



17 - 19 OCT 2025

**SPONSORSHIP
PACKAGES**



What is the Cyprus Rock Climbing Festival (CRCF)?

- The Cyprus Rock Climbing Festival (CRCF) is an annual celebration of climbing, adventure and community held in the village of Ineia, Paphos. Attracting climbers, outdoor enthusiasts, and industry professionals from around the globe, the festival highlights the exceptional climbing terrain of the region while promoting sustainability, local businesses, and the vibrant outdoor culture of Cyprus.
- Sponsoring CRCF 2025 is a unique opportunity to engage with an active, passionate, and engaged audience while aligning your brand with adventure, sustainability, and sportsmanship.
- Our mission is to develop, protect and celebrate rock climbing in Cyprus.
- Net proceeds from the festival will go towards the maintenance of the Cyprus climbing crags particularly in Ineia/Droushia. This will be a not-for-profit festival.
- Our goal is to
 - Celebrate the sport of rock climbing
 - Promote sustainable climbing
 - Build vibrant community spirit
 - Support local community development
 - Ensure a positive environmental impact
 - Promote Cyprus as a climbing destination

Why Sponsor CRCF?

- **Targeted Exposure** – Reach a dedicated audience of climbers, outdoor enthusiasts, and adventure travelers.
- **Brand Visibility** – Increase brand recognition through on-site branding, social media promotion, and press coverage.
- **Community Engagement** – Support the growth of climbing in Cyprus while connecting with a highly engaged community.
- **Product Integration** – Showcase and test your products in a real-world climbing environment.
- **Networking Opportunities** – Gain access to industry professionals, athletes, and outdoor brands.





CRCF 2024: Festival Highlights & Impact

The first CRCF in October 2024 drew **over 400 local and international visitors**, gaining widespread enthusiasm and attention from the climbing community.

Backed by the **Ministry of Agriculture, Rural Development and Environment**, and supported by the **Akamas Municipality and Ineia Community Council**, the non-profit festival aimed to promote rock climbing in Cyprus, strengthen ties with the local community, and support sustainable outdoor development.

KEY FESTIVAL FIGURES:



400+ attendees from Cyprus and abroad



3-day festival

featuring diverse activities and cultural experiences



40+ climbing & outdoor workshops led by certified instructors



3 competitions

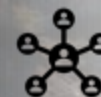
(including 2 climbing and 2 photography competitions)



Live music, games and a special rock painting workshop in the Inia village square



Hiking and orienteering activities



Multiple presentations & panels on environmental awareness and climbing culture



High-level participation, including the Minister of Agriculture and local authorities of the Municipality of Inia and Akamas.

A background photograph showing a group of people participating in rock climbing. In the foreground, a man in a grey shirt and a white helmet with a red stripe is looking upwards. Behind him, another man in a green long-sleeved shirt and a black helmet is also looking up. To the left, a woman in a brown jacket and a white helmet is visible. In the background, a man in a black shirt and cap is standing. The scene is set outdoors with a warm, orange-hued sky, suggesting a sunset or sunrise. Ropes and climbing gear are visible, and the overall atmosphere is one of active participation and outdoor recreation.

CRCF 2024: Festival Highlights & Impact

Community-Centered and Inclusive

A central aim of CRCF was inclusivity. The festival offered **free climbing workshops** for families, youth with disabilities, and underrepresented groups. Activities promoted equal access to the sport, social interaction, and the physical and mental benefits of climbing.

Positive Local Impact

Festival-goers were encouraged to **stay in local accommodations**, **eat at local tavernas**, and **explore the region**, directly supporting the community's economy and reinforcing Ineia's role as a hub for outdoor recreation and sustainable tourism.

Legacy and Vision

Proceeds from the festival went directly to the **maintenance of existing climbing routes** and the **development of new ones**, ensuring a lasting impact on Cyprus' climbing infrastructure. The organizing team—composed of local climbers in association with an NGO—envisioned CRCF becoming a **recurring event**, growing the island's climbing scene and promoting the region as a **top-tier outdoor destination**.

The background image is a high-angle, wide shot of a rock climbing festival. On the left, a large, light-colored rock face is visible. Two climbers are on it: one in an orange shirt and helmet near the top, and another shirtless climber lower down. To the right of the rock face, a large group of people is gathered on a dry, sandy, and rocky terrain with sparse vegetation. Some people are standing, some are sitting on the ground, and some are near gear. The scene is brightly lit, suggesting a sunny day.

CRCF 2024: Festival Highlights & Impact

Visit our [Instagram page](#) for more insights into CRCF 2024.

Video Highlights

[General](#)

[Night Games at the Village Square](#)

[Climbing Presentations](#)

Sponsorship Packages

We offer a range of sponsorship levels to suit different budgets and marketing goals. The benefits of all our packages include:

- Logo placement on the CRCF poster (under the different categories)
- Social media exposure on Instagram and Facebook
- A booth at the Village Fair

Sponsorship Package	Cash Contribution (Required)	Product / Service Worth	Sponsorship Benefits / Description
Gold Sponsor	€1,000	Any	• Logo featured under the Gold category on the official CRCF poster • Exposure on social media • Sponsor a specific festival event (e.g. night games, competitions, or workshops) with your logo displayed • Optional: Add €100 per session to receive a full-day rock climbing session with a certified rock-climbing instructor for 6 people per session (<i>2 sessions available</i>)
Silver Sponsor	€500	Any	• Logo featured under the Silver category on the CRCF poster • Exposure on social media • Optional: Add €100 for a full-day rock climbing session with a certified rock-climbing instructor for 6 people
Bronze Sponsor	€200-300	Any	• Logo featured under the Bronze category on the CRCF poster • Exposure on social media
Contributor (In-Kind)		> €200	Category A: Services. For example, services as a certified rock-climbing instructor, certified hiking guide, musician, videographer, photographer Category B: Products. For example, food, climbing gear, clothing, gifts, etc. • Logo displayed on CRCF poster • Logo on any workshop announcements where your contribution is involved

Notes:

- The “Contributor (In-Kind)” sponsorship package may provide products as winning prices in games and competitions.
- All sponsorship packages may provide products as winning prices in games and competitions.
- Once the payment/agreement is made we will announce it officially on the social media sites accordingly.



About the Organiser



Active Zone Outdoor is a Cyprus based non for profit, non-governmental organisation established in Larnaca in 2019, having as a mission to connect young people with opportunities to develop better mental health through sports and outdoor activities and be actively engaged in society achieving personal fulfillment.

Active Zone Outdoor as the Organiser, fully supports the mission of the festival, since among others, the organisation aims at promoting the sport of rock climbing and its benefits to young people facilitating the development of mental and physical health and their connection with the physical environment, achieving better environmental awareness, healthy lifestyle and well-being.

Striving towards the promotion and cultivation of inclusive communities, Active Zone Outdoor exploits rock climbing as an intervention tool for social inclusion as well as provides accessibility to young people with fewer opportunities, those coming from vulnerable backgrounds and people with disabilities.

Socials: @activezoneoutdoor, [Active Zone Outdoor](#)



About the Founders

Maria Andronicou

Maria discovered the world of climbing in Cyprus in 2018. Since then, she has traveled across Europe, from the stunning Dolomites and Orco in Italy to the breathtaking Leonidio, Kalymnos, Meteora and Varasova in Greece, to the desert of Wadi Rum in Jordan - always in search of the most beautiful routes to climb. Her passion for climbing led her to become a certified Sport-Climbing Single Pitch Instructor (SSPI).

Maria holds a BSc in Mathematics, an MSc in Management Information Systems and Innovation, and is an ICAEW Chartered Accountant. Her day job in data analytics keeps her grounded, allowing her to fully enjoy her climbing adventures on the weekends.

Maria is a member of Active Zone Outdoor and is thrilled to combine her diverse skills and experiences to organise a rock climbing festival in Cyprus that will bring people together to celebrate and learn about rock climbing and its multiple disciplines.

Favourite type of climbing: Trad multi-pitch (If it's crack climbing, the better)

Favourite location to climb in Cyprus: Ineia, Paphos

Favourite location to climb abroad: Meteora, Greece

Socials: @mariaandronic, [LinkedIn](#)

About the Founders

Tasos Michael

Tasos has been an avid rock climber since 2015, regularly scaling the crags of Cyprus and seizing every opportunity to travel for climbing adventures. His passion has led him to stunning destinations such as the Dolomites and Orco in Italy, Wadi Rum in Jordan, and Meteora, Leonidio, Varasova and Kalymnos in Greece. He enjoys bouldering, sport climbing, multi-pitch, and trad climbing.

As a certified Sport-Climbing Single Pitch Instructor (SSPI) and a civil engineering graduate, Tasos combines his technical knowledge with his love for climbing.

He is a member of Active Zone Outdoor and very motivated to contribute to the organisation of the festival because he wants to give the opportunity to people to discover the world of climbing and the different types of it.

Favourite type of climbing: Trad multi-pitch

Favourite location to climb in Cyprus: Ineia, Paphos

Favourite location to climb abroad: Meteora, Greece

Socials: @tasos.michael.5





About the Founders

George Andreou

George, the vice-president of Active Zone Outdoor, has started his journey into the vertical world two decades ago while exploring his human greatness. Since then, he has travelled around the world for climbing and mountaineering in many impressive locations including South America, New Zealand, Russian Caucasus, European Alps, Himalayas, Greece and many others.

Being on the summit of Mt Everest in 2012, has been the reference point to expand and become a Rock Climbing Instructor (RCI) sharing his love, experience and expertise gained through the years. George is a professional industrial rope access technician and he runs successfully a rope access company as a managing director.

The CRCF is an initiative he is committed to, as he believes that rock climbing has a significant purpose to serve for the climbers, the outdoor enthusiasts and the local communities.

Favourite type of climbing: Trad multi-pitch

Favourite location to climb in Cyprus: Ineia, Paphos

Favourite location to climb abroad: Dolomites, Italy

Socials: @andreou_geo12