

SXM Challenge



7th EDITION

March 13-14 th 2010

ORIENT BAY - ST MARTEEN

SXM Challenge

From the 13 to 14th of march Sint Marteen and Orient Bay welcome the best kitesurfers and windsurfers of the Caribbean and of the world, who will compete with local riders for the 7th edition of the SXM Challenge. This six years experience has made of this event one of the most famous and trendy of the Caribbean.

Each year since 2001, local actors and partners join together so that this event be successful and remain unique in the Caribbean.

The SXM Challenge is unique first because it gathers windsurfers and kitesurfers in a sportive and friendly atmosphere.

It is also unique because it mixes professionals and amateurs, men and women, juniors and seniors... in the same competition, in a cool atmosphere.

The SXM Challenge is unique again considering that it adds festivities to the competition : activities on the beach, lively dinners and friendly parties follow one another during these three days thanks to the support of our partners.

At last, the SXM Challenge is unique if one consider the pricegiving ceremony : our partners are used to rewarding each category, from the youngest to the oldest, without forgetting women.

We hope that for its 7th edition the SXM Challenge will do credit to its reputation of unavoidable event of the Caribbean, sportively and festively speaking, and that each competitor, spectator, organizer or partner will remember it for long.

The SXM Challenge Team

SXM Challenge

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SXM Challenge

1- Story and presentation of the event

The Challenge was originally imagined by a band of local windsurfers who dreamt of riding around the island and settling a record. It was in the 90's, and was just a private initiative.

In the year 2001, motivated by the experience of the local riders, Club Nathalie Simon of Orient Bay together with Wind'Adventure decided to organize a real competition, in order to give security to the race and valid the record. They even decided to add a kitesurfing freestyle contest, to create a show near the beach.

Thus, every year since 2001, and for three days, Orient Bay becomes the scene of great show mixing watersports, activities on the beach and parties thanks to the work of local voluntaries and partners.

The SXM Challenge gathers more and more competitors each year, professionals or amateurs, who come to break the record of the around the island, to jump with their kites and make impressive tricks or to enjoy a long week end of sports and festivities. They come every year for the Challenge, and we do want to satisfy them once again in 2010 !

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2- the challenge for windsurfers :

regattas, speedcrossing and freestyle

The star event of the first edition of the Challenge is still successful for its diversity, its selectivity and its charm !

The event starts on Friday morning, and riders compete in regattas inside the bay, and after go until Tintamarre island, a few miles off Orient Bay, go around it and come back in the end of the afternoon for a deserved rest.

On Saturday, the race around Sint Marteen starts at 9 AM. Competitors leave Orient Bay for Grand Case, and cruise off Marigot, Long Bay, Simpson Bay, Philipsburg, Dawn Beach... After passing a dozen of buoys, the sailors in race go round Green Cay to arrive in Orient Beach 2 hours and a half after they start (almost 5 hours for latecomers !) This race around the island is certainly the most difficult one of the week end, but the will to succeed or break the record allows participants to exceed their own limits.

On Sunday morning, the freestyle event closes the races in the bay between 9.30 and 12.30. Great show guaranteed !

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3- For kitesurfers :

the king of the bay

Named « Cool Shoe Corporation King of the Bay » in 2005, the kitesurf event is definitely the most fun and spectacular, all the more so since it occurs in the bay, at fifty meters from the audience !

All along the two days, the riders compete in « heats » of 4, trying to do their favourite tricks to impress the jury and maybe be rewarded the title of « 2010' King of the Bay ». And a « 2010' Queen of the Bay » and « 2010' Prince of the Bay » will complete the podium.

Considering the progress made by riders in the last few years, the great riding conditions the bay offers, and the comments of our professional speaker on the beach, we can bet that riders and spectators will spend a good time and that the media coverage in the Caribbean or in watersports'life will ensure the SXM Challenge's fame, and the promotion of our partners.



4- For the catamarans:

It was the new event of the SXM challenge in 2005. Because of the growing demand, the catamarans represent today their own category.

Each year more and more participant come to the challenge. In 2006, 13 catamarans did the tour of the island.

For this 7th edition, the catamarans will start their first race in Orient Bay on Saturday morning. The next day, the catamarans will join the windsurfers at the starting line of the island tour.

The racers will leave from Orient bay to Grand Case and then cross a few buoys.



5- the passion for sensations and adventure

Kitesurfers or windsurfers, men or women, juniors or seniors, professionals or amateurs, they are more numerous every year and ensure the success of the SXM Challenge.

For the 2010 edition, we promise you an exceptional casting, with the presence of professional competitors among the best in the world.

We hope that Julien Quentel, regular participants will join us for the event!

Whereas some will only have to cross their own garden to come to the beach, some will have to embark with their equipment in planes coming from Guadeloupe, Martinique, Guyane, France, the US, Bonaire, Anguilla...

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6- the list of winners

2006

Winner **Windsurf** Homme : Jérôme Loca (Guadeloupe)

Winner **Windsurf** Femme :

Winner tour de l'île : cancelled

Winner **Catamarans** : Pascal Marchais & Arnaud Morins

2005

Winner **Windsurf** Homme : Ludovic Piquet (Guadeloupe)

Winner **Windsurf** Femme : Charlotte Leducq (Guadeloupe)

Winner tour de l'île : cancelled

Winner **Kitesurf** Homme : Melvin de Leon

Winner **Kitesurf** Femme : Laurence Lignières (Guadeloupe)

2004

Winner **Windsurf** Homme : Antoine Questel (St Barth)

Winner **Windsurf** Femme : Charlotte Leducq (St Martin)

Winner tour de l'île : Rémy Vila (Martinique) **2h16**

Winner **Kitesurf** Homme : Mallory de Villemarque (Tarifa)

Winner **Kitesurf** Femme : Laurence Lignières (Guadeloupe)

2003

Winner **Windsurf** Homme : Antoine Albeau (France)

Winner **Windsurf** Femme : Charlotte Leducq (St Martin)

Winner tour de l'île : cancelled

Winner **Kitesurf** Homme : Olivier Balaire (Martinique)

Winner **Kitesurf** Femme : Laurence Lignières (Guadeloupe)

2002

Winner **Windsurf** Homme : Rémy Vila (Martinique)

Winner **Windsurf** Femme : Charlotte Leducq (St Martin)

Winner tour de l'île : Rémy Vila (Martinique)

Winner **Kitesurf** Homme : André Philip (Antigua)

Winner **Kitesurf** Femme : Laurence Lignières (Guadeloupe)

2001

Winner **Windsurf** Homme : Ricardy Maricel (SXM)

Winner **Windsurf** Femme : Helen Colin (SXM)

Winner tour de l'île : Rémy Vila (Martinique) 2h26

Winner **Kitesurf** Homme : Team Kit'apulte

Winner **Kitesurf** Femme : Laurence Lignières (Guadeloupe)

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7- 7th edition's program

SATURDAY

7 to 10 pm : Registration of riders (Orient Bay)

8 pm : Party in the « 5 Stars »

SUNDAY

8.30 am : Breakfast at the CNS

10 am : First race Windsurf (Orient Bay)

10.30 am: Starting of the Freestyle Contest for Kitesurfers (Orient Bay)

11 am : Second race Windsurf (Towards Tintamarre)

12.30 am : Lunch on Tintamarre for windurfers, at the CNS for Kitesurfers

1.30 pm : Third race Windsurf (Around Tintamarre) and continuation of Kitesurf Contest

3 pm: Fourth race Windsurf (Back to Orient Bay)

6 pm: End of competitions

7 pm : Party in the « 5 Stars » + beachwear show + live music



8- an efficient communication for a successful event

Before, during and after the event, we will do the maximum to improve the fame of the SXM Challenge and ensure the promotion of our partners, thanks to local or national media and specialized press.

A visual presence for our partners :

- Diffused in all the Caribbean islands in 2006 (supermarkets, bars, restaurants, beaches, cinemas...), their diffusion will be enlarged to all the french territory: Quiksilver shops (especially in the South West of France), surfshops, nautic centers, associations...
- Accessible on www.sxmchallenge.com or clicking on links from specialized websites, the Website of the event is part of our communication policy. Visitors are more numerous every year, all the more so since most of the registrations are done on line. Moreover, the SXM Challenge website is being developped: a forum for the competitors has just been created and a special space for the media is planned with press releases, free high definition pictures, and on-line accreditations to fill in. Goodies, newsletter and inscription forms will also be available, offering to our partner a nice place to communicate.
- Officials documents, mails, fax, press features and invitations, sent or distributed to competitors, sponsors, and the press before, during and after the event will also insist on the partnerships we settled to ensure the success of the Challenge

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- Advertisements in local and specialized press, informing the audience of the occurrence of the SXM Challenge, will be designed on the model of the official posters and flyers, and will show as a consequence the logo of our main partners (Pélican, SM Week, Fax Info, Daily Herald...)
- During the competition, the official tee-shirts distributed to the riders and even to the audience will be printed with the logos of our partners. The same for the lycras which will be compulsory during the competition.
- Your name will also be put forward on the beach, place of the competition, with banners, flags... settled around the podium and the equipment area. And it will remain 3 or 4 days on Orient Beach !
- For Windsurf, we can also think in creating stickers to put in the sails with the name of the event, and the logo of our main sponsor. Considering the media coverage we get, we will certainly can see this sticker in the pages of local press and specialized magazines.
- During the meals, parties, animations, shows and tombolas, our partners will be able to promote their brand or image with the distribution of goodies, flyers or catalogues, the presentation of products or services...



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8- an efficient communication (rest)

- In 2006, again, a professional speaker will comment the events from the beach and organize games. The audience will be able to win boardings on Scoobidoo, tee-shirts and other goodies offered by partners. His professional comments will allow the audience to know a bit more about windsurfing and kitesurfing, which are both spectacular activities.
- The Pricegiving ceremony, and the closure party will be the occasion for our partners to reward the winners and talk about their companies, or meet their « counterparts ».

Media Partnerships with :

- A national magazine specialized in windsurfing and/or Kitesurfing : promotion – articles – Winner game
- A thematic national television : trailers – magazines –Winner game
- A local radio : trailers – media cover – Winner game
- A thematic website : advertising banner - articles

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Press relationships

A lot of media are already used to cover the SXM Challenge:

Local media : Radio Calypso – Radio Transat – RFO Guadeloupe – Pélican – Faxinfo – Week's daily Herald – France-Antilles – C Fun magazine.

National media : Wind magazine – Planchemag – Kitesurf Magazine – Kiteboarder – Mulltihulls magazine...

In 2010, we plan to developp our national press contacts to increase the media covering and the fame of the SXM Challenge. Consequently, a video production will be added to the photograher (Manu Morel).

Commercial televisions :

One of the new communication tools we want to use in 2006.

Thanks to 10 seconds spots daily diffused every 10 minutes on screens located in public spaces (supermarket, banks...) more than 10 000 residents will be concerned every day during the 2 weeks preceding the event.

Winner games

Prices : (plane tickets and hotel included) inscriptions to the SXM Challenge, but also to CNS courses, surfwear, boards...

Its promotion will be made in the various Quiksilver shops in France but also thanks to the media partnerships and the animations organised on the SXM Challenge village.

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9- Join us !

As a conclusion, the SXM Challenge is :

- An unavoidable rendez-vous for watersport addicts in the Carribean, mixing 2 spectacular activities.
- A high level competition, with professionals, and a record to break around the island !
- Local competitors, seduced by the atmosphere and change of scenery offered by Orient Bay.
- Spectators everyday on the beach.
- A communication campaign meant to promote the event and his partners in the Carribean.
- Voluntaries and others for safety every day.
- A 2-days show open to everybody, with meals and parties in the « 5 Stars » of Orient Bay.
- A great showcase for St Marteen and Orient Bay on the international scene of watersports, and tourism in general.

We want the 7th edition to be as and even more successful than the formers, considering competition and also general atmosphere, and that is why we are calling on you. We are convinced that your support will allow us to organize these 2 days in the best conditions possible, and that you will benefit from the many media effects that follow.



We deeply hope that you will join the SXM Challenge for 2010, and we are looking forward to meeting you to discuss the point and possibly sign a partnership.

Best regards

The SXM Challenge Team

To contact us :

Cécile Lucidarme

et

Margaux Sérédoucha

info@sxmchallenge.com

Tel : 06 90 34 13 68

ou 0590 29 41 57