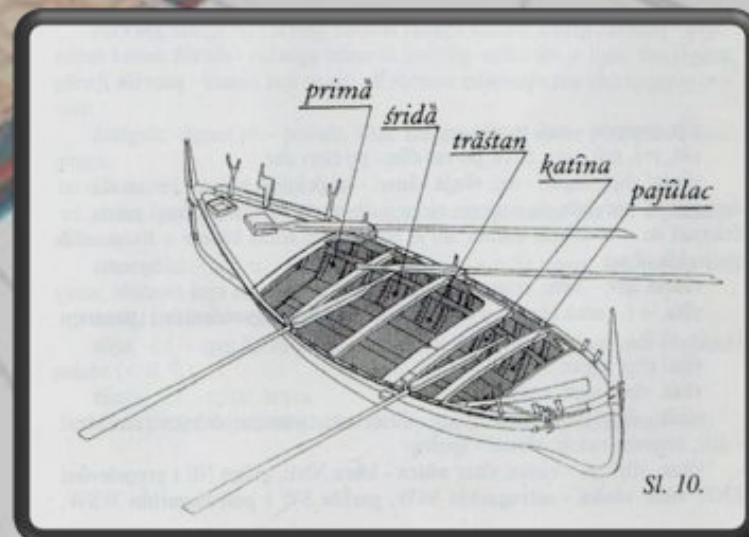
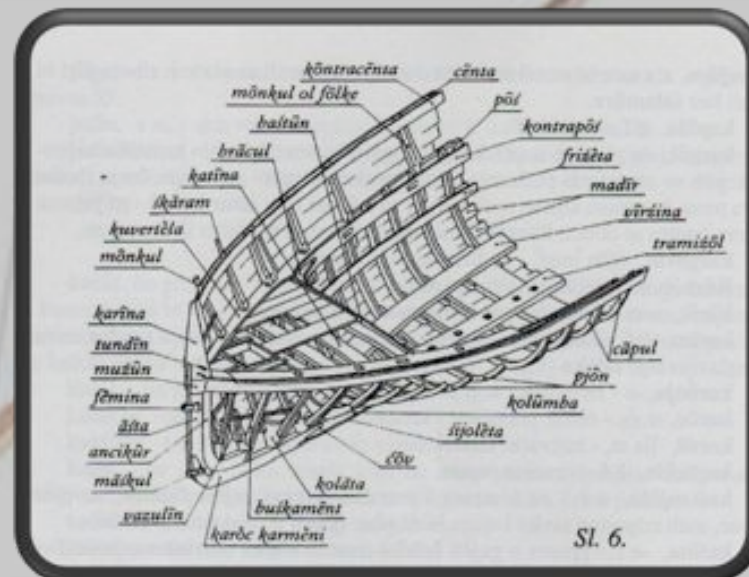
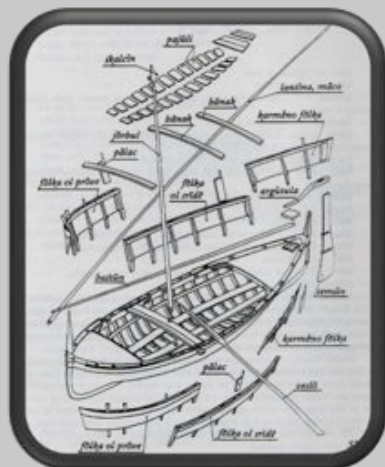


GAJETA FALKUŠA CONSTRUCTION PROJECT

THE PROJECT HEAD :
UGO "VIS ADVENTURE"
BRIG 19. KOMIŽA
info@vis-adventure.com

The term *gajeta* originates from the times of Homer's epic heroes. After the fall of Troy, Aeneas sailed the Mediterranean in search of a new land where he could found a city. The founder of Rome and his fleet made landfall on the shore in the vicinity of the present-day Naples. It was then that Aeneas' wet-nurse died and was buried on the shore where his ships had arrived. At the burial location of Caieta - the wet-nurse who raised the founder of Rome - a town was founded and was named Gaeta in honour of Aeneas' wet-nurse. The *gajeta* type of fishing boat, originating from the shores of Caieta's town, became the most wide-spread type of fishing boat on the Mediterranean. Among the many types of *gajeta*, a special place is reserved for *gajeta falkuša*. This type of vessel is known in southern Italy, Crete and Catalonia. Even Portuguese river cargo vessels had the same type of removable wooden strakes (*falke*). The fishermen of Komiža developed a special type of *gajeta* with removable wooden strakes for fishing at the distant Palagruža. For centuries, they were the only open sea fishermen on the Adriatic. *Gajeta falkuša* regattas were held for centuries, starting from the Komiža harbour and finishing at Palagruža.



Liber Comiciae contains the oldest document regarding the Komiža to Palagruža gajeta falkuša regatta. On the ninth day of May 1593, in the town of Hvar, in the centre of the commune to which the Island of Vis belonged, seventy four owners of gajeta falkuša were listed to participate in the Komiža to Palagruža regatta during the following moonless period. A series of documents relative to the first known Komiža to Palagruža regatta determined that all fishermen who wish to apply had to contact the chief fishermen Franjo Borčić and Jakov Bogdan in Komiža on the twentieth day of May. Individual departure towards Palagruža was prohibited, under threat of an eighteen months sentence of rowing on a galley in shackles. It is mentioned that a war-galley followed the regatta for protection from pirates. The Prince of Hvar ordered the fishermen to arm themselves with arquebus rifles, and prohibited children under the age of eighteen to depart for Palagruža. All fishermen had to obey to commands issued by the Palagruža chief fishermen, and if they were to disobey, the chiefs were free to send them to the Hvar prison in restraints.

At the mark of a cannon, in the early morning of the 20th May, an armada of seventy four gajeta falkuša departed the Komiža harbour to the forty two miles distant Palagruža, lead by a war-galley. Each gajeta had five rowers and, if there was no wind that morning, three hundred and seventy oars foamed the sea upon the sound of the cannon atop the Komiža harbour renaissance fortress walls. The non-stop rowing marathon to the Palagruža shores would last approximately fifteen hours.



THE PROJECT HEAD

The service and construction craft "Vis Adventure" from Komiža, with the support of the UNDP project Coast, is the head of the project "The Construction of Gajeta Falkuša and the Development of a Sustainable Tourist Offer of Cultural, Eco and Adventure Tourism for the Island of Vis". The project managers P.Vojković and P.Kvesić are the co-founders of the Tourist Agency Alternatura d.o.o., the first and foremost adventure tourism service provider for the Island of Vis, whose programs are based on the interpretation of the natural and cultural heritage. The applicant has been involved in the gajeta falkuša revitalisation process from its very inception. As a member of the Comesa Lisboa falkuša, he has participated in world fairs, various festivals and regattas. By integrating the pluriennial experience in alternative types of tourism with the falkuša revitalisation experience as the best approach to the overall, environmentally driven and attractive tourist presentation of Komiža, we have created the tourist offer of sailing with lateen sails. Our motivation for starting the project: The Island of Vis faces strong depopulation and a dwindling number of young and working age inhabitants, which has a negative influence on the social, economic and cultural quality of life. Together with fishing and agriculture, tourism forms the basic industry branch of the island, but there is no clearly defined and consistent strategy of its relation to the cultural and natural heritage of the island and their implementation in the tourist offer. We wish to utilise the newly constructed replica of the gajeta in its full potential as a basis of a cultural, ecological and adventure tourism offer, which would converge the tradition and the practice of the sustainable co-existence of man and his marine environment in Komiža.



ABOUT THE SHIPBUILDER AND DESIGNER

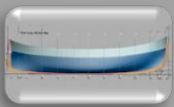
Mile Jadrešić Pile, a Betina shipbuilder, is the owner of a small shipyard in Betina. He has built several wooden ships, among them the gajeta falkuša "Mikula" and the bracera (cargo sailing ship) "Gospa od mora". "In conjunction with tourism, traditional ships can become a profitable business. Countries with a strong maritime tradition, such as Italy, Greece, Spain and others, build environmentally friendly wooden ships which have brought about a renaissance of ancient Mediterranean shipbuilding.", says Jadrešić.



The knowledge and skills of the people affiliated with the gajeta falkuša form the core of the memory and heritage of the Komiža gajeta. Every falkuša constructor, crew member, fisherman, member of the fishing family who conveys the family memory is a so-called "first voice" and an inestimable bearer of collective memory who embodies the spirit of the locality, the genius loci of Komiža.



Professor Velimir Salamon is the chief researcher of the Komiža gajeta falkuša and the designer of its replica, used to present the Croatian seafaring heritage at the World Fair EXPO 1998 in Lisbon, at the 2000 Brest Maritime Festival, and at UNESCO summer seminars in Hvar, Starigrad and Dubrovnik. He co-authored research and presentation programmes of maritime life experiences. Velimir Salamon presented the findings of his research of traditional vessels of the Croatian Adriatic at scientific and professional congresses throughout Europe. He says of the Komiža gajeta: "It is a very lively vessel, the likes of which almost cannot be found elsewhere. Similar vessels exist but, nevertheless, they are quite different ships. Everything is alive on a gajeta falkuša - everything can be removed - the mast, the lateen yard, the rigging. And all of a sudden, when everything has been removed, what you get is something like a canoe with oars. That setup is fascinating for anyone with even the most rudimentary knowledge of the vessel."



THE CONSTRUCTION OF THE VESSEL



Wood from various parts of Croatia was transported to the shipwright workshop of Milan Jadrešić in Betina. Therefore, we can safely say that the Croatian forests have participated in the construction of the vessel. The gajeta is made from four types of wood: oak, pine, larch and elm. The keel was made and installed and the ribs, or the skeleton of the boat, were assembled. This is the shaping phase of the construction.

Following customs, the keel of the future falkuša was spread with ashes of the ship sacrificially burned each year in Komiža in honour of the holiday of St. Nicholas.



Plating is installed on the skeleton, and then the *falke* are made. They are the dummy, removable wooden strakes of the boat. The rim strakes can be removed and installed as needed. This extraordinarily skilful construction facilitates sailing, preventing the waves from overflowing the boat. During fishing, the strakes are removed, making the boat shallower and more suitable for trawling. With the removable strakes in place, the gajeta could nearly double its cargo. The installation of the engine and the shaft is next, followed by the construction of the mast, the lateen yard, the bowsprit and the oars. The final phase is preparing and tying the ropes, procuring the sails and equipping the boat for navigation.

Gajeta falkuša is 9 m long and 2.55 m wide (without the removable strakes). It has a lateen sail and a jib, of an overall 90 m² area.



THE MAIN PROJECT GOALS

Enriching the tourism and cultural offer of the Island of Vis throughout the year

Tourism is one of the vital branches of industry on the island, and the economy, psycho-social and cultural prosperity of the local population heavily depends on its successful development. Due to the rich variety of the maritime zone, the favourable micro-climate and the rich heritage, the local potentials for year-round tourism are underused. By defining the development of Komiža as a top destination for maritime, environmental and adventure tourism, in which sailing on the gajeta has the key role, the widening of the tourist demographic is encouraged without endangering the existent natural resources, and simultaneously preserving and cherishing the cultural heritage. The specific and recognisable programs based on experiencing the local tradition (sailing on the gajeta, eating salted fish, drinking a glass of the Vis red wine, enjoying the island events, singing a Dalmatian song, casting a net...), promote the destination in a positive way and, consequently, prolong the tourist season. The prolongation of the tourist season boosts employment opportunities for the local population, and that, in turn, positively affects all aspects of life in the community.



THE MAIN PROJECT GOALS

Preserving biodiversity and promoting a sustainable development concept

In addition to providing an unforgettable experience of the local ambiance, a tourist offer based on sailing with lateen sails also presents a fully environmentally adapted concept which preserves the purity of the maritime zone and poses absolutely no danger to the marine flora and fauna. The visitors are introduced to the natural heritage in a specific way and are made aware of the frailty, sensitivity and beauty of nature. The local population is motivated and stimulated for environmentally acceptable and integrated types of agricultural production, for the preservation of traditional crafts and trades, and for service and hospitality activities which integrate the cultural and natural heritage into their offers.



THE MAIN PROJECT GOALS

Promoting the Croatian maritime heritage

All the aforementioned goals nurture and aid the revitalisation of the Croatian maritime heritage. We believe that we should particularly focus on the younger population of the island, divert their attention towards the values of the Island of Vis and the Adriatic Sea, spark their interest and educate them on how to preserve the values so that they could be passed on in the future. As previously mentioned, we do not wish to stop at Komiža. Through the cooperation with various businesses, social and cultural entities, we wish to take a step forward in the promotion by participating in regattas, world fairs and all important events. We are island dwellers, Croatia is a maritime country and we want to portray it as such. In April 2011 we were featured in a documentary by the British TV channel BBC 2. The broadcast was entitled "Three Men in Another Boat", and it focused on the gajeta (rented for the occasion) and the local island customs. It is one of the highest rated shows on BBC 2. As part of the Croatian national television (HTV) documentary program, we were chosen as main participants for a documentary show entitled "Komiža-Palagruža" which will air on HTV in spring 2012. The topic will be sailing with lateen sails, fishing and the Island of Palagruža.



WHY SPONSOR THE CONSTRUCTION OF GAJETA FALKUŠA?

- You support the promotion of a sustainable development of cultural, eco- and adventure tourism based on sailing with lateen sails on an ancient vessel
- Gajeta is one of the symbols of the Croatian maritime heritage and you help revitalise that heritage
- Because this is a project with environmental emphasis
- The media attention you will receive will benefit your reputation
- Creating a positive image with the local community
- Promotion at regattas and cultural events
- An engraved plate with your name/the name of your company will remain on the boat permanently, and countless foreign and domestic tourists, sailors, artists, and authors who will come on the boat will notice your contribution
- This project builds an environmental and cultural image of the destination, onto which other related content can be easily added



SPONSOR PACKAGES:

MAIN SPONSOR: 100,000.00 HRK

GOLD SPONSOR: 75,000.00 HRK

SILVER SPONSOR: 50,000.00 HRK

BRONZE SPONSOR: 25,000.00 HRK



Contents of the sponsor packages:

MAIN SPONSOR

- Info-point of the sponsor on the quay, on the day the gajeta falkuša is launched
- Banner on the home page of the web sites www.alternatura.hr and www.vis-adventure.com during 2012
- Notice about the sponsor and the sponsorship on the www.alternatura.hr and www.vis-adventure.com home pages until the end of 2012
- Name of the sponsor and the note "main sponsor" engraved on a plate installed onto the gajeta falkuša (permanent installation)
- Logo of the sponsor and the note "main sponsor" on all printed promotional materials and electronic announcements (invitations, posters, fliers, pamphlets, notifications on web pages and portals)
- Logo and the note "main sponsor" on the clothing worn by the gajeta crew and captain
- Sponsor logo and flag on the gajeta mast, to be displayed before the promotional boat ride on the launch day, and on land when the boat is in the harbour
- Sponsor logo and flag on the gajeta mast throughout 2012, during regattas and events which will be covered by the media
- Mention of the sponsor during the gajeta falkuša launch ceremony and in each TV, radio show and press appearance of the project manager P. Vojković
- Distribution of the sponsor's promotional materials to all visitors
- Placement of the sponsor roll-up stand at the gajeta launch ceremony
- Boat rides for 16 persons on launch day
- Participation of 2 persons on the first subsequent Regatta Palagruzona
- Weekend sailing program for max. 8 persons, with provided half-board accommodation in 2012

GOLD SPONSOR

- Banner on the home page of the web sites www.alternatura.hr and www.vis-adventure.com from January to June 2012
- Notice about the sponsor and the sponsorship on the www.alternatura.hr and www.vis-adventure.com home pages from January to June 2012
- Name of the sponsor and the note "gold sponsor" engraved on a plate installed onto the gajeta falkuša (permanent installation)
- Logo of the sponsor and the note "gold sponsor" on all printed promotional materials and electronic announcements (invitations, posters, fliers, pamphlets, notifications on web pages and portals).
- Logo and the note "gold sponsor" on the clothing worn by the gajeta crew and captain
- Mention of the sponsor during the gajeta falkuša launch ceremony and in each TV, radio show and press appearance of the project manager P. Vojković
- Distribution of the sponsor's promotional materials to all visitors
- Placement of the sponsor roll-up stand at the gajeta launch ceremony
- Sponsor logo and flag on the gajeta mast, to be displayed before the promotional boat ride on the launch day, and on land when the boat is in the harbour
- Sponsor logo and flag on the gajeta mast during 2012 regattas and events which will be covered by the media
- Boat rides for 8 persons on launch day
- Weekend sailing program for max. 6 persons, with provided half-board accommodation in 2012

SILVER SPONSOR

- Banner on the home page of the web sites www.alternatura.hr and www.vis-adventure.com from January to June 2012
- Notice about the sponsor and the sponsorship on the www.alternatura.hr and www.vis-adventure.com home pages from January to June 2012
- Name of the sponsor and the note "silver sponsor" engraved on a plate installed onto the gajeta falkuša (permanent installation)
- Sponsor logo and flag on the gajeta mast, to be displayed before the promotional boat ride on the launch day, and on land when the boat is in the harbour
- Sponsor logo and flag on the gajeta mast during 2012 regattas and events which will be covered by the media
- Logo of the sponsor and the note "silver sponsor" on all printed promotional materials and electronic announcements (invitations, posters, fliers, pamphlets, notifications on web pages and portals).
- Mention of the sponsor during the gajeta falkuša launch ceremony and in each TV, radio show and press appearance of the project manager P. Vojković
- Distribution of the sponsor's promotional materials to all visitors
- Placement of the sponsor roll-up stand at the gajeta launch ceremony
- Boat rides for 8 persons on launch day
- Weekend sailing program for max. 4 persons, with provided half-board accommodation in 2012

BRONCE SPONSOR

- Banner on the home page of the web sites www.alternatura.hr and www.vis-adventure.com from January to June 2012
- Notice about the sponsor and the sponsorship on the www.alternatura.hr and www.vis-adventure.com home pages from January to June 2012
- Name of the sponsor and the note "bronze sponsor" engraved on a plate installed onto the gajeta falkuša (permanent installation)
- Sponsor logo and flag on the gajeta mast, to be displayed before the promotional boat ride on the launch day, and on land when the boat is in the harbour
- Sponsor logo and flag on the gajeta mast during 2012 regattas and events which will be covered by the media
- Logo of the sponsor and the note "bronze sponsor" on all printed promotional materials and electronic announcements (invitations, posters, fliers, pamphlets, notifications on web pages and portals).
- Mention of the sponsor during the gajeta falkuša launch ceremony and in each TV, radio show and press appearance of the project manager P. Vojković
- Boat rides for 4 persons on launch day

PROJECT PARTNERS:

UNDP - project Coast
County Development Agency
P.A. Alternatura doo
Filip trade doo
Anthony Demaria
Demaria Electric LTD



PROJECT PARTICIPANTS:

P.A. Alternatura doo
Town of Komiža
Town of Komiža Tourist Board
Town of Vis
Town of Vis Tourist Board
Split-Dalmatia County
Split-Dalmatia County Tourist Board
Croatian National Tourist Board
Eco Museum Komiža
KPJ Kaleb
Yacht Club Labud Split
Yacht club Host Vis
Elementary School Komiža and Elementary School Vis
Komiža Kindergarten
Antun Matijašević Karamaneo High-school
VERN' VIS
Hum Mountaineering Society
Ars Halieutica Culture Association
Komiža and Vis Student Association
Jozo Borčić International Ballet School, Komiža
"Dupinov san" Association
"Plavi svijet" Association
"Sunce" Association
Velimir Salamon, Ph.D.
Milan Jadrešić, Shipbuilder

SPECIAL REQUESTS

We realise that the aforementioned sponsor options might not satisfy your marketing aims, and we are therefore prepared to devise a package to suit your needs. Please, feel free to contact us.

GENERAL CONDITIONS OF SPONSORSHIP

When the type of sponsorship is selected and stipulated with the organiser, you will sign a Sponsorship Agreement and return a copy thereof, together with a payment receipt for the stipulated sponsorship amount, to the address of the head organiser. Upon receipt of the payment, we will send you a sponsorship certificate.

PAYMENT METHOD

Bank transfer

UGO VIS ADVENTURE
Brig 19
21485 Komiža
Tel: + 385 (0)21 717-239
GSM: + 385 0912503809
Mail: pino@alternatura.hr



THANK YOU !