 we now organize 2 editions of the competition each year due to constant growing number of interested athletes.
- The 9th and 10th editions in 2023 have been a great success. We received more than 90 athletes from all around the world, including 29 national records, and a deepest dive at 78 meters!

FROM A LOCAL EVENT TO THE BIGGEST FREEDIVING EVENT IN NORTH AMERICA

Since the first edition, the event has been [constantly growing and evolving](#). The organization's creativity and the [constant drive to enhance the competition](#) allows the Azul Freediving Challenge to expand and offer [new ways to enjoy and follow](#) this unique event at each edition.

To support the performance of our divers, we have added something new to the competition at each step throughout the event's history:

- In 2019 the core team expanded, adding [more safeties and judges](#)
- In 2020 we moved to a [deeper cenote](#) with hospitality infrastructure to allow us to host our growing public audience.
- In 2021 we installed a [live stream](#) to allow people to follow every single dive on Youtube in real time.
- In 2022 we launched a [professional competition platform](#).
- In 2023, we conducted the first tests of an [underwater live camera](#), which will allow us to enhance the livestream in 2024.

Our philosophy is [to keep on growing every year](#), adding unique features to our competition. One of our primary future goals is the addition of more cameras for a more dynamic live stream experience including an underwater camera placed at depth.





BECOMING A SPONSOR

WHERE WILL YOUR LOGO APPEAR?

Being a sponsor of the Azul Freediving Challenge offers visibility to your brand. Here come the different places where we will promote you.

1. OFFICIAL POSTER

Diamond and Gold sponsors will appear on the official poster of the competition (ex. Cressi and Depth Wish for the Fall 2022 edition).



2. PLATFORM

Only the Diamond sponsor will have their logo on the official platform. Increase your chance to appear in every photograph of the athletes competing!



WHERE WILL YOUR LOGO APPEAR?

Being a sponsor of the Azul Freediving Challenge offers visibility to your brand. Here come the different places where we will promote you.



3. BRAND BANNER

Sponsors from Bronze to Diamond can bring their own banner to Yum Kin and our staff will choose the right place to hang it.



4. OFFICIAL T-SHIRT

Diamond will appear on the front side. Other sponsors will be on the back, below the Azul Freediving logo with distinctive sizes depending on the level of sponsoring.

WHERE WILL YOUR LOGO APPEAR?

Being a sponsor of the Azul Freediving Challenge offers visibility to your brand. Here come the different places where we will promote you.



5. LIVESTREAM BANNER

The livestream banner is fixed just behind our commentator so it can appear on every commentary cabin shots. For all our sponsors. The size depends on your level of sponsoring.



6. CEREMONY BANNER

Although this banner is deployed during the whole events, it's the main background of the prize ceremony. Every single picture of the podium will have the banner on it.

WHERE WILL YOUR LOGO APPEAR?

Being a sponsor of the Azul Freediving Challenge offers visibility to your brand. Here come the different places where we will promote you.

7. PRESENCE ON SOCIAL MEDIA

Azul Freediving Challenge communicates various social media. We will focus on our sponsors, the athletes and their performances.

AZUL FREEDIVING CHALLENGE

Followers: 2,972
Reach: 99,930
Posts: 369
Stories: 500+

PRANAMAYA FREEDIVING

Followers: 11,770
Reach: 153,000
Posts: 193
Stories: 500+



Sponsors will appear on live content



Specific publication



Athletes presentation



General publication

PICK YOUR LEVEL

Your brand will be part of the event according to your choice of participation in the sponsorship program. Benefits include physical brand representation on banners, posters, and t-shirts; as well as guaranteed brand visibility in local press, websites, and social media related to the event. Sponsors can also choose to cover a portion of their participation fee in the form of products to be made available as prizes to the athletes.

Please feel free to contact us with specific questions or more details.

<div>70 METERS CHALLENGE</div>					
SPONSOR LEVEL	DIAMOND \$ 10,000 USD	GOLD \$5,000 USD	70M CHALLENGE \$2,500 USD	SILVER \$ 1000 USD	REGULAR \$500 USD
EVENT NAME (BRANDING)	YES	NO	NO	NO	NO
LOGO ON POSTER	MAIN LOGO	BIG	SMALL	NO	NO
LOGO ON DIVE PLATFORM	BIG	SMALL	NO	NO	NO
LOGO ON T-SHIRT	MAIN LOGO (FRONT + BACK)	BIG - BACK	SPECIFIC T-SHIRT	SMALL - BACK	SMALL - BACK
BRAND BANNER IN COMPETITION	BIG	BIG	MEDIUM	SMALL	NO
LIVESTREAM BANNER	MAIN LOGO	BIG	MEDIUM	SMALL	SMALL
CEREMONY BANNER	MAIN LOGO	BIG	MEDIUM	MEDIUM	SMALL
MENTION ON OFFICIAL VIDEO	FULLSCREEN	HALFSCREEN	SMALL	SMALL	NO
SOCIAL MEDIA					
SPECIFIC POSTS & STORIES	VARIOUS POST PER EVENT	2 POST PER EVENT	1 POST PER EVENT	1 POST PER EVENT	1 POST PER EVENT
LOGO ON GENERAL POSTS	YES	MEDIUM	SMALL	NO	NO
ATHLETES PRESENTATIONS	MAIN LOGO	BIG	MEDIUM	SMALL	SMALL
FACEBOOK BANNER	MAIN LOGO	MEDIUM	SMALL	NO	NO

ADDITIONAL RESOURCES

CONTACT ORGANIZER

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VISIT OUR SOCIAL MEDIAS

Azul Freediving Challenge:



Pranamaya Mexico:



2022 FALL EDITION VIDEO



CHECK OUR LIVESTREAMS FROM LAST EDITION



DAY 1



DAY 2



DAY 3

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