



# 2023 MEDIA PACK

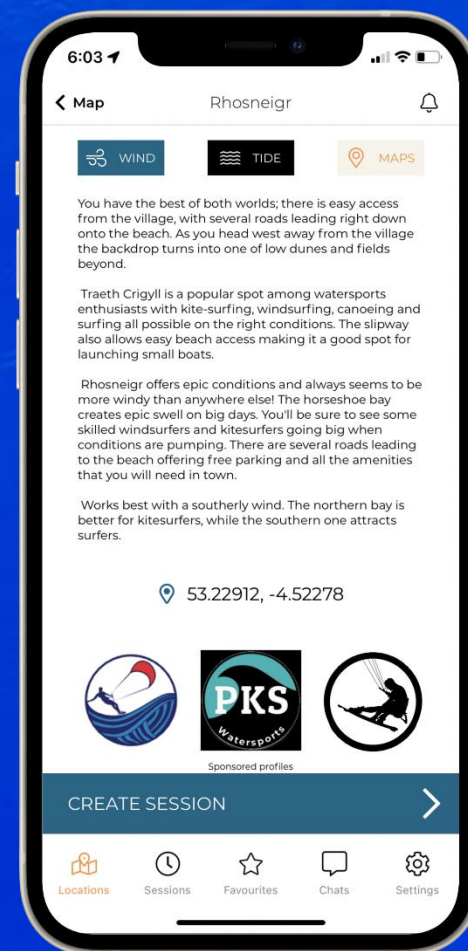
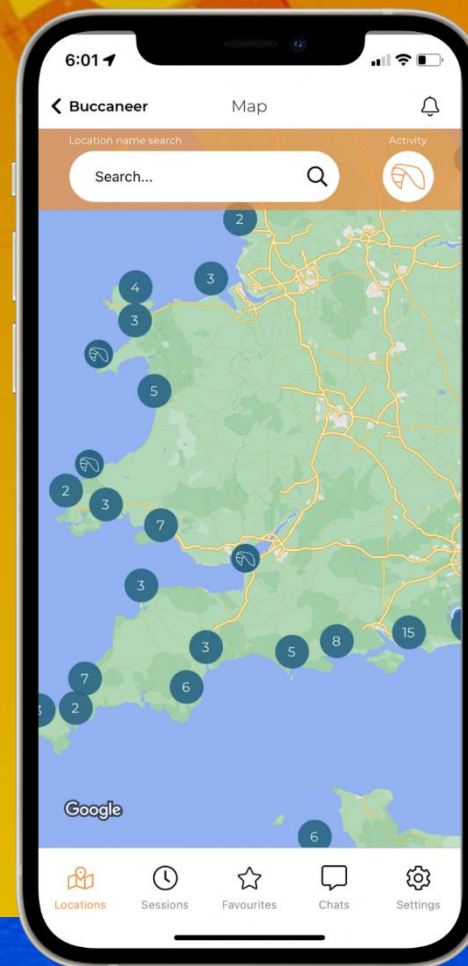
Connecting People to Places

# ACTION SPORT LIFESTYLE COMPANION

LOCATION /  
SPOT GUIDE

COMMUNITY  
SESSIONS  
PLATFORM

ADVENTURE  
TRAVEL



Buccaneer is a location-based “Community App” specifically aimed at action and adventure sports/activities, connecting places (beaches, rivers, lakes, trails, hills, mountains and crags) to the people that use them and with the service providers and local amenities that can facilitate them.

“Connecting People to Places”

INTERACTIVE  
COMMUNITY  
FORUMS

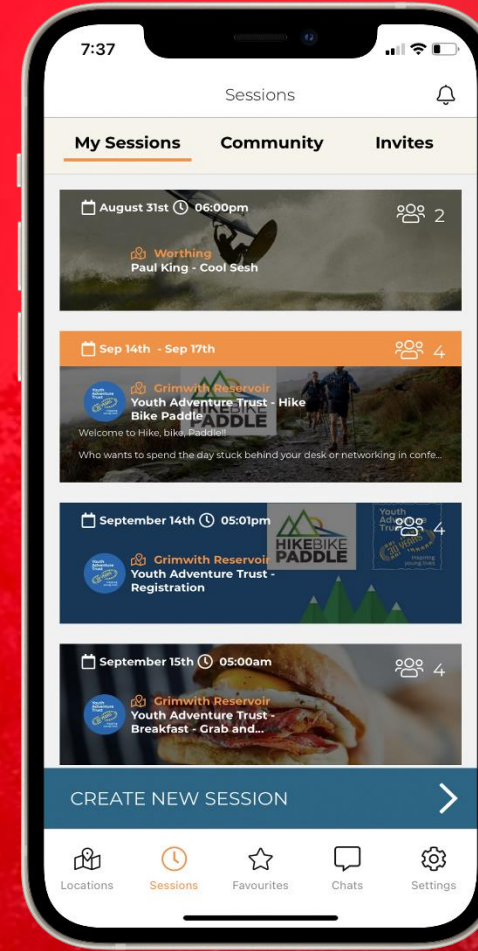
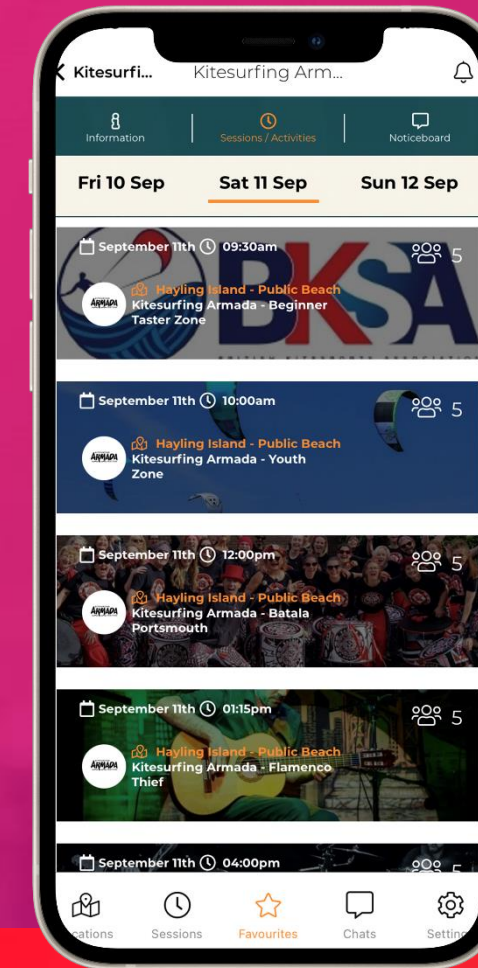
BUINESS  
ENGAGEMENT  
PLATFORM

LIFESTYLE  
COMPANION

EVENT  
PLATFORM

BRAND /  
SUPPLIER  
DIRECTORY

HEALTH,  
FITNESS,  
WELLBEING



# MISSION, VISION, VALUES

LOCATION / SPOT  
GUIDE

LOCAL BUSINESS  
ENGAGEMENT  
PLATFORM

INTERACTIVE  
COMMUNITY  
FORUMS

ADVENTURE  
TRAVEL

To connect people to places with a great experience. Allowing like minded individuals to share their experiences and love for adventure. Providing accessibility to hard won local knowledge to expand accessibility and participation to sports and activities.

Our planet, our wild places are our playground so we intend to look after it. We will do what we can to promote ethical, sustainable living with an emphasis of environmental awareness and the benefits of continually renewing one's connection to the natural world has on mental wellbeing.

**“Connecting People to Places”**

COMMUNITY  
SESSIONS  
PLATFORM

HEALTH, FITNESS,  
WELLBEING

BRAND /  
SUPPLIER  
DIRECTORY

# WHY LIST IN BUCCANEER



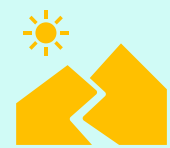
Expand your audience beyond its conventional channels enabling your audience to connect to you directly and passively – Create ACTIVE, FOCUSED COMMUNITY



Broadcast to your stakeholders (audience and Retail network) in real time and guarantee a visible push notification via their mobile device – Events, demos, comps etc



Ensure existing audience and potential audience have visibility of your presence / Retail network relative to their location



**Create events, comps and sessions that will be visible to anyone following your profile or your location listing and/or Allow your audience to create sessions surfaced against your profile (brand tagging in Sessions)**



Hoist virtual business/brand flag on the primary activity locations

## Choice

By their nature action sport enthusiasts pursue more than one sport so the potential of mixing sport verticals is something that will enable maximum exposure to local resources. Eg: surfers mountain bike. Mountain bikers rock climb.



**4,000+**  
SUBSCRIBERS - Since 2021 Launch

**6,000+ LOCATIONS**  
MAPPED SPOTS (so far...)



**10,000+**  
AUDIENCE REACH (APP, Social and Direct Mail)

**19,000 USER REQUESTS**  
PEAK DAILY USER TRANSACTIONS  
Location lookups, Session interactions

# LOCATIONS MAPPED

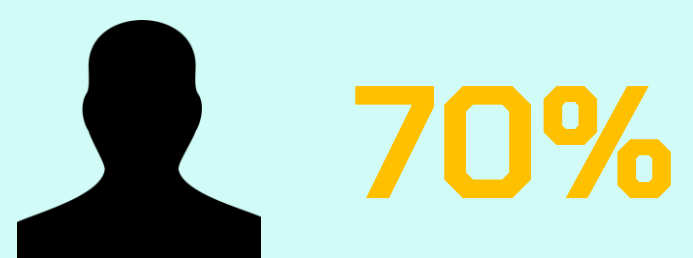
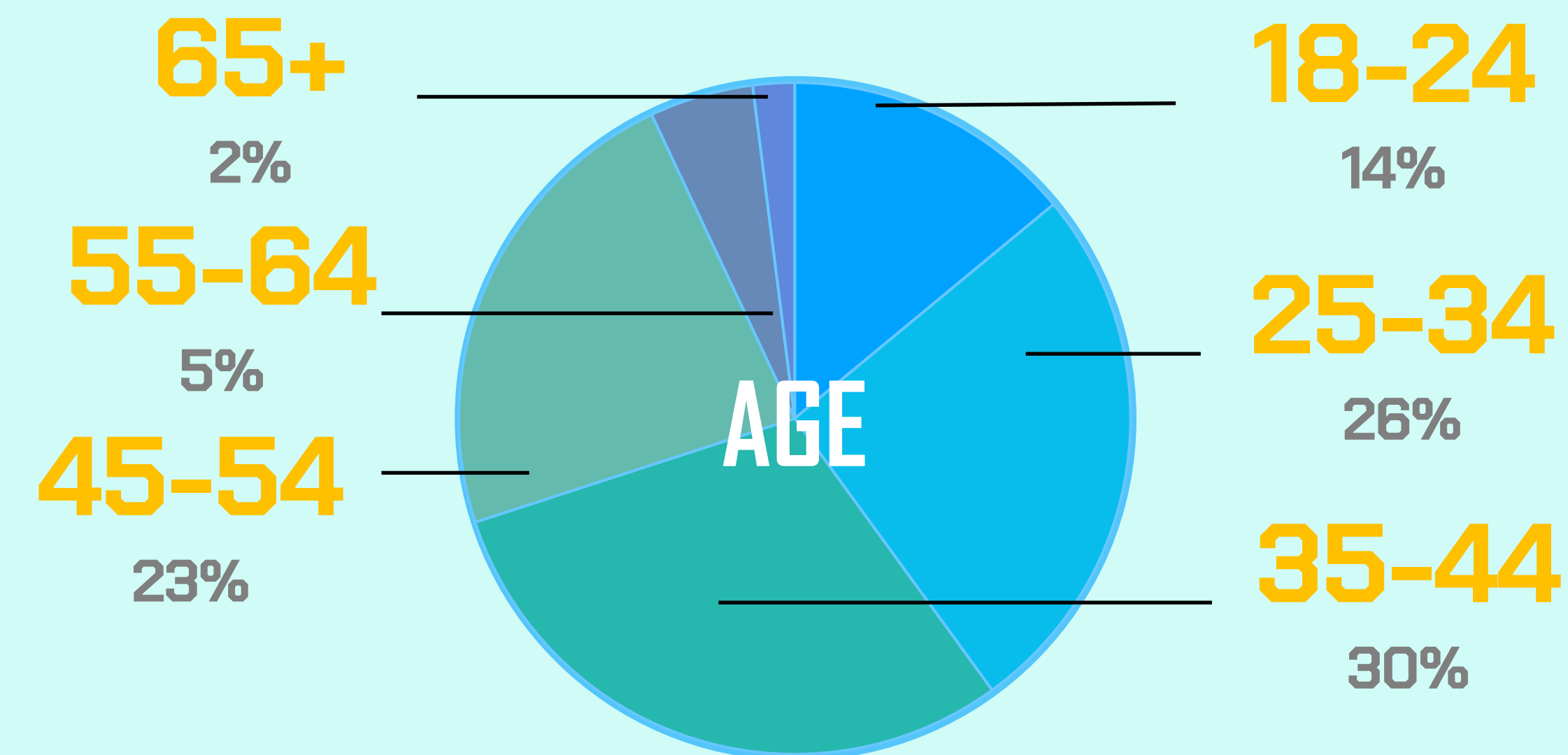
## ACTIVITY DESTINATIONS

Kitesurfing	362
SUP/Paddle	1314
Surf	369
Windsurf	606
Mountainbike	139
Wake	32
Kayak	1307
Climb	283
Foilwing	604
Wild Swimming	488



# AUDIENCE DEMOGRAPHICS

Buccaneer Sessions connects you to an engaged, targeted action sports audience.



**35**  
AVERAGE AGE

**£51,750**  
SUBSCRIBER AVERAGE INCOME

# WHO IS THE BUCCANEER SUBSCRIBER?

Participates in multiple outdoor sports

Engages in physical activity multiple times per week

Adventurous

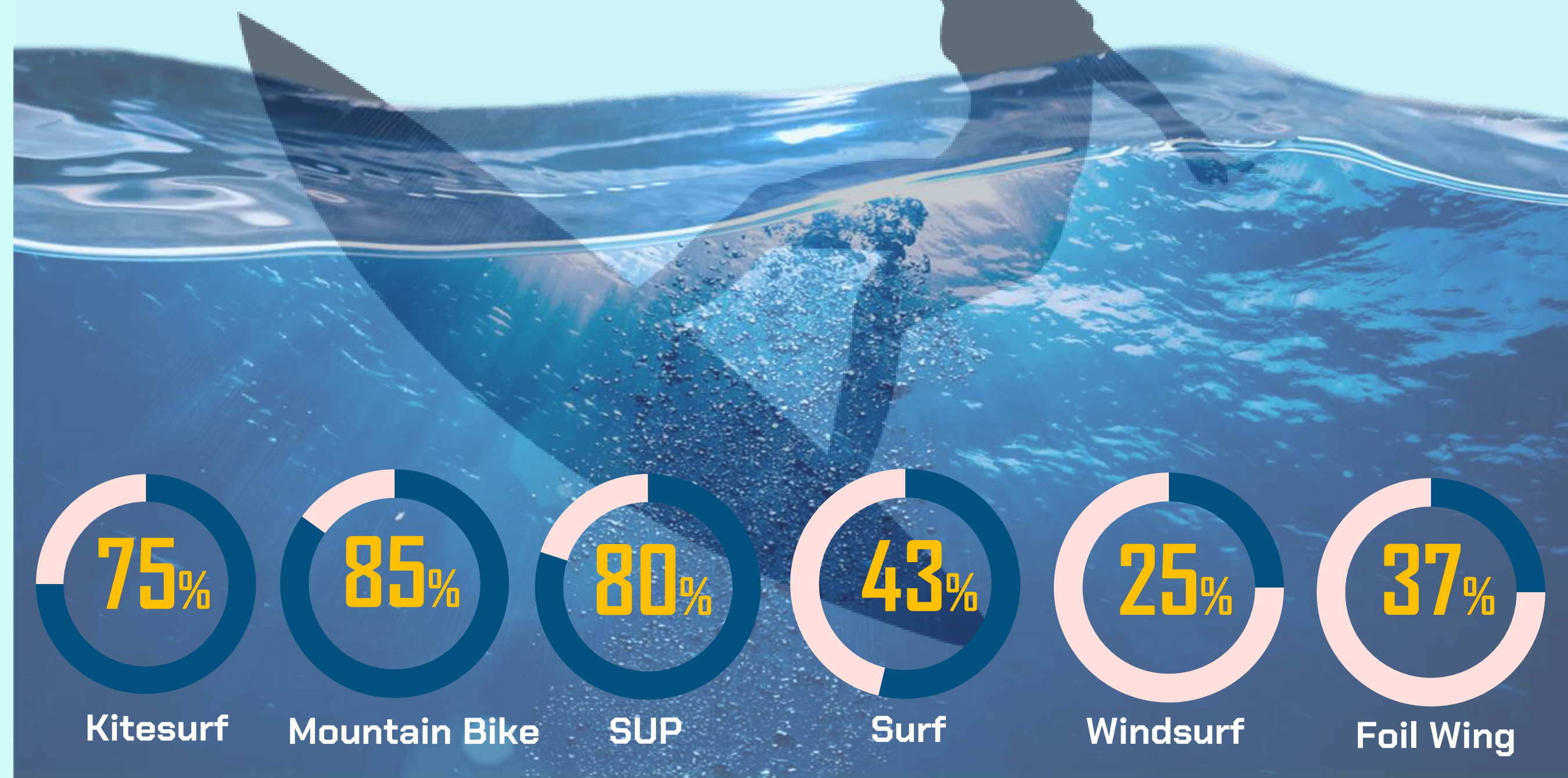
Competitive

Will research and likely to purchase online

Passionate about interests

Purchases are driven by latest thing or latest technology

Will go on multiple adventure breaks per year



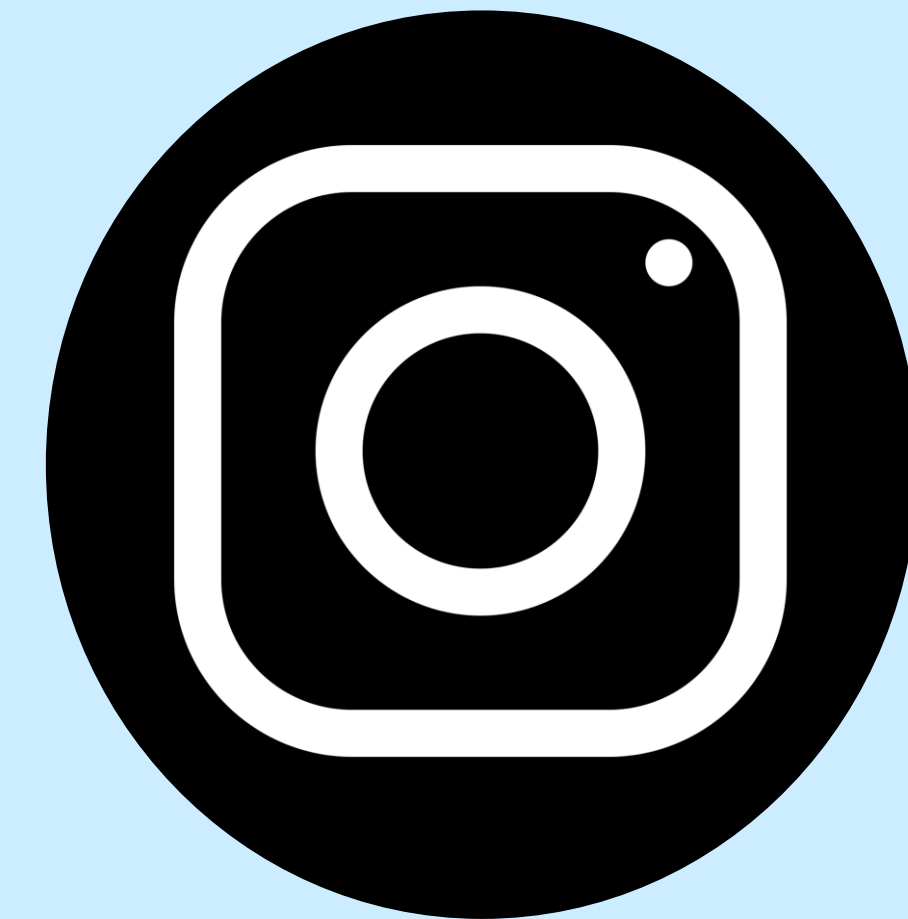
# THE BUCCANEER SESSIONS AUDIENCE



**3,630**  
FOLLOWERS



**4 THOUSAND**  
SUBSCRIBED USERS & GROWING



**2,886**  
FOLLOWERS



# PARTNERSHIPS & CASE STUDIES

Connecting People to Places

# KITESURFING ARMADA EVENT PARTNER:



Event partner with Armada - 50 Sessions run over 3 days incorporating the British Kitesurfing Championships.

The Kitesurfing Armada is a unique kitesurfing festival held on Hayling Island, bringing the kitesurfing community and general public together for one fantastic weekend of kiting, live music, fundraising and entertainment! This event is the biggest kitesurfing and live music event in Europe!



50

SESSIONS



60,000

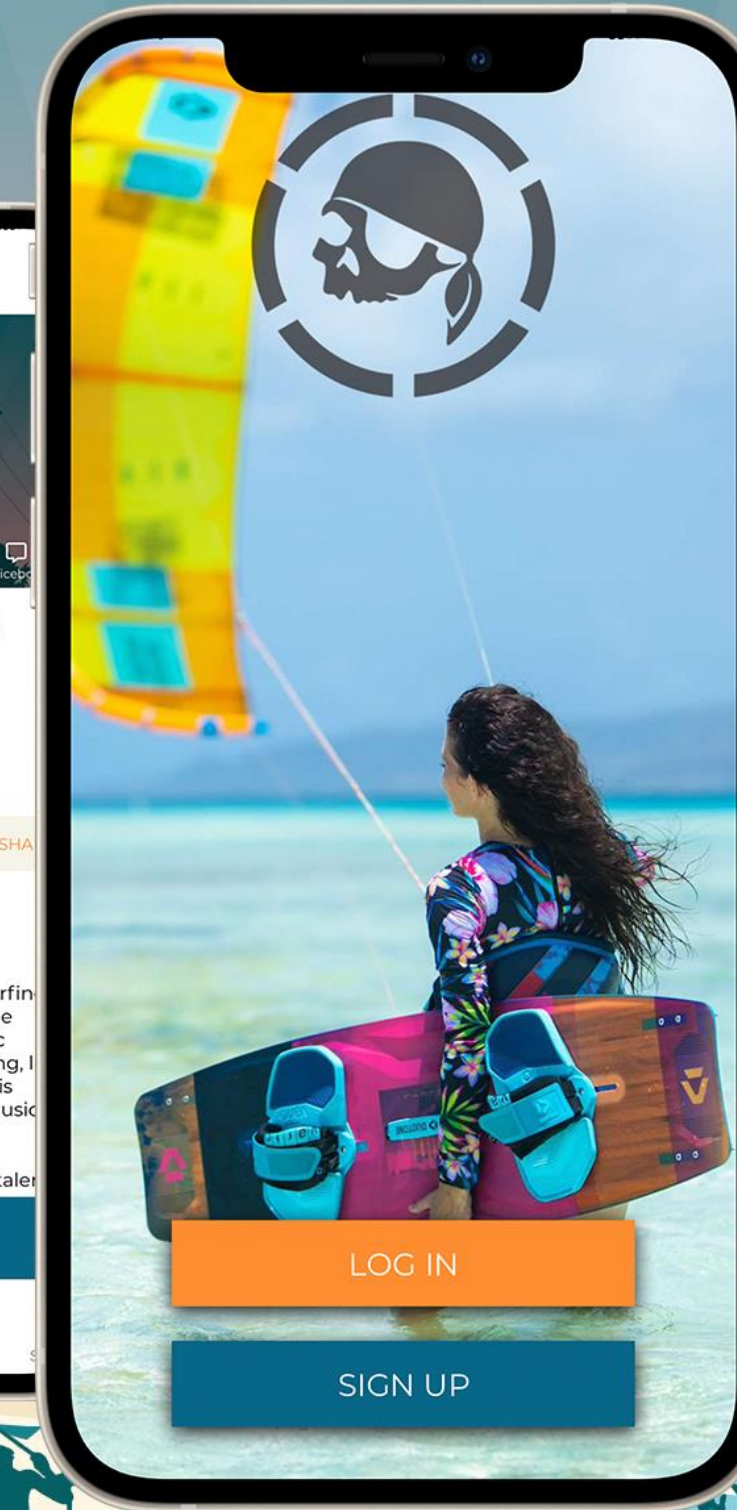
USER INTERACTIONS



2700

COMMS ENTRIES  
BROADCAST

# KITESURFING ARMADA FESTIVAL

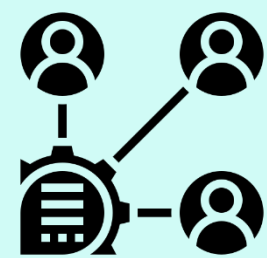


# HIKE BIKE PADDLE CHARITY EVENT PARTNER:



## Powered by Buccaneer Partner

Hike Bike Paddle is a charity event open exclusively to business stakeholders in the outdoor, adventure industry. Companies enter teams to take part in the challenge to raise money for the Youth Adventure trust.



120

CHALLENGE PARTICIPANTS CONNECTED TO THE EVENT THROUGH THE APP



2000

USER INTERACTIONS DURING EVENT



390

COMMS ENTRIES BROADCAST DURING THE CHALLENGE

# HIKE BIKE PADDLE YORKSHIRE DALES 15.9.22



# National Student Windsurfing Association

Event Schedule and Messaging Platform



250

PARTICIPANTS CONNECTED TO THE EVENT THROUGH THE APP



10,000

USER INTERACTIONS DURING EVENT



730

COMMS ENTRIES BROADCAST DURING THE CHALLENGE



# British Kitesurfing Freestyle Championships

Event/Competition Schedule and Messaging Platform



420

COMP PARTICIPANTS CONNECTED TO THE EVENT THROUGH THE APP



2400

USER INTERACTIONS DURING EVENT



820

COMMS ENTRIES BROADCAST DURING THE CHALLENGE



# DIGITAL OPPORTUNITIES

**Connecting People to Places**

# DIGITAL OVERVIEW

Buccaneer's primary digital channel is its App.

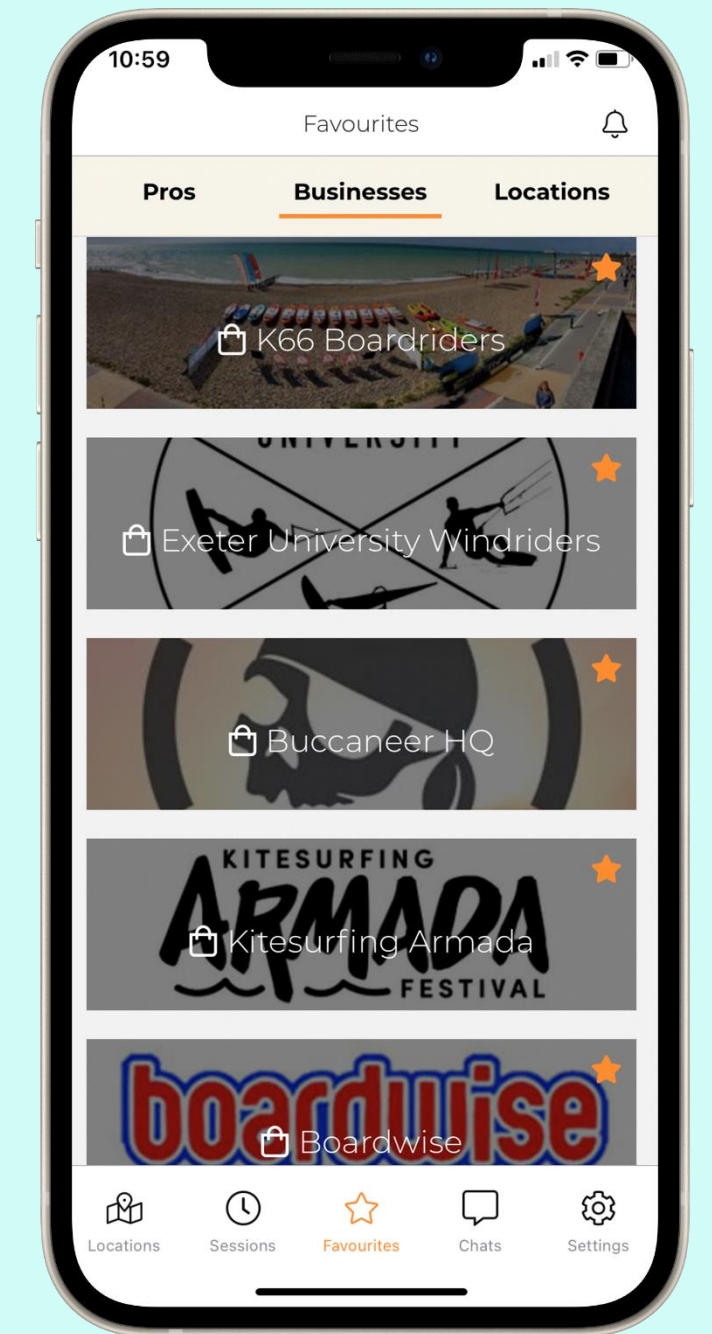
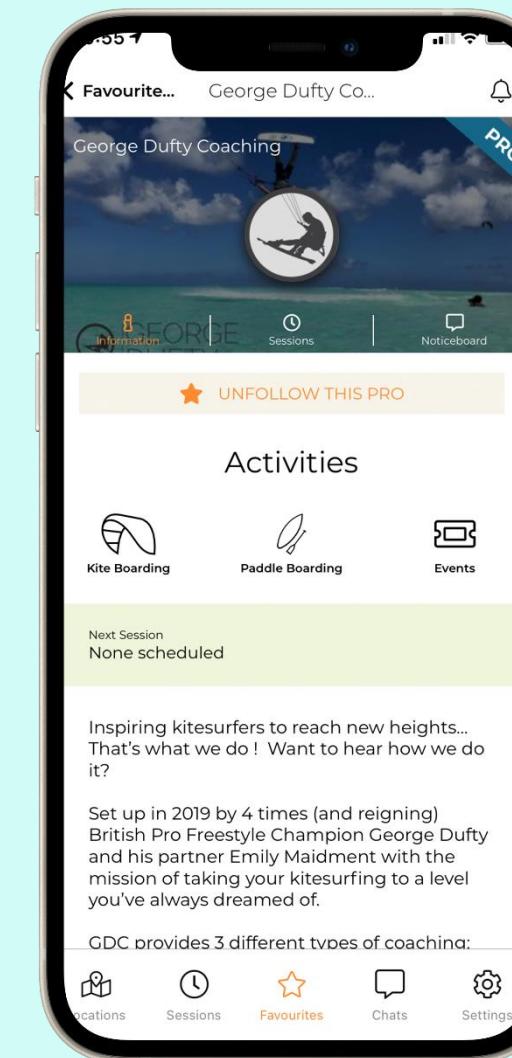
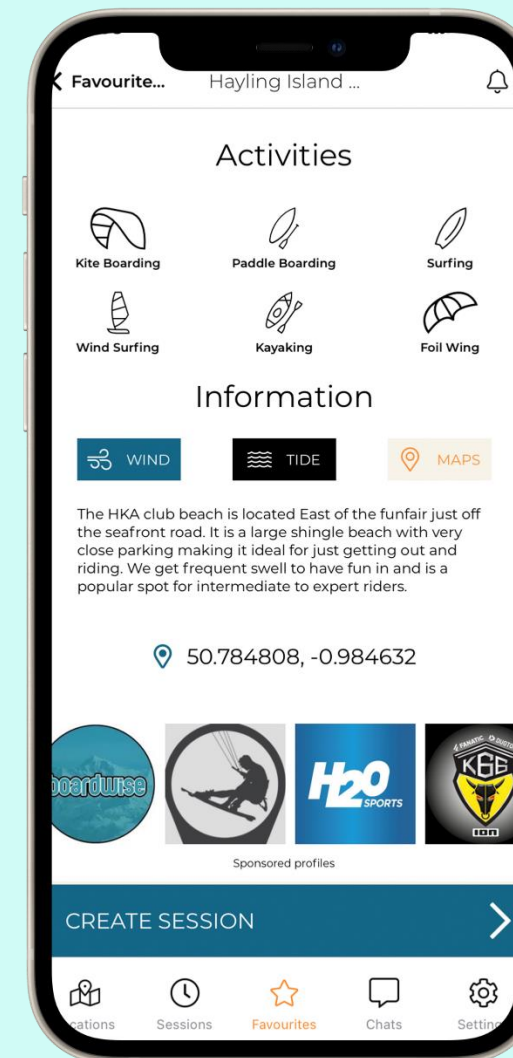
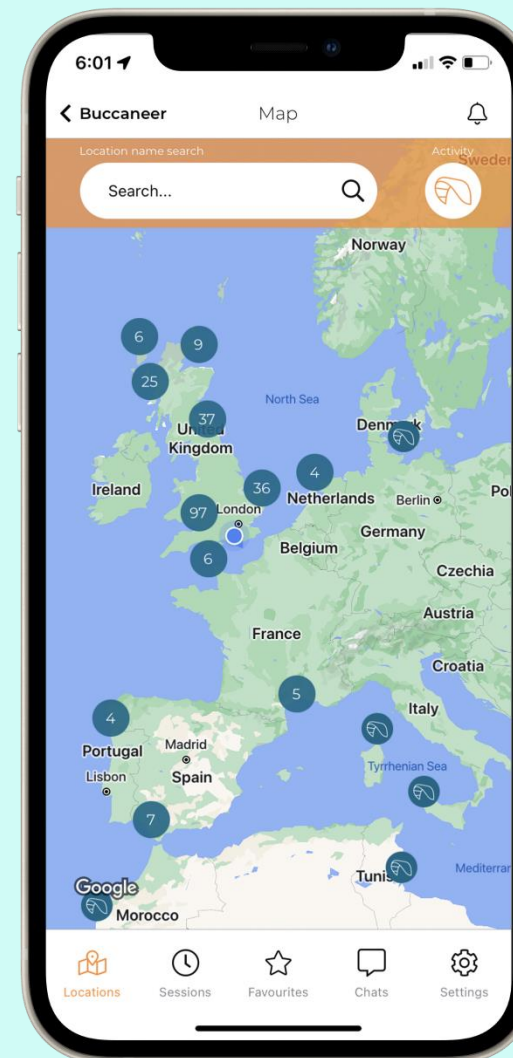
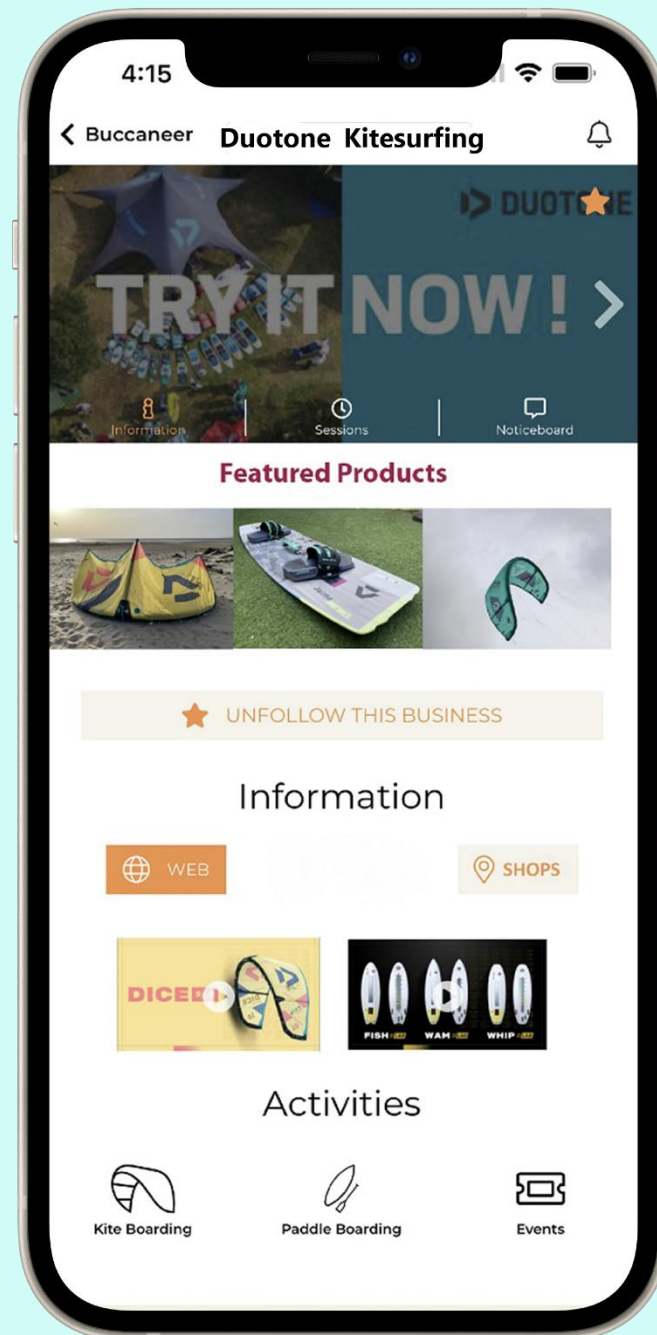
We are also extending our promotional content to encompass our entire audience reach; mail subscriber-base and Social following with a digital E-Magazine

4,000+  
Active Subscribers

10,000+  
Audience Reach

40,000  
Location Views  
Per Month

## CONNECT NATIONALLY OR LOCALLY TARGET



# DIRECTORY LISTING

Reinforce your key product awareness with strategic use of your Brand and Location Service Directory.

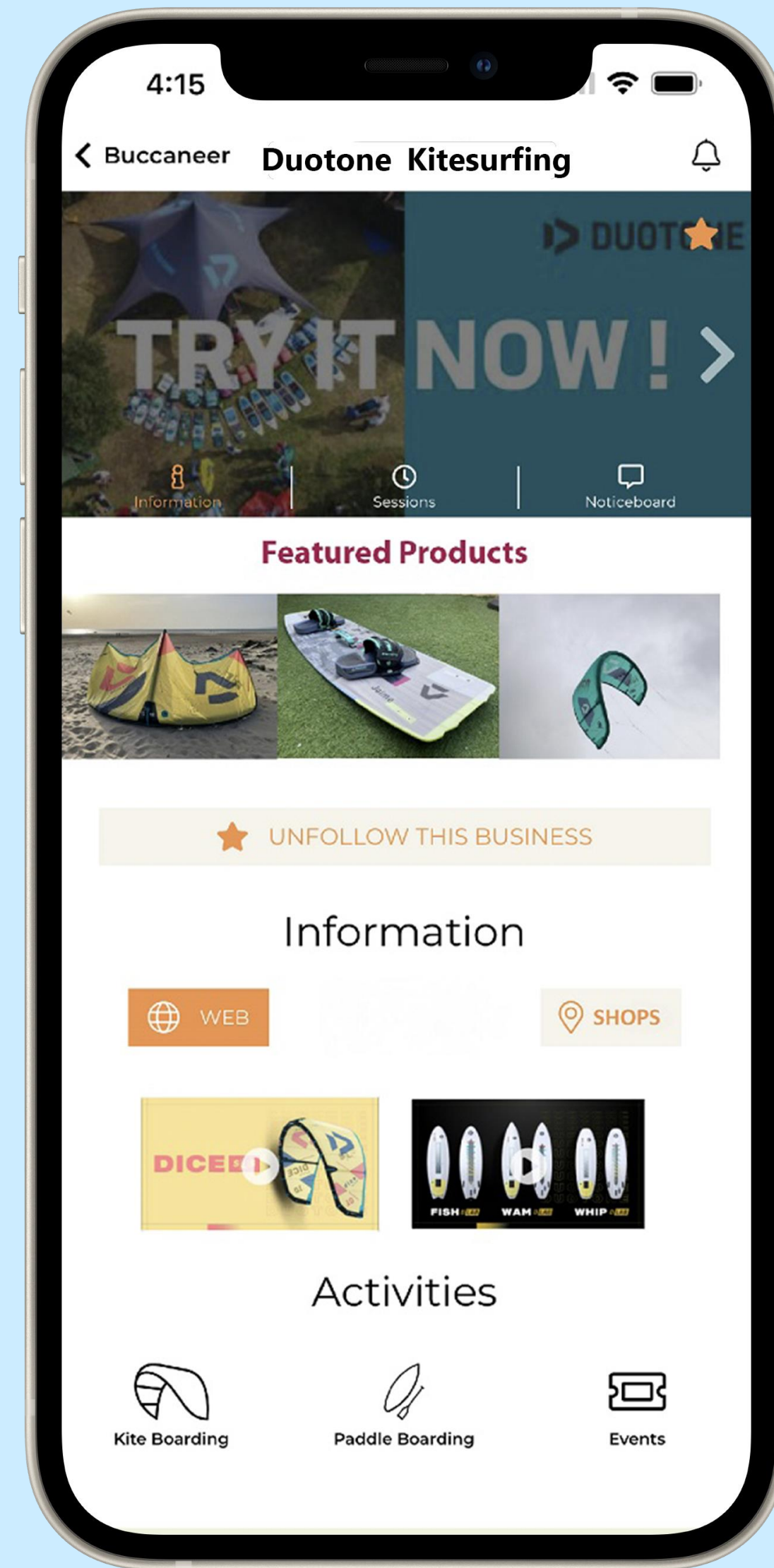
- Featured Product graphics and Video links, route traffic back to your own digital footprint.
- Updates to your Directory listing will generate push notifications to your Brand following.
- Buccaneer Subscribers can #tag your brand and their sessions will appear in your Brand profile for comment or further promotion

## BRAND DIRECTORY LISTING

Brand Header Images	x5	(Image Sizes)
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Product Feature Links	x4	(Image Sizes)
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Video Links	x3	
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# LOCATION LISTING (2<sup>nd</sup> Gen)

Reinforce your service offering in relation to the location(s) you work out of.

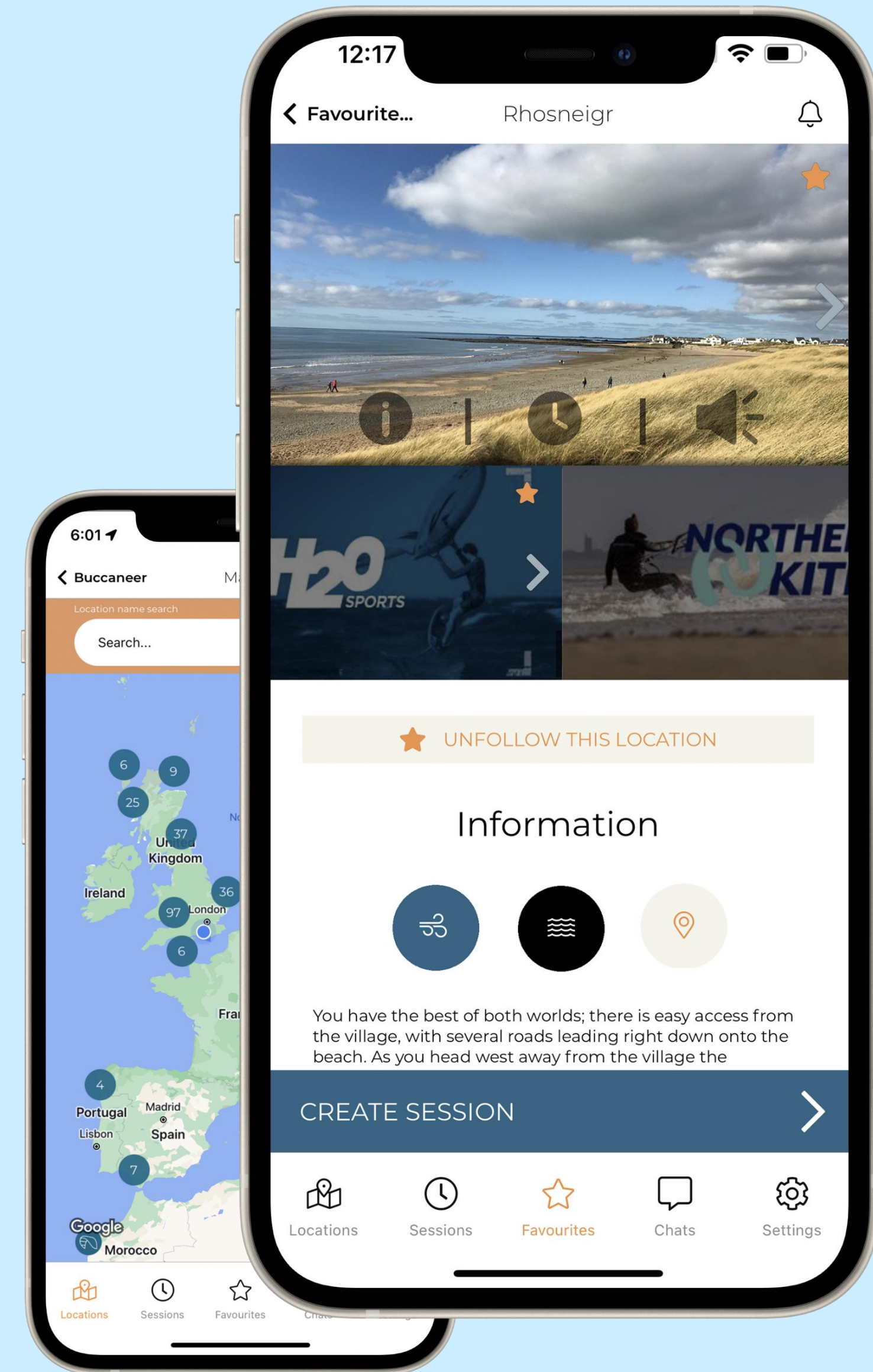
- Featured product graphics and video links, route traffic back to your own digital footprint.
- Updates to your Directory listing will generate push notifications to your Brand following.
- Buccaneer Subscribers can **#tag** your Business name and their Sessions will appear in your profile page for comment or further promotion.

## LOCATION LISTING

Local Business Services x5 Spots

National Business Services x50 Spots

National Business Services+x100 Spots





## LOCAL / NATIONAL SUPPLIER DIRECTORY

AD NAME	PLACEMENT	MONTHLY
National Supplier Directory Listing	Directory	£100 Includes x100 Location Listings
Local Supplier Directory Listing	Directory	£20 Includes up to x5 Location Listings

## BRAND DIRECTORY

AD NAME	PLACEMENT	MONTHLY	ANNUAL
Brand Directory Listing	Directory	£100	£1,000

## LOCATION LISTING

AD NAME	PLACEMENT	50 Spots/ per month	100 spots/ per month
Location Listing	Per Location	£75	£100

## SOCIAL MEDIA

CHANNEL	ORGANIC POST	BOOSTING OPTIONS
Facebook	£200	
Instagram	£300	
Instagram Stories 3x15 sec slides	£200	

## BUCCANEER POST

CHANNEL	ORGANIC POST
POST from Buccaneer HQ - All Buccaneer Subscribers	£500

## DIGITAL BANNERS

PLACEMENT	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
LOCATION	£40	£36	£32	£28
SESSION	£20	£18	£16	£14

## EVENTS

EVENT SETUP & MANAGEMENT	PRODUCT PLACEMENT DATA CAPTURE
Contact us for more information	

## PAID / PRO SESSIONS

RATE CATEGORY	BUCCANEER FEE	STRIPE FEE (Part 1)	STRIPE FEE (Part 2)
£1-£20	50p	Including stripe fee	
£21-£150	2.60%	1.40%	£0.20
£151-£500	2.20%	1.40%	£0.20
£500-£1000	1.80%	1.40%	£0.20
£1000+	1.40%	1.40%	£0.20

