/ DURBAN SURF LIFESAVING CLUB

DAYNA DEEBLE

WORLD CHAMPIONSHIP MEDALLIST

TWO-TIME RED BULL QUICKSAND CHAMPION

CONTENT-LED PARTNERSHIPS





01 / THE ATHLETE

FAST ENOUGH TO WIN. SKILLED ENOUGH TO SAVE.

Dayna Deeble is a 20-year-old surf lifesaving athlete from Durban Surf, South Africa's oldest lifesaving club, which turns 100 in 2027.

She raced for South Africa at the 2024 Lifesaving World Championships on the Gold Coast and came home with gold, silver and bronze in team events.

She won Red Bull Quicksand on her home beach in 2023 and defended the title in 2024. She is in Lifesaving South Africa's 2026/27 Senior Ladies High Performance Squad.

She races beach, ocean and pool: flags, sprints, board, ski, surf swim and Ironwoman.

12/12	9	3	2×
PODIUMS KZN Series 2026/27	**WINS** KZN Series 2026/27	**WORLD CHAMPS MEDALS** 2024 · Team South Africa	**RED BULL QUICKSAND** Women's winner 2023 & 2024

TWELVE EVENTS. TWELVE PODIUMS.

She has raced three KZN Series rounds on the beach and in the pool, after winning two KZN Open titles in 2026.

SERIES 2 · SCOTTBURGH

27 SEP 2026 · DAIRY BEACH · SENIOR WOMEN

1st	Ironwoman	of 8 · all divisions
1st	Board	of 7 · all divisions
1st	Surf swim	of 6 · all divisions
1st	Beach flags	of 4
3rd	Surf ski	of 8 · all divisions

SERIES 3 · DURBAN SURF

11 OCT 2026 · HOME BEACH · SENIOR WOMEN

1st	Beach flags	of 9
2nd	Beach sprint	of 9
3rd	Surf swim	of 6

KZN CHAMPIONSHIPS 2026

DAIRY BEACH · OPEN FEMALE

1st	Beach flags	KZN Open champion
1st	Beach run	KZN Open champion

SERIES 4 · STILLWATER

01 NOV 2026 · RACHEL FINLAYSON POOL · SENIOR WOMEN

1st	200m Obstacle	2:38.66
1st	50m Manikin Carry	43.56
1st	100m Manikin Tow with Fins	1:18.80
1st	100m Manikin Carry with Fins	1:14.69

Source: official Lifesaving KwaZulu-Natal results. "All divisions" races combined Senior and Masters athletes; the place shown is overall.

AWARENESS, TOLD THROUGH SPORT.

Dayna's followers see your brand every week: in training, on race day and in her life on the Durban coast.



01
REAL USE

Dayna uses your product in training and racing, so her followers see it work.

02
SHARED STORY

Dayna posts Reels, Stories and race recaps on @dayna.deeble every week.

03
PRO PHOTO & VIDEO

PROFarazzi Media films and photographs her. You get approved images and clips for your own channels.

1,780
INSTAGRAM FOLLOWERS
@dayna.deeble · 8 Nov 2026

1–2
REELS A WEEK
Plus Stories 4–5 days a week

6
CONTENT PILLARS
Dayna reviews them monthly

Monthly
INSIGHTS REPORT
Reach, saves, shares, profile visits

SIX STORIES. ONE ATHLETE.

Dayna plans her content around six pillars. Each suits a different kind of brand.



COMPETITION

Race days, from the start line to the finish.

APPAREL · SWIM · EQUIPMENT · NUTRITION



TRAINING

The sessions behind her results.

TRAINING KIT · GYMS · WATCHES · HYDRATION



OCEAN

Lifesaving and its water-safety culture.

SUN CARE · EYEWEAR · BEACHWEAR · OUTDOOR



THE PERSON

Her ambitions and life around training.

LIFESTYLE · PERSONAL CARE · LOCAL BRANDS



RECOVERY

How she refuels and recovers.

NUTRITION · RECOVERY · WELLBEING



THE JOURNEY

A recurring "road to competition" series.

SEASON PARTNERS

BRAND FIT

SWIMWEAR · SUN CARE · SPORTS NUTRITION · HYDRATION · EYEWEAR · ACTIVEWEAR · SURF & OUTDOOR · WATCHES & TECH · AUTOMOTIVE · LOCAL DURBAN



RACE DAYS TO BUILD AROUND.

17 JAN 2027	**KZN Series 5**	Pirates
21 FEB 2027	**Stillwater Sprints**	Rachel Finlayson Pool
2027	**SA Lifesaving Championships**	Durban · club centenary year
MONTHLY	**Durban Surf club competitions**	Home beach · 7am

KZN Series dates come from the proposed 2026/27 competition calendar and may change.

2032 Dayna is aiming for Brisbane 2032, where lifesaving is bidding for its Olympic debut.

CHOOSE YOUR LANE.

Dayna tailors each partnership. Use these options as a starting point.

GEAR & APPAREL

PRODUCT PARTNER

For brands whose products Dayna already uses.

- Product in real training and race-day content
- Selected Stories and tags
- Honest product feedback
- Approved photos for your channels

LEAD PARTNER

SEASON-LONG

SEASON PARTNER

Your brand stays with her for the 2026/27 season, in training and on race days.

- "Road to competition" content series
- Monthly Reels and Stories package
- Professional photo and video for your use
- Monthly Insights report
- Appearance and clinic days
- Kit branding where event rules allow

TRAVEL & COMPETITION

ATHLETE SUPPORT

Help cover travel, entries and equipment, and follow the season through her content.

- Agreed monthly Reels and Stories
- Race recaps from supported events
- Partner recognition in content
- Simple delivery report

07 / LET'S TALK

START A CONVERSATION.

Tell us about your brand and what you want from a partnership. We'll reply with ideas built around it.

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MEDIA
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