



INTERNATIONAL VA'A FEDERATION  
WORLD SPRINT CHAMPIONSHIPS  
SINGAPORE 2026



# **INTERNATIONAL VA'A FEDERATION WORLD EVENT GLOBAL LIVESTREAM ADVERTISING OPPORTUNITY**

## **WHY ADVERTISE WITH US?**

- BROADCAST TO 40+ COUNTRIES
- 197,000+ DAILY LIVE VIEWERS
- 1.97 MILLION CUMULATIVE VIEWERS (BASED ON 2024 EVENT)
- DISTRIBUTED VIA YOUTUBE, SOCIAL MEDIA & INTERNATIONAL PARTNER CHANNELS

## **GLOBAL DISTRIBUTION**

- INTERNATIONAL VA'A FEDERATION YOUTUBE CHANNEL
- SOCIAL MEDIA PLATFORMS (IVF & SINGAPORE VA'A FEDERATION)
- SHARED ACROSS PARTICIPATING NATIONS INCLUDING TAHITI, NEW ZEALAND & MORE

## **PREMIUM ADVERTISING OPTION:**

- FEATURED ON ~580 RACE RESULT LISTINGS
- "RESULTS POWERED BY [YOUR BRAND]"
- REPEATED BRAND IMPRESSIONS ACROSS ALL DIVISIONS AND RACES
- ONGOING VISIBILITY FROM START TO FINISH
- \$30,000 SGD



## **LIVE BROADCAST MEDIA DECK OPTIONS:**

<b>August 20–29 (30<sup>th</sup> &amp; 31<sup>st</sup> Saver days)</b>	<b>:30 sec Ad spot</b>	<b>:15 sec Ad Spot</b>
<b>Daily showing for spot</b>	10	10
<b>Total # Ad spots shown</b>	100	100
<b>Average daily live viewers*</b>	197,000	197,000
<b>Cumulative viewers live event*</b>	1,970,000	1,970,000
<b>Cost</b>	\$5,000 Singapore Dollars	\$2,500 Singapore Dollars

*\*ACTUAL STATS FROM 2024 EVENT*

**30 COUNTRIES / 3,000 PADDLERS  
9 DAYS OF RACING / 580+ RACES**

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