



JOHN WHITMORE BOOK PROJECT

BRANDED BOOK SPONSORSHIP PROPOSAL

The John Whitmore Book Project

The John Whitmore Book Project is the official illustrated biography of South African water sports pioneer John 'The Oom' Whitmore (1929-2001).

John played a pivotal role in establishing surfing, Hobie Catting and body boarding in South Africa, and his efforts helped to turn the country into a global powerhouse in all these disciplines.

The biographical book documents John's adventurous life, his entrepreneurial achievements and the incredible athletic accomplishments he inspired. The book is also the first comprehensive record of the early histories of these water sports in the country, including photographs, maps and illustrations.

John's enduring legacy and influence as a founding South African sporting icon resonates deeply in the local surfing and sailing communities to this day. This biography is highly anticipated by his many fans in the country and overseas.

An award-winning US documentary, ['Birth of The Endless Summer'](#), also recently featured John prominently, which has sparked renewed interest in the 'godfather' of South African surf sports at home and around the world.

The John Whitmore Book Project will be a sought after collector's volume that will be valued and appreciated by all participants of these watersports disciplines – and which will likely also generate great interest from the general reading public in South Africa and beyond.

This book presents your brand with a unique opportunity to support this project in the form of a limited run custom branded book jacket or full book sponsorship.



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SOME OF JOHN WHITMORE'S LIFE ACHIEVEMENTS...



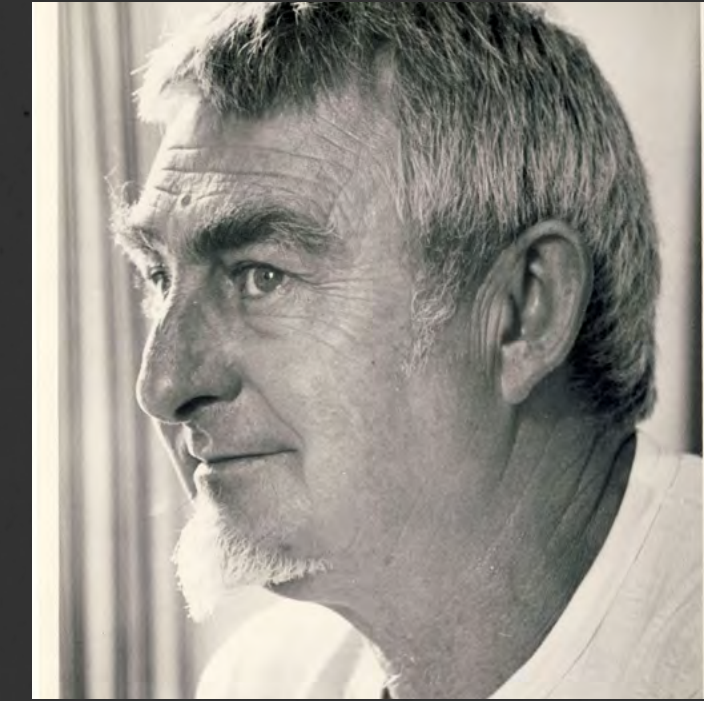
Pioneered skin diving and spearfishing in Cape Town.



Established surfing and the surf industry in South Africa.



Discovered many SA surf breaks in his VW Kombi.



Hosted a popular daily surf report on Radio Good Hope.



Starred in the global hit surfing movie 'The Endless Summer'.



Founded and led the SA Surfriders Association.



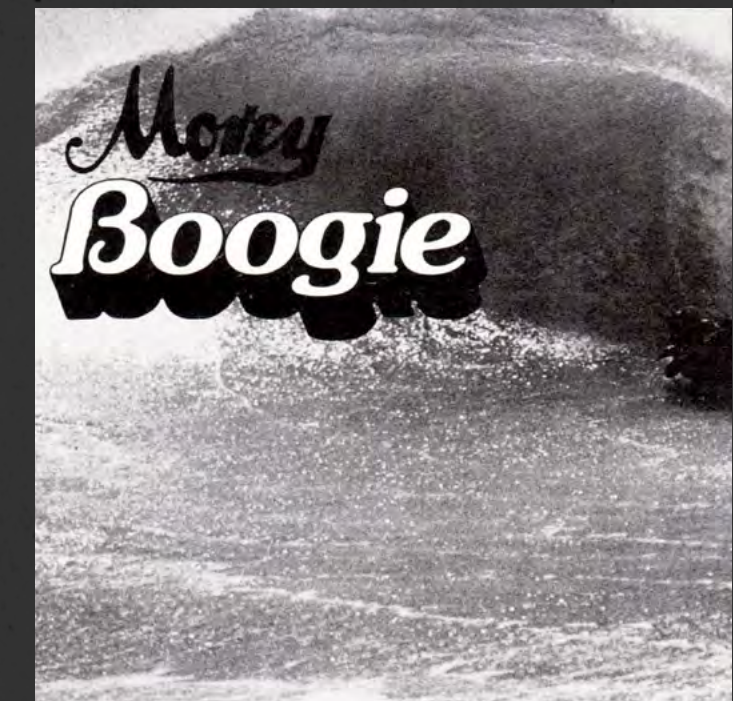
Founded and led the WP Surfing Association.



Founded Springbok surfing and led SA teams overseas.



Brought the Hobie Cat to SA and set up racing regattas.



Brought the Morey Boogie and competitions to SA.

Branded Book Proposal

We propose that your brand partners with the John Whitmore Book Project to support the book's publication in full, or alternatively, for us to produce a limited run of books with custom branded book jackets (dust covers) for your exclusive use.

Option 1: Full Sponsorship

In return for your contribution for funding to support the publication of the book in full, you will receive:

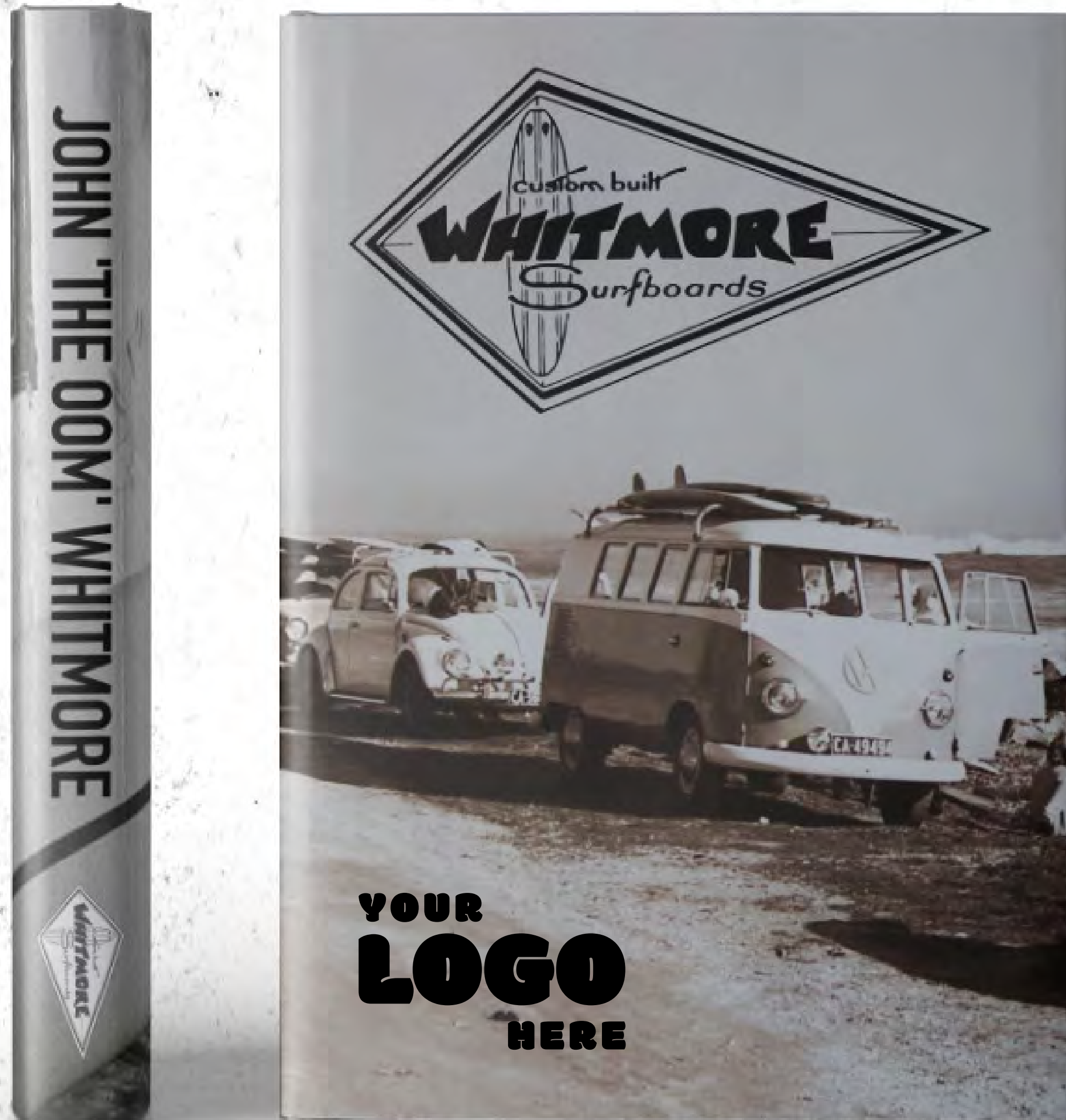
- Exclusive branding on the back cover (full print run of 600 soft cover and 400 hardcover books).
- 100 hard cover books with custom slipcovers for your exclusive use (as per outline in Option 2 - see next slide).*
- Acknowledgement and branding on a dedicated page within the book.
- Acknowledgement and branding on a dedicated book website landing page.
- Acknowledgement and branding in dedicated posts on social media (Facebook and Instagram).
- Acknowledgement and branding at book signings and promotions.**

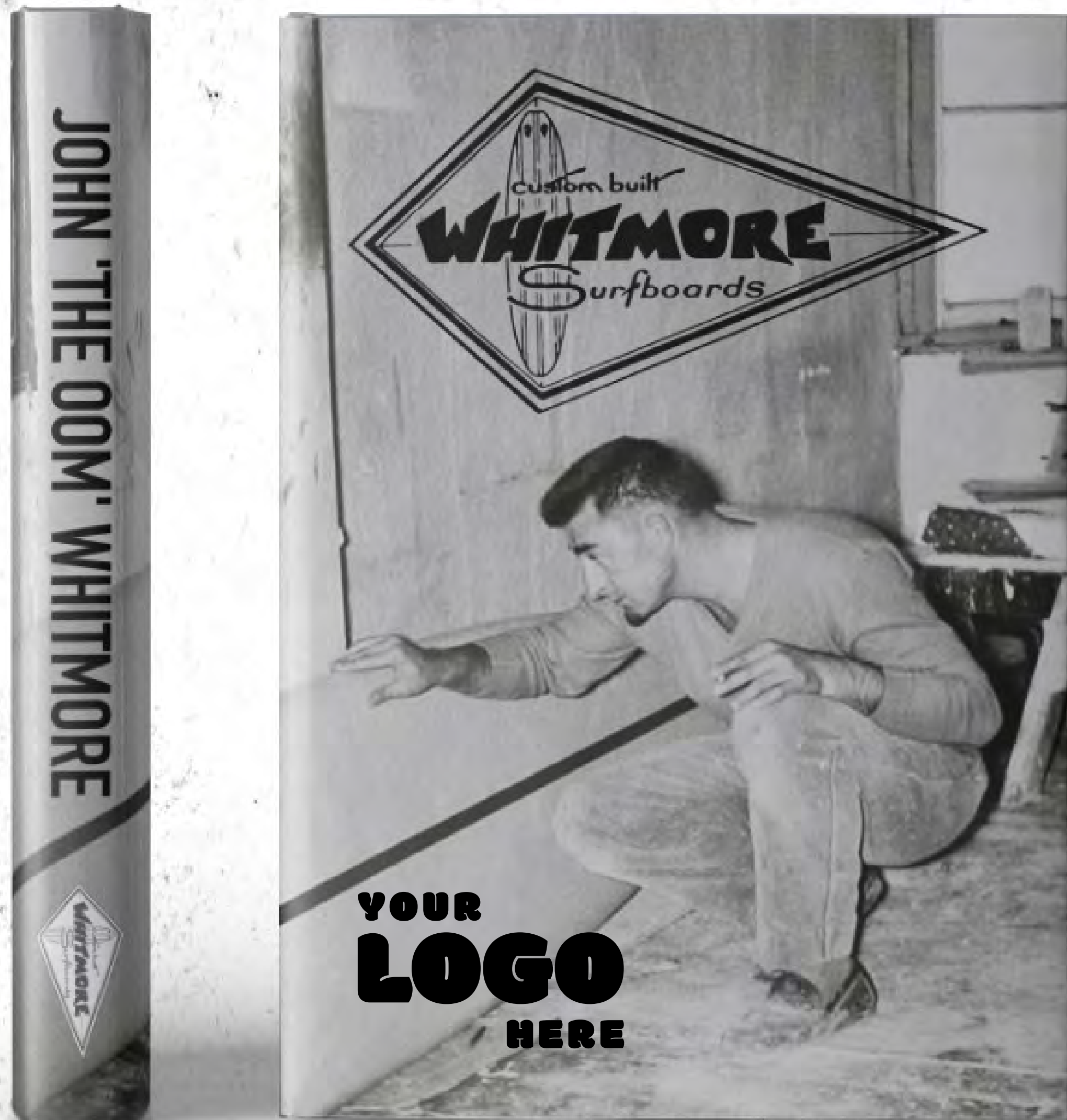
Cost: R295,000 - for 1000 books (initial print run)

Cost USD: \$16,000 - for 1000 books (initial print run)

* The slipcover will be full colour with soft touch laminate and a spot gloss UV varnish on one side only, on 150gsm Matt Art paper.

** Where applicable, pending further financial support (see slide 8). Branding collateral to be provided by sponsors.





Option 2: Custom Branded Book Jacket

Alternatively, you can sponsor a limited run of books with custom branded book jackets (dust covers) for your exclusive use.

In return for your contribution, you will receive:

- Exclusive branding on a quality custom book jacket (slipcover) for a minimum of 50 or more hardcover books, signed by the author.*
- The opportunity to collaborate with us to design a version of the slipcover in a manner that best represents your brand and the contents of the book.
- Inclusion in your copies of the book of a single page supporting letter from a representative from our company (printing and insertion).
- Delivery to an address of your choice in Cape Town, from which the books can be given to valued clients and suppliers in thanks for their support, and/or distributed to your branded stores, product stockists or offices nationwide.

Cost: R40,000 - for a minimum of 50 books (R800 per book).

Cost USD: \$2,200 - for a minimum of 50 books (\$44 per book).

This sponsorship will cost a minimum of R40,000 for 50 branded book jackets and 50 hardcover books (or R80,000 for 100 books etc).**

*The slipcover will be full colour with soft touch laminate and a spot gloss UV varnish on one side only, on 150gsm Matt Art paper.

**Pending support from further sponsors.

Marketing Benefits

Your brand will benefit from its association with the John Whitmore Book Project through:

Reach

You will reach an affluent and influential audience of thousands in the surfing and sailing communities in South Africa, as well as overseas. With its support, your company will receive significant brand ownership and exposure associated with the book, which will be highly appreciated and treasured by its readership.

Goodwill

Your brand will be seen as enabling the publication of an important historical document and supporting the preservation of an untold and essential slice of sporting South Africana for future generations. Your sponsorship of this book will generate significant goodwill and gratitude toward the brand.

Social Impact

Your support will further enhance the positive profile of your brand through grassroots Corporate Social Responsibility (CSR). A percentage of the proceeds from the book and further potential fundraising efforts will go to social and environmental organisations, such as [Protect The West Coast](#) and [Sentinel Ocean Alliance](#).



Market Overview

- The main market for the book includes at least 100,000 surfers of all wave riding disciplines, bodyboarders, Hobie Cat sailors and other watersports lovers of all ages and genders in South Africa and overseas, many of whom have been anticipating its publication for several years.
- A minimum first print run would be at least 1000 copies. At just 1% of this market, a more than 95% sell-through of the first run is an easily achievable goal, with a second print run a strong possibility.
- The book will be promoted through its website, social media, email newsletters and a PR campaign, and potentially further marketed in online and print advertising. More market reach can also be earned through CSR outreach, and affiliations with sports organisations such as Surfing South Africa (SSA) and Hobie Cat South Africa.
- The book will be mainly sold online via direct mail order, as well as distributed to more than 100 water sports retail outlets and independent book shops in South Africa. Digital copies will also be made available in due course.

John Whitmore Book Media Channels*

[Website](#) - 7,545 unique visitors / 17,112 page views

[Facebook Group](#) - 1,300 members

[Facebook Page](#) - 661 followers

[Instagram](#) - 772 followers

[Twitter](#) - 97 followers

Email list (Mailchimp) - 825 subscribers

PR list (Mailchimp) - 120+ niche water sports and mainstream media outlets in SA/worldwide

*As of September 2023

Further Sponsorship Opportunities

Beyond the branded book jacket proposal, there are several other opportunities for your brand to increase its association with the John Whitmore Book Project:

Corporate Talks

Corporate talks by the author on John Whitmore's journey as an entrepreneur and sports administrator.

Book Launches & Signings

Branding, marketing and engagement opportunities at book launches and signings.

Supporting Website

Additional branding and content on the book project website.

Social Media and E-Newsletters

Branding and content on the book's social media channels and in email newsletters.

Branded Products

Co-branding on a limited edition range of Whitmore branded merchandise.

Print and Digital Advertising

Inclusion in print or digital promotional campaigns in select niche water sports media.

Other Opportunities

- A brand presence at presentations and school talks by the author about the book.
- Support of the production of a short documentary movie on John Whitmore.
- Sponsorship of further screenings of the 'Birth of The Endless Summer' in SA.
- Photo exhibitions, reunions, surfboard swaps and other marketing activations.



Editorial Team



MILES MASTERSON
AUTHOR AND PROJECT LEAD



STEVE PIKE - CHIEF EDITOR

Miles Masterson - Written by Cape Town Author Miles Masterson, the John Whitmore Book Project is the product of more than 120 interviews and a decade of research. Miles has also secured the publishing rights to hundreds of images spanning John Whitmore's life, many never published before. Miles is a previously published book author (How To Surf, Penguin, 2009), co-founder of award-winning and iconic SA youth magazine Blunt, an award-winning editor, award-nominated journalist, photographer and publisher. He has all the necessary publishing expertise and skills required to manage this project to its successful publication.

Steve Pike - The completed final manuscript of the John Whitmore Book Project was edited in early 2023 by Steve 'Spike' Pike, a well-known and highly respected South African surf historian, journalist, published author (Surfing South Africa, Compress, 2001), editor and owner of Wavescape surfing website and ocean festival. Spike has wholeheartedly endorsed the book, calling it "an engrossing and well-written documentary" and "a remarkable piece of journalism".



THANK YOU

John Whitmore's biography is complete and all of the elements are in place to design, print and publish the book in 2024.

Your partnership with the John Whitmore Book Project will undoubtedly be beneficial to your company and brand.

But it will also play a valuable role in ensuring that an untold slice of South African sporting history will finally be recorded for future generations.

We look forward to working with you on this exciting project.

Many thanks,

Miles Masterson

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