



Kc4u ENG

PARTNERSHIP PROPOSAL

KAYAK CREWS

4 Youth ²⁰²⁴

BUILDING A BRIGHTER FUTURE THROUGH SPORT



Co-funded by
the European Union

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Welcome to Kayak crews 4 youth

Developed by two non-profit watersports clubs in **Sardinia and Slovenia**, *Kayak crews 4 youth* (Kc4u) is a collaborative youth sports project focused on changing the lives of participants and the wider community through sport.

Involving geographically isolated and economically disadvantaged youth aged **9-16 years**, the Kc4u activities centre around **K4 kayaking**, while simultaneously promoting; foreign language skills, digital learning, gender equality, cultural exchange, and environmental protection.

Kc4u is honoured to be selected from almost 1500 applications to be part of the European Union's 2024 **Erasmus+ Sport** Initiative.

Building a brighter future through sport

MISSION

To empower disadvantaged youth through crew kayaking to become ambassadors for a more equal, united, and inclusive society, while increasing youth sports participation, and actively engaging people in the conservation of natural water environments.

VISION

To use sport as a transformative tool for disadvantaged youth, while establishing Kc4u as a innovator in growing youth sports participation, encouraging a lifelong love of sport, and inspiring more athletes to compete in the Olympic discipline of K4 sprint kayaking.

Kc4u Activities

- International K4 Camps
- School Visits
- K4 Open Days
- Language & Cultural Exchange
- Beach Clean Up & Art Project
- Educational Resources



International K4 Camps for Young Athletes

Italy & Slovenia  

What is a K4, and why is it the heart of our program?

A K4 is a **racing kayak that seats 4 people**. It requires an extremely *high level of teamwork* from the crew to avoid unplanned swimming... This makes K4's the perfect vehicle for young people from different backgrounds to learn to work together in a sporting environment.

In 2024, **winter and summer K4 camps** will be held in Cabras - Sardinia, and Slovenia **for athletes aged 10-16 years**. Both camps will merge athletes from both nations in mixed-gender crews, with a 50/50 gender split among participants.



School Visits & Open Days

Held in both Italy & Slovenia, the **Kc4u School Visits** will engage children aged 9-14 yrs in a range of interactive kayak-related sporting activities in the school environment. Focusing on teamwork, these events will introduce many kids to the sport of kayaking for the first time.

Open Days will allow a large number of children to experience K4 paddling on the water in a fun atmosphere.



“Tell me and I forget, teach me and I may remember, involve me and I learn” - Benjamin Franklin

Language & Culture Exchange

Kc4u encourages the exchange of cultures, and foreign language learning through digital and shared live experiences

01 All participants will complete 2 online language courses, improving both foreign language and digital learning skills.

02 During the international camps athletes will stay in mixed-nationality dorms, and participate in a number of cultural excursions highlighting the rich cultural heritage of both Italy and Slovenia.





Caring for the Environment

Beach Clean-up & Art Project

To raise wider awareness of the issues around **water pollution and recycling**, Kc4u will directly involve participants in active conservation with a beach paddle & clean-up held in Sardinia. The local community will also be encouraged to join in.

After weighing and sorting the collected rubbish, participants will make and display artwork from the collected rubbish under the supervision of a local artist.

Educational Resources

Developed by Kc4u to help grow youth sport



01

School Visit Model for Kayak Clubs

Printed guide with accompanying videos

02

School Visit Model for Sports Clubs

Printed guide

03

K4 Exercise Guide

Printed guide with accompanying videos

04

Project Website

Website dedicated specifically to displaying Kc4u media, information, resources, and partners

05

Language Course

Sport specific tri-lingual online language course (ENG-ITA-SLO)

06

Project Report

Project analysis and findings

T.E.A.M.

*Together
Everyone
Achieves
More*

The Kc4u Team

KAJAK KLUB ZLATOROG (KKZ) SLO



Located in the small town of Most na Soči, KKZ is one of Slovenia’s newest kayak clubs. Home to two National Team coaches, its’ members range from beginners to elite athletes competing at World Championships. Continually striving to empower more girls through sport, KKZ;s program PPGP was the winner of the EU’s 2022 #BeEqual award for gender equality.

 [kajakklubzlatorog](#)  [kajakklubzlatorog.com](#)

CIRCOLO NAUTICO ORISTANO (CNO) ITA



Established in 1970, CNO has a long tradition of coaching kayak, canoe and other watersport athletes of all levels. Located in Cabras on the island of Sardinia, CNO is an integral part of the local community, and home to three Italian National Team coaches along with many exceptional athletes.

 [circolonauticooristano](#)  [circolonauticooristano](#)

OTHER PROJECT PARTNERS

Schools

- *Istituto Istruzione Superiore “Mariano IV d’Arborea - Oristano*
- *Istituto Comprensivo - Cabras*
- *Istituto Comprensivo n 2 - Oristano*
- *Osnova sola Simona Gregorica - Kobarid*

Kajakaška zveza Slovenije
(National Kayak Federation of Slovenia)

Our Key People



Melanie Schembri Waite
Program Director & Coach



Gian Marco Patta
Coordinator (ITA) & Coach



Stefano Loddo
Coach & Admin



Jakob Stojanović
Coach & Admin

International Target Audiences



School Children

ITALY: c. **240** active participants **aged 9-14** yrs

SLOVENIA: c. **180** active participants **aged 9-14** yrs

Total: **420**

Athlete & Coach Network

Around **30 young athletes** from Italy and Slovenia will participate in the Kc4u kayak camps. A further **160 kids** are estimated to attend Open Day activities with their **families**.

Our highly experienced team of **7 international coaches** are leaders in the field, with 5 National Team coaches among them.

Online Community

Participants will create **multilingual social media** content for release on the KKZ & CNO social media channels, in addition to regular social media posts about the project.

Kc4u will have a small dedicated tri-lingual **project website** and also be featured on the KKZ website.

Sporting Organisations

The Kc4u **Educational Resources** including printed material and videos, will be available via the project site, the EU, and KKZ websites.

They will also be directly **distributed internationally** through the ICF, national kayak federations, local and international sporting organisations.



PARTNERSHIP OPPORTUNITIES

LEVEL	Your Donation	Branding Opportunities	Social Media	Other
Bronze	€500	Your Logo on: <ul style="list-style-type: none"> • KKZ & Kc4u websites (S) • Roll Banners at all Kc4u events (S) 	<ul style="list-style-type: none"> • Your Logo (S) on all Kc4u feature and educational resource videos (YouTube) 	
Silver	€1000	Your Logo on: <ul style="list-style-type: none"> • Stickers on kayaks & other equipment • KKZ & Kc4u websites (M) • Kc4u Educational resources • Roll Banners at all Kc4u events (M) 	<ul style="list-style-type: none"> • Your Logo (M) on all Kc4u feature and educational resource videos (YT) • 1 social media post dedicated to your company • Product placement in Kc4u social media posts (if appropriate) 	<ul style="list-style-type: none"> • Rights to selected Kc4u photos
Gold	€5000	Your Logo on: <ul style="list-style-type: none"> • Stickers on kayaks & other equipment • KKZ & Kc4u websites (L) • Kc4u Educational resources • Roll Banners at all Kc4u events (L) 	<ul style="list-style-type: none"> • Your Logo (L) on all Kc4u feature and educational resource videos (YT) • 2 social media posts dedicated to your company • Product placement in Kc4u social media posts (if appropriate) 	<ul style="list-style-type: none"> • Rights to all Kc4u photos • Calendars (2025) for your clients • Branded stickers or pens • Other to be negotiated - eg. corporate kayaking experience
Amici	Goods or services	Inline with the value of the goods/services	Inline with the value of the goods/services	To be negotiated

How your support will make a difference



01 K4s SLOVENIA

Racing kayaks, particularly K4s are extremely expensive (€5.000-10.000 each). Despite K4 being an Olympic discipline, there is currently only one club-owned K4 in the whole of Slovenia. This means the vast majority of young Slovenian paddlers miss out on the opportunity to experience the benefits and fun of K4 paddling. Kc4u will purchase 2 children's K4s.

02 TRANSPORTATION

Vans/minibus, ferries, and flights are needed for the K4 Camps, School visits, & Open Days.

03 COMPUTERS

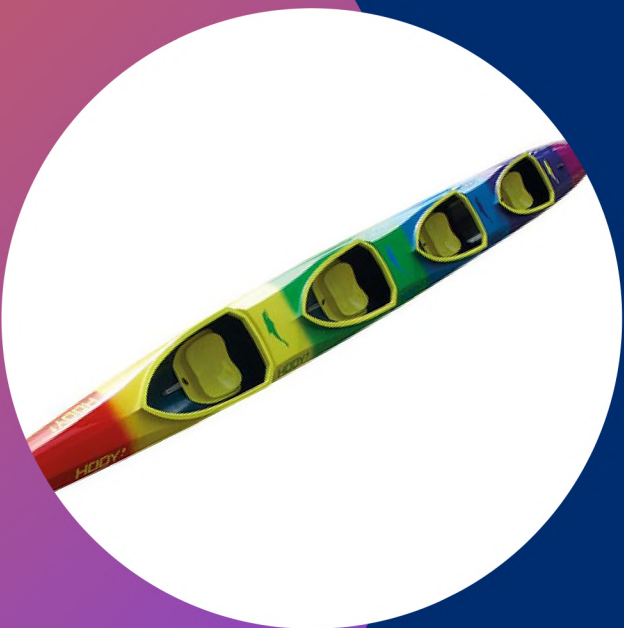
Most of the participants in Kc4u come from low income families, with some children having no/limited access to computers at home. As these children have low computer literacy, they will be provided with computers and learning support to complete the project's online language courses.

04 CATERING

Catering for the K4 Camps & Open Days (SLO & ITA), and the Beach Clean up (ITA).

05 PROFESSIONAL SERVICES

Translation, printing, & videography.



Contact Us

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Thank You!



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