WAVELENGTH PRESENTS

SPRICE CLASSIC

27-30

MAY '22

"Surf, Moto & Ride Culture Festival"

WOOLACOMBE BAY, DEVON

INTRO

Welcome to the Wavelength Spring Classic, Woolacombe Bay North Devon. A classic festival by the sea, with live music, surfing, skating and ride culture at the heart of it all.

With proper food cooked over open fires, incredible views, and festival camping done right. This is the weekend to be living the good life in North Devon.

Spring has landed, let the good times roll.

A Clifftop Celebration Of The Finer Things In Life









MHP

With an engaged audience and a reputation for sell-out events, our experience over the last few years has shown us that there's a strong desire among the Wavelength community for a festival that combines these elements.

THE FOCUS FOR US, IS ON:

Delivering a Weekend To Remember





WHAT



Two unique headline music acts, supported with underground and emerging talent playing from afternoon until nightfall.



Enjoy coastal motorbike ride outs. Show and shine van life celebrations.



A curated range of on-site bars, food outlets and chefs with a focus on outdoor cooking and local produce.



By day, we'll be in the line up, and invite you to join us. We'll also be hosting an invitational surf competition.









WHEN & WHERE



Clifftops of Woolacombe Bay

ITINERARY

Friday: Camping arrivals

Saturday / Sunday: Headline acts and daily events

Monday: Camping departures

TICKETS

Day pass & Weekend camping passes - on sale January 2022









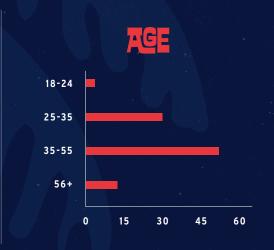


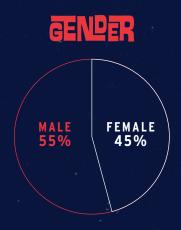


LEVERS OF

Surf, music, owners of vans, owners of motorbikes, food.

The festival will be family friendly.











JUR COMMUNITY

ESTABLISHED & GROWING

SINCE 1981

PRINT & DIGITAL READERSHIP

105K

INSTAGRAM FOLLOWERS

74K+

MONTHLY REACH

2M+

FACEBOOK FOLLOWERS

276K+

EMAIL DATABASE

75K+







WHO WE ARE

A heritage media brand underpinned by an objective to 'inspire people to get outdoors, be healthy and live a sustainable life'.

WAVELENGTH

Owners and curators of Wavelength Surf Magazine, in print since 1981. Europe's longest running surf title.



Notable recent events include the Wavelength Drive-in which bought 20,000 people to the Cornish clifftops over 21 nights in 2021.













PARTNER OPPORTUNITIES

Our partnership packages are made up of Media + Space + Sponsorship + Production

Our partnerships team will work with you to build a package that aligns your brand with this event in an authentic and valuable way.

On the next few slides there are a variety of indicative activation opportunities to explore.





STREES

MAIN STAGE



£100,000+

Position your brand around the mainstage, claim the line up which will host the headline act.





£40,000

Take over the live fire zone, activate chefs, lead workshops, share food, tell stories and be at the heart of the event's social hearth, and take the most of a fully immersive brand experience.





£50,000

Live art installations, community tie ins, lead with talks, product exhibitions, host workshops and co-ordinate live music artists. This zone is all about local ecology, sustainability, exhibition and educational content. Let us work with you to produce a unique element of the event.











£25,000

Partner with the Spring
Classic Surf Contest
This surf event will
champion style and fun
and is the chance for
your brand to connect
with a core audience
and be part of a content
rich activation





£25,000

Work with us to showcase some of the UK's top skaters on a ramp that will sit in the heart of the festival.

With this their opportunities to curate a variety skate jams across the 3 day event.





OUTDOOK

SWIM



£10,000

For the early bird sunrise crew who love nothing more than feeling salty. Put your brand at the heart of the blue health movement and lead a cold water swim





£10,000

Be part of the zen.
Lead a live yoga
activation that will
benefit from a
beautiful calming cliff
top location.





£15,000

Lead the charge as we hit the Devon coastal trails, aligning your brand with our active audience.











£15,000

Across the 3 days there will be upto 6 ride outs leaving from The Spring Classic HQ. Each ride will be themed with endless routes to explore.





£10,000

Van life will organically play a big role in people's experience from the journey to a night under the stars. There will be an opportunity for a brand to own this space and work with us on showcasing the creative side of campers.







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