



LIMELIGHT CLUB

Our BoardSport Community

The perfect BoardSport spot on Zealand in Denmark
Windsurfing, Surfing, Stand Up Paddling, Foiling, Wingfoil & Kite

LimeLight BoardSport Club | Stevns | CVR 41018593
Fiskerihavnen 24 | 4673 Rødvig Stevn

Danske Bank A/S
Registration number 9570
Account number 12968183

Date & Version April 9 2021



OUR BOARDSPORT COMMUNITY

WINDSURF BØLGE



SURF

SUP BØLGE



WING FOIL

SUP



SURF



KITE



WINDSURF BØLGE



SURF



WINDSURF SLALOM



FOIL SUP



FOIL WINDSURF

IT HAPPENS - IN RØDVIK STEVNS

Many of us have searched for the perfect spot for Windsurfing, Surfing, Stand Up Paddling, Foiling, Wingfoil, and Kite on Zealand. A place that resembles the well-known spots along Jutland's West Coast - but which is significantly closer to Copenhagen.

Rødvig Stevns is such a place. One of the only spots on Zealand, that has the unique conditions necessary for all six board sports disciplines. Locals call the area a 'hidden gem'. In fact, it is a 'forgotten gem', which is now being reinvented, dusted off, and rebranded as LimeLight.

Stevns Municipality, Stevns Business Council, Verdensarv Stevns (World Heritage Stevns) and others, as well as local board sports enthusiasts, want to re-establish Stevns on the land, sea, and surf map and fill the area with happy board sports enthusiast.

The establishment of Stevns Klint as a UNESCO World Heritage Site has created a solid foundation for a completely unique development of Stevns. LimeLight BoardSport Club will help ensure this development. Just as it has happened in Hvide Sande and Klitmøller, among others.





LIMELIGHT BOARDSPORT CLUB

On November 11, 2019, we established the association LimeLight BoardSport Club.

The purpose of the club is to promote Windsurfing, Surfing, SUP, Foiling, Wingfoil, Kite and BoardSport as a whole. We want to integrate the sport into the local community in a positive way. The club will arrange races, tours, lectures, classes, and other events.

Club's community and social life will be the channel through which we will promote and strengthen the water sports environment, locally as well as in Denmark.

LimeLight BoardSport Club is the first association that brings together all BoardSport disciplines in one cross-disciplinary collaboration. Quite simply, to create the most solid foundation for development, but also to promote BoardSport as a whole.

LimeLight BoardSport Club is a local association - but also a global destination. We want to place Rødvig Stevns on the surfing map and attract local, regional, national and global BoardSport enthusiasts and interested parties. Our resources are based on volunteering work driven by passion.



EQUIPMENT

Limelight BoardSport Club has ambitious plans for the available equipment in the coming seasons. The purpose of the club is, as previously mentioned, to promote Windsurfing, Surfing, SUP, Foiling, Wingfoil, Kite & BoardSport as a whole. In the coming seasons, we will focus on Windsurfing, Surfing, SUP and Foiling.

We have an equipment budget of DKK 500,000, and we have decided to spend 80% of it in 2021 with the following distribution: Wetsuits, shoes, vests and other clothing - 10%, Windsurf - 30%, Surf - 20% and SUP - 40%

In addition, we will continuously apply for sponsorships, funds and other pools for any special projects.

Of the above, about 80% is used for equipment for beginners and experienced. The remaining 20% is targeted at the purchase of trained/elite equipment which is primarily made available to active board members and active instructors as 'payment' for their efforts and to begin the development of future elite and competitive practitioners. We have chosen this model over hourly pay, as it provides the greatest value for the association. The equipment can also be sold at the end of the season to the members, so that the club's selection is always kept up-to-date. All members will, thus, have a chance to buy used trained/elite equipment at very reasonable prices.

Active board members, active instructors, and the association's members can also purchase equipment for their own use and at their own expense on the association's procurement agreements (discounts and terms depend on the procurement agreements we are able to negotiate).



ACTIVITIES

LimeLight Club Members

- Club Days for all members
- Various Club Teams
- Various Teaching Teams
- General Assembly
- Christmas Lunch & Party(s)
- Club Championship
- Club Trips & Racing

LimeLight ToDay

- Occasional Pop Ups

LimeLight BoardSport Club

- Open House
- Active Summer, Stevns Municipality

LIMELIGHT BOARDSPORT CLUB - MEMBERSHIP ACTIVITIES 2021

TEACHING TEAMS

Windsurf courses (4 x 2 hours)

A total of one course will be held from 1.5 to 1.7
Dates will be announced soon
Price DKK 500, -
Jesper & Rune

SUP courses (2 x 2 hours)

A total of two courses will be held from 1.5 to 1.7
Teams 1 - 20 June and 27 June at 13 to 15
Teams 2 - 4 July and 11 July at 13 to 15
Price DKK 500, -
Louise, Hellesophia, Signe, Andreas, Jesper & Steen

Surf courses (2 x 2 hours)

A total of one course from 1.5 to 1.7
Dates will be announced soon
Price DKK 500, -
Matilde & Kaare

Instructors 2021

SUP | Anne, Hellesophia, Louise, Signe, Andreas, Jesper & Steen
Windsurf | Jakob, Jesper & Rune
Surf | Matilde & Kaare (Louise & Signe)

CLUB DAYS AND CLUB TEAMS

Club days Safe BoardSport with Safety boat

Every week from 5.5.2021 to 26.9.2021
Wednesdays 17-19 | Rune & Jesper
Sundays 10-12 | Louise & Steen

Club team Junior 10 to 18 years (weekly x 2 hours)

Every week from 11.5. 2021 to 28.9.2021
Price DKK 500, -
Tuesdays 17-19 | Matilde, Jakob & Rune

Club team SUP Senior + 55 years (weekly x 2 hours)

Every week from 3.6. 2021 to 26.8.2021.
Price DKK 500, -
Thursdays 17-19 | Hellesophia & Steen

Open houses (3 x 6 hours)

Opening OpenHouse 1.5.2021 at 10-16
SommerStart OpenHouse 13.6.2021 kl. 10-16
LateSummer OpenHouse 8.8.2021 kl. 10-16

Active Summer Stevns Municipality

WEEK 30 2021
Every day 09.30 to 12.00 and 14.30 to 17.00
Caroline, Hellesophia, Louise, Ninette, Andreas, Dario & Steen (and more)

Instructors and the board are responsible for the teaching days, club days and club teams. Only members can participate in these events. The minimum number of participants per team are 5. Teaching is done by internal and external instructors. LimeLight ToDay on Facebook is used for ongoing Popups. In addition, we have dedicated Messenger groups for each discipline and course. The above is our preliminary plan - the program can be changed. Registration occurs via www.limelightclub.dk.

LIMELIGHT CLUBHOUSE

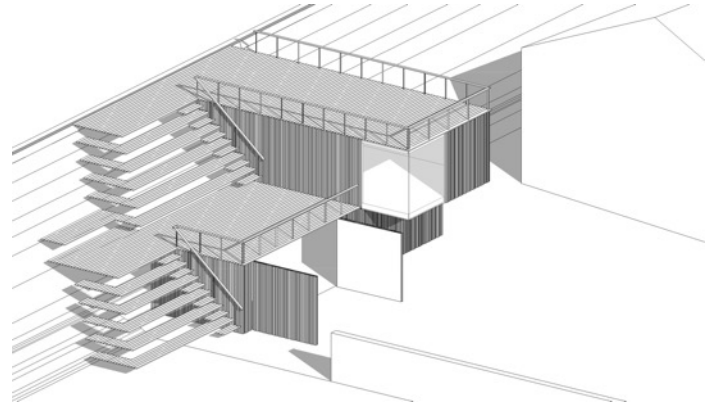
We have a dream location in Rødvig Stevns Harbor - thanks to Rødvig Fishing Harbor.

In July 2020, we placed, and filled, an equipment container with school equipment sponsored by Arne Pedersen Snedkermester A/S. The next step is to expand the equipment container with another 40-foot container, for additional depth, so we get more capacity. On the same occasion, we cast a foundation and align the containers. The idea is that a club room, consisting of two 20-foot containers, later will be placed perpendicular to, and on the top of, the equipment containers.

LimeLight ClubHouse will offer spectator seats for BoardSport enthusiasts and invite locals and tourists to join the community. This is solved by making floating stairs down the slope, where planting is maintained between the steps. The overall design provides unique opportunities to look over the water for the Conference & Hotel Klinten guests, the association's members, as well as locals and tourists. The existing stairway to the beach from Conference & Hotel Klinten will be integrated into the solution, hence recreating a larger part of the slope.

The clubhouse is inspired by the 'bridge' of a ship and has a look that is maritime and industrial at the same time. The cladding is in burnt recycled wood. The integration with the slope and the wooden cladding makes the four containers that makes up LimeLight Club disappear into the landscape.

The overall solution can be realized with a reasonable budget and the association already has a healthy economy. The project is approved by Rødvig Fishing Harbor and Conference & Hotel Klinten. The next phase is to apply for funding, and we expect this to happen in 2022.





SOCIAL MEDIA & COMMUNICATION

LimeLight Club is the name of our association, officially called LimeLight BoardSport Club. Brainstorming around branding, the words 'Lime' and 'Light' were included as first priorities to create a relationship to the uniqueness of the area. To ensure an international environment, the English terms 'Lime' and 'Light' are used - LimeLight!

Logo | The logo was designed by the local Surfer, Matilde Hansen and the rendering was done and sponsored by Haandgemaeng.

Website | The website address is LimeLightClub.dk. The website is continuously developed and contains all the relevant information about the association.

Facebook | For general information we use the page LimeLight BoardSport Club. The group LimeLight Club Members is used for member information and finally we use Messenger Chat Groups on the board and the individual committees and more.

Instagram | Our Instagram profile is [LimeLightBoardSportClub](https://www.instagram.com/LimeLightBoardSportClub) and it's for everyone.

Communication | LimeLight BoardSport Club has the interest of the media and we work professionally and purposefully with media management. The Chairman and Vice-Chairman may speak to the media.

COOPERATION & ECONOMY

In 2020/2021, we raised more than kr. 500,000 in funds. And there are several positive expressions of interest of financial support for the LimeLight BoardSport Club.

There is already a solid membership database, and our goal is to reach 100 members by the end of 2021, 250 members by the end of 2022 and 500 members within five years.

The association is based on voluntary work and a locally based board has been established with interests within all BoardSports disciplines, but also with different professional skills so we ensure the professional development of the association.

We are registered in the Danish Sailing Union and the Danish Surf & Rafting Association as well as DGI. We are a registered association in Stevns Municipality and have CVR number 41018593.

We have set up a Klubmodul (IT-platform) as our system for handling members, and thus, all practical matters are in place as the membership of the Danish Sailing Union includes liability insurance and more. We also have a board liability insurance and insurance on our equipment.





MEMBERSHIP 2021

You register at www.limelightclub.dk

Diamond Membership | Kr. 2,500 annually
Includes use of club equipment

Senior Membership | Kr. 500, - annually
Does not include use of club equipment

Contingent Club Equipment Senior | Kr. 500, - annually Includes approval for use of equipment

Junior membership 10 to 18 years | Kr. 250, - annually
Does not include use of club equipment

Pusling membership 8 to 10 years | Kr. 250, - annually
Does not include use of club equipment.
Membership can only be signed if at least one parent is a member.

Contingent Club Equipment Junior | Kr. 250, - annually
Includes approval for use of equipment

Passive membership | Kr. 250, - annually

Contingent Courses & Club Teams | Kr. 500, - pr. course
Includes use of club equipment

Fee Key | Kr. 150, -
Lump sum



PROJECTS 2021

Project 1, BoardSport equipment | We need to invest in equipment to maintain and develop our association. Wetsuits, shoes, life jackets and other clothing (10%), Windsurf (30%), Surf (20%) and SUP (40%) Budget kr. 526,000. (we already have kr. 363,000)

Project 2, Education | We want to train 12 people as instructors and in first aid. Budget kr. 26,290, -

Project 3, Equipment container | Setup, arrangement of an extra 40-foot container and cladding of both containers that form the basis of our clubhouse. Budget kr. 45,000 (we already have kr. 22,500)

Project 4, WingFoil | Develop Rødvig Stevns to number one within WingFoil which is a new discipline within board sports. We need five complete kits. Budget kr. 141.505, - (we already have kr. 82.252, -)

Project 5, SUP Tour 2021 | The tour is christened Denmark's Most Beautiful SUP Tour. It is a big event for Stand Up Paddling with about 100 board sports practitioners on the water for the elite part plus even more for Social Paddling and Youth Paddling. Budget kr. 100,000 (we already have kr. 50,000)

Project 6, Safety boat | Purchase of safety boat for safety. Budget kr. 55,000 (we already have kr. 27,500)



SPONSOR PACKAGES 2021

Our sponsorship program is divided into four main areas:

Funds | Sponsors who gain and add value by supporting the LimeLight BoardSport Club.

Business Sponsor | Sponsors who gain business value by sponsoring the LimeLight BoardSport Club.


Private Sponsor | Sponsors who privately want to sponsor the initiative.

Private Member | Members who privately want to sponsor the initiative and pay an increased membership fee or be passive.

The program aims at long-term relationships and we place great emphasis on sponsorships adding value for all parties. At the end of 2020, we have gathered sponsors who have donated kr. 522,525. In addition to this, we have received kr. 260,000 in direct or indirect support - either in the form of payments of physical items and/or resources.

Our sponsors are not only sponsors of an association, but also of a movement that helps to develop Stevns.



Funds			
Support for the purchase of equipment, construction of clubhouses and the like			
One time amount			
Business Sponsor Diamant	Business Sponsor Gold	Business Sponsor Silver	Business Sponsor Bronze
One time amount DKR + 50.000	One time amount DKR 25.000 – 50.000	One time amount or current membership DKR 10.000 – 25.000	One time amount or current membership DKR 5.000 – 10.000
Large advertisement on the Clubhouse Large logo in Profile Large logo on Website A customer or employee event, 4 hours A lecture on LimeLight, 2 hours Five memberships one calendar year (with equipment) First right to sponsorship agreements of events and the like	Advertising on the Clubhouse Logo in Profile Logo on Website A customer or employee event, 4 hours A lecture on LimeLight, 2 hours Two memberships one calendar year (with equipment)	Small advertisement on the Clubhouse Small logo in Profile Small logo on Website Two memberships one calendar year (with equipment)	Small logo in Profile Small logo on Website Two memberships - one calendar year (with equipment)
Privat Sponsor Diamant	Privat Sponsor Gold	Privat Sponsor Silver	
One time amount DKR +25.000	One time amount DKR 5.000 – 25.000	One time amount DKR 2.500 – 5.000	
Name on the Clubhouse Name in Profile Name of Website A private event, 4 hours Two memberships - one calendar year (with equipment)	Name on the Clubhouse Name in Profile Name of Website One memberships - one calendar year (with equipment)	Name in Profile Name of Website	
Privat Member Diamant	Privat Member Passive		
Membership DKR 2.500 yearly	Membership DKR 250 yearly		
Name on the Clubhouse Name in Profile Name of Website One memberships - one calendar year (with equipment)	Passive membership		
Special Sponsorship			
One time amount By Agreement			
Name in Profile Name of Website			



Arne Pedersen
snekermester a/s



LAG
LOKALE
AKTIONS
GRUPPER

dvlop

Stevns
Erhvervsråd



HAANDGEMAENG

konference & hotel
klinten

Louise Luxhøj
CEO InnovateYourMindset.com



STEVNS TURISTFORENING



SYDKYSTDANMARK



LIMELIGHT
LIFE



Stevns
Kommune



LIMELIGHT BOARDSPORT CLUB – SPONSORS



LIMELIGHT
CLUB

LIMELIGHT BOARDSPORT CLUB - THE ORGANIZATION



BOARD

Chairman

Steen Bonke Sørensen
Mobil 4099 5577
formand@limelightclub.dk

Vice-Chairman

Maibrit Dessau
Mobil 2072 9325
mail@limelightclub.dk

Cashier

Louise Dithmar
Mobil 2990 8081
kasserer@limelightclub.dk

Board Member

Jesper Witt
Mobil 2897 6358
jwk@post.dk

Board Member

Sune Rodt
Mobil 2299 6688
sune_rodt@hotmail.com

OTHERS

Accountant

Rune Larsen

Deputies

Dario Pacino
Kaare Westh

COMMITTEES

Activity Committee

Maibrit Dessau & ?

Clubhouse & Maintenance

Kaare Westh & Jesper Witt
DSRF Clean
Hellesopfia Hermann & Signe Cadovius

SoMe

Sune Rodt & Maibrit Dessau

Stand Up Paddling Committee

? + ?

Surf Committee

Kaare Westh & Matilde Østergård Hansen

Windsurf Committee

Rune Larsen & Jesper Witt

Foil & Wingfoil Committee

Jesper Witt & Kaare Westh

Kite Committee

? + ?

Junior Committee

Jakob Johansen & Matilde Østergård Hansen

Senior +60 Committee

Hellesopfia Hermann + ?