

Scottish Surfing Federation

Caidreachas Surfadh na h-Alba

The Governing Body for the Sport of Surfing in Scotland



*The Scottish Surfing Federation is a registered charity in Scotland
Charity Number: SC045821*





Why sponsor the Scottish Surfing Federation?



***“Scottish Surfing
is unique”***

A Unique Marketing Opportunity

Scottish Surfing is unique – battling the elements, snow on the beach but huge perfect waves like those found in Hawaii is what makes surfing in Scotland special. A great training ground for the dedicated; and it is these dedicated athletes that the SSF is there to support on a national and international level to represent Scotland on the world stage and your brand could be there with them too!





Why sponsor the Scottish Surfing Federation?

A Rich Surfing History...

Surfing in Scotland started, believe it or not, in the mid 1960's on Scotland's East Coast. The first Scottish National Surfing Championships were held in Bettyhill in 1973 and the Scottish Surfing Federation was formed in 1975.

A Modern Surfing Future...

The SSF regularly update their website as well as all social media channels:

Instagram: @ScottishSurfingFederation

Twitter: @ScottishSF

Facebook Group: 'Scottish Surfing Federation'

Website: <http://www.thessf.com>



Affiliation...



International Surfing Association

The ISA are the world governing authority on surfing of which the SSF are a member. The ISA organise annual world championships in the different disciplines of surfing as well as produce the sport's rulebook which the SSF adhere to for their national competitions. The ISA also administer coaching and judging qualifications which the SSF present and promote to develop surfing in Scotland. The SSF send Scotland teams annually to ISA World Championship events.



European Surfing Federation

The ESF are the European Governing body for the sport of surfing whos primary objective is to organise the European Surfing Championships (EuroSurf) every second year. Scotland are a member nation of the ESF and the SSF organise and send a team to EuroSurf.



SportScotland

SportScotland, formerly known as the Scottish Sports Council are the governing body for sport in Scotland. The Scottish Surfing Federation are formerly recognised by SportScotland as the governing body for the sport of surfing in Scotland.



Why sponsor the Scottish Surfing Federation?

National Competitions

The Scottish Surfing Federation host 4x national competitions annually including the Scottish National Surfing Championships, which acts as squad selection for the Scottish National Teams – your brand could be title sponsor of these events and the National Team



“Scotland placed 16th in the World...”



International Teams

The SSF organise and send teams to World and European Championships level events. At the 50th Anniversary of the ISA World Games, Scotland placed 16th in the world – there are 95 member nations of the ISA. There are several disciplines in surfing each with their own events these are; Mens & Ladies Open, Longboarding, SUP, Bodyboarding, Masters and Juniors. Your brand could be the blanket sponsor of the federation, the national championships and the international teams – your logo could be on all uniforms and press coverage of these championships.

The international surfing competitions Scotland compete in are broadcast live on the internet to millions of fans.











Nordic Surf Games

The Scottish Surfing Federation also send teams to the Nordic Surf Games which takes place annually in Norway.

This competition is the largest surfing competition in Scandanavia and gives our Scottish team an opportunity to compete against other cold water surfing nations as a team as well as international competitors who are competing as individuals in the event from all over the world.

In 2016 the Scottish team was very successful with the following results, which included 3 podium places:

Open Men – Mark Boyd 5th

Open Ladies – Shoana Blackadder 3rd

Open Ladies – Phoebe Strachan 3rd

Juniors – Iona McLachlan 3rd

Why sponsor surfing...?

Why sponsor the Scottish Surfing Federation?


Surfing is a Growing Sport in Scotland

A recent survey identified over 1500 regular surfers with a further potential 8500 surfers residing within Scotland who would be defined as non-regular surfers. Directly supporting the sport there are 14 surf retail businesses as well as 2 surfboard shapers and 14 surf schools. Within Scotland there are several surf clubs varying from loosely formed associations through to well regulated organisations including 6 University Surf Clubs.

“8500 surfers residing within Scotland”



35 MILLION

ESTIMATED SURFERS WORLDWIDE 

\$22 BILLION

ANNUAL REVENUE

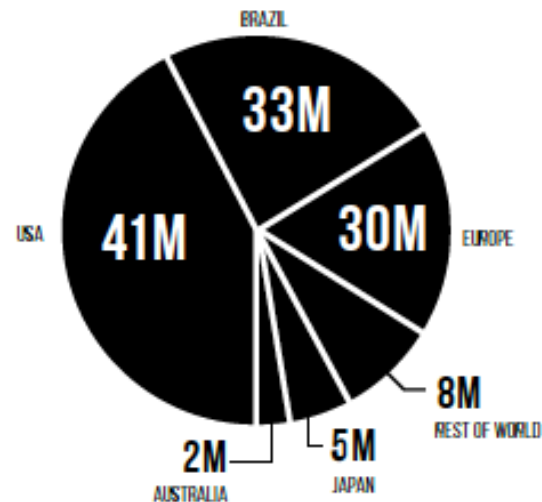
SOURCE: SIMA, BOARDTRAC, SURFRIDER ASSOCIATION

40% 24 YEARS OLD
AND YOUNGER

60% 25 YEARS OLD
AND OLDER

120 MILLION

WORLDWIDE SURFING FAN BASE



ONLINE: 683,506,788

LIVE WEBCAST: 7,293,405

SOCIAL MEDIA: 48,152,371

PRINT: 10,644,000

TV: 23,071,330

TOTAL REACH

717,222,118

“The international surfing competitions Scotland compete in are broadcast live on the internet to millions of fans”

TOTAL NUMBER OF SURFERS WORLDWIDE

2000 26 MILLION

2014 35 MILLION

2020 47 MILLION



Development of the Sport in Scotland

Developing the sport is one of the primary objectives of the Scottish Surfing Federation and junior development in particular has great emphasis in our development plan which we are working on in collaboration with SportScotland.

The management of surf schools plays an important part of this development and the SSF monitors surf school quality in order for a surf school to gain SSF accreditation. There are currently 7 SSF Accredited surf schools throughout Scotland each with junior development programmes.

Local surf clubs also play an important role in junior development as well as

performance development – there are 15 surf clubs across Scotland who are affiliated to the SSF who we support under the administrative umbrella of the SSF to further development of the sport at a local level.

On a national level performance development of the Scotland Squad is another focus of the SSF and regular training camps are organised in preparation for international championships.

Last but not least the training of coaches and officials such as judges to support our development plan is fundamental. The SSF work towards qualifying our members with ISA certification in these disciplines.







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<http://www.thessf.com>