

BBC SCORES SPONSORSHIP



The BBC have secured new sponsorship deals which could bring a dramatic improvement to the profile and scale of our sport in the UK.

Stepping up to the plate as headline sponsors for the 2008 National Championships and principal corporate partner of the Bodyboard Club are Worcestershire based motorhome manufacturers Auto-Sleepers Group Ltd. Geoff Scott, CEO of Auto Sleepers, is himself a keen bodyboarder and said, "We are immensely pleased to be able to agree this deal with the BBC. Our brand has been synonymous with the surf tour holiday industry for many years, and we want to recognise that by putting something back into the surfing scene."



Auto-Sleepers
MOTORHOMES OF EXCELLENCE

stretch over three years. The fact that the company is headed up by someone sympathetic to the bodyboard cause is a real bonus — they appreciate the needs of the sport, are involved in the

industry and are prepared to make a long-term investment."

In other news, though they have withdrawn as title sponsors of the Nationals, Accountants Smith & Williamson continued to invest in the sport by underwriting the Student Championships (see write up on page 12). With prizes supplied by Overhead Surf, the event was a great start to the season.

The BBC continues to target substantial companies for support and there are other potential deals in the pipeline, including an inaugural event at the new Boscombe reef when this comes on line. Rich said, "We are in negotiation with a Bournemouth based law firm who have a reputation as the top guys in their field, and we're working hard at getting them involved, whether it's for a 2008 or 2009 event. We also want to run an invitational Gold Rush style event this year, with a substantial winner-takes-all prize pot. We're talking to several companies about this."

Feedback from recent surveys conducted by the BBC and ThreeSixty has also given the BBC ammunition with which to target some of the mainstream surf brands, so watch this space for further developments.

DACKS HARDY SUFFERS DK HORROR INJURY

ST IVES DK AFICIONADO ANDREW 'DACKS' HARDY HAD A SPINE-SHIVERINGLY BAD WIPEOUT DURING A FUN SESSION AT FOUR-FOOT PORTHTOWAN IN DECEMBER.

"I dropped down a step in a section and came off the bottom to do an off the top or a floater, but my approach went wrong... I got entangled in the top of the barrel so that when I came down my knee just pile-drove through the top of my ankle." As he was surfing on his own, Dacks had to limp up the beach and drive home; he then realised just how serious the injury was and got himself to casualty where he spent the next nine days. Dacks dislocated and broke his ankle which had to be manipulated back into place then screwed back together. It's now four months since the accident and his ankle still looks like a cooking apple. As he's a tile-fitter, Dacks has been off work since the wipeout and even though he's having regular physio it could be as long as 12 months before he can surf again, then he'll be lucky if he can drop knee. "I still can't get a shoe on, but I can jive walk like a Harlem pimp. I just hope that by next winter I'll be able to ride prone again. This is the longest that I've been out of the water since I was about 10 years old." Get well soon Dacks.

MATT LAMMEN

