

# FOLLOW THE WINDS

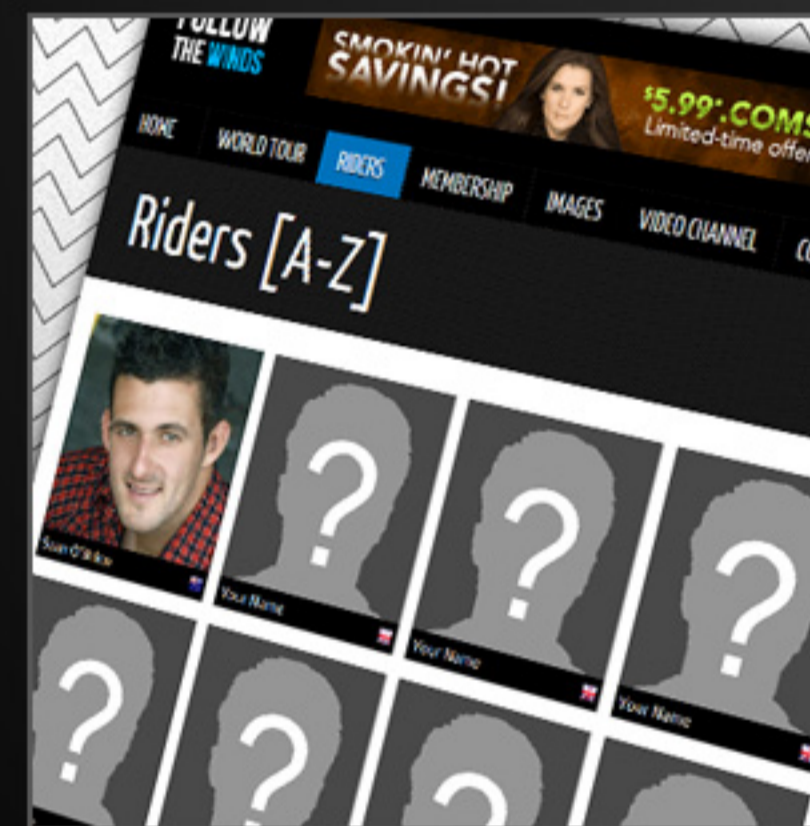
A NEW RIDER-GENERATED  
NEWS, MEDIA, VIDEO  
CHANNEL & MARKETING  
HUB FOR THE FORMULA  
WINDSURFING CLASS.  
LAUNCHING MARCH  
2012



Homepage screenshot



World Tour Calendar



Rider Directory Page



Rider Profile Page

## CONCEPT

FollowTheWinds.com will relaunch in March 2012 as a rider generated news & media hub for the Formula Windsurfing Class.

This will be a *paid* membership site for riders which will offer premium media for members and become a news resource for the formula class outside of the official FW.org website.

For their membership fee, riders will have access to:

- HI-RES image downloads from international events (licence free).
- Dedicated Rider profile pages
- Rider submitted news articles published
- FW Class Movie Channel (Youtube/Vimeo Channel)
- Mailing List Newsletters

We are aiming with this new direction to create an exciting media portal with up to date news/movies on the formula class and riders which will create a unique platform that the windsurfing industry would be interested in advertising on.

This will be an important early step in getting the industry to invest in the FW class moving forwards.

The website will operate separately to the official FW.org site to allow us to publish more rider-centric stories (eg. travel stories, rider reviews on equipment, technical articles on FW etc) which exist a little outside the scope of the FW.org website's role.

As well as publishing their own news, member riders will simply be able to get their HI-RES images/coverage etc from the FollowTheWinds.com website to send to their sponsors/media outlets.

## FUND RAISING

All revenue from membership, advertising and sponsorship will be put in to a MEDIA FUND for the FW class, which will be used to run this website and develop key new media strategies for the class.

We are aiming to raise money to fund the following projects:

- 1) A dedicated PR team for the FW Class
- 2) Print Brochure Design of 'What is Formula' for clubs/ new members to learn about the class.

# MEMBERSHIP PRICING

FollowTheWinds.com rider membership will have 3 tiers.

FEATURE	BASIC	PRO	ELITE <small>Best Value</small>
HI-RES IMAGES	✓	✓	✓
RIDER PROFILE	✓	✓	✓
FEATURED NEWS	✗	✓	✓
	€50	€100	€200

Memberships are 'per year' and include the above features.

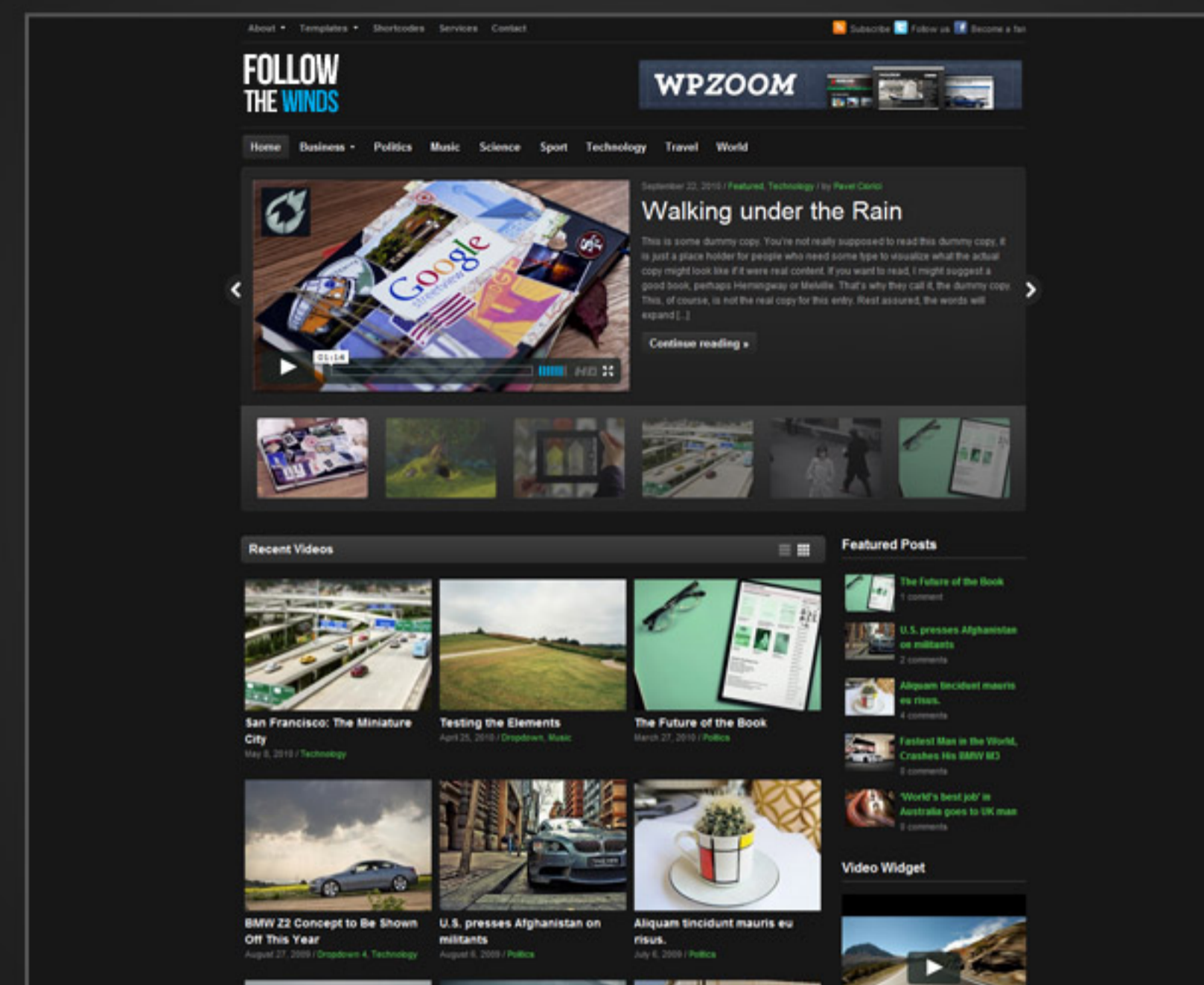
The **ELITE** membership will attract a fee of €200 for the first year and €50 for subsequent years' membership.

'*HI-RES Images*' will mean riders will get access to images from the international FW events at full resolution and licence free; allowing riders to use the images wherever they want, however they want.

'*Rider Profiles*' will be a dedicated page for each member rider with an image gallery, statistics, results and short biography as well as social media and website integration and a showcase of their articles published on the frontpage.

'*Featured News*' allows member riders to submit any news articles (with pictures) they wish for publishing on the frontpage blog at an unlimited amount during the year. The more news riders submit, the more traffic we will get to the website to increase it's marketing potential.

Membership funds will be collected by the IWA (International Windsurfing Association) and kept in a special media-fund for the FW Class.



## EXTRA FEATURES

FollowTheWinds.com aims to deliver a one-stop media portal for the FW Class. On top of the news, rider profiles, hi-res images and World Tour calendar features on the site, we are developing a HD Movie Channel.

The movie channel will encompass the best rider submitted and hand-picked Youtube, Vimeo and online web-videos of Formula Windsurfing action from around the globe.

Be part of the ONE DESTINATION for FW action online.

Follow your friends, idols, team-riders and heroes.

FollowTheWinds.



**FOLLOW  
THE WINDS**