



**Sunday, September 18th 2011**

**Huntington Beach Pier (South Side)**

**SURF RACE TO VICTORY** will introduce a new SUP Boarder Cross format that will test overall ocean waterman skills, combining paddling and surfing skills on a 15 minute course that will be run in heats throughout the day as we narrow down to the ultimate winners. There will be repechage heats so all participants are guaranteed at least two heats. There will be four divisions. Pro, Open Surf Style Board Division, Women's and Youth battling for \$10,000.00 in cash and prizes including cash prizes for individual heat winners. The event will wrap up with the "Party on the Pier" at Dukes Huntington Beach.

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# Opportunity and Benefits

- Use sponsorship to build awareness, market your product or service, and attain community goodwill
- Associate your brand with an growing cutting edge sport
- Activate sponsorship at one of the most sought after locations, The Huntington Beach Pier.

# Demographics

- 200 participants 5,000 spectators
- Gender: 80% male 20% female Average age range 25-50 years
- Median Household income \$175,000

# Marketing Elements

- Mass email campaign sent multiple times to a targeted data base of paddle and aquatic athletes
- Print Ads in Huntington Beach and Orange County papers.
- Brochures distributed throughout Souther California health clubs sporting goods stores and beach events.
- Social Network Campaign through Facebook (2,651 friends) and SUP connect.com



# Title Sponsor - \$3,000



- Event title naming rights
- Company Executives invited to Stand Up Paddle Clinic and Cocktail Party
- Tents w/ Company name and logo on Main Stage 20' by 10'
- Top title mention and company logo on all marketing and media buys.
- Title placement of Company name and logo on promotional Brochure
- Title placement of company logo and tile on event t-shirt
- Rights to use professional photos from event
- Title listing on Website
- Ample exhibit space at Race Expo
- 2 complimentary entries to race
- Name and Logo on Title Banner at event
- Right to display up to Four 3'x10' additional banners
- Multiple race day public announcements by the race emcee
- Five complimentary Koredry event Jerseys

# Kids Race Sponsor - \$500

- Branded ownership of the “Kids Race”
- Company Executive invited as Starter of Race
- Option to provide product insert in goodie bag
- Top title mention and company logo on all marketing and media buys.
- Prominent placement of Company name and logo on promotional Brochure
- Rights to use professional photos from event
- Exhibit space at Race Expo
- Two complimentary entries to Kids race
- Name and Logo on Title Banner at event
- Right to display up to one 3'x10' additional banner
- Multiple race day public announcements by the race emcee
- One complimentary Race Kore Dry Jersey



# Premiere Sponsor - \$1,000

- Tent space adjacent to Main Stage 10' by 10'
- Company logo on all marketing and media buys.
- Prominent placement of company name and logo on promotional Brochure
- Prominent placement of company logo event race jersey
- Rights to use professional photos from event
- Sponsor listing on Website
- Exhibit additional exhibit space at Race Expo
- 6 complimentary entries to race
- Name and Logo on Title Banner at event
- Right to display two 3'x10' additional banners
- Race day public announcements by the race emcee
- Option to provide product insert in goodie bag
- Three complimentary Race Koredry Jerseys

# Local Sponsor - \$250

(Huntington Beach Small Business)

- Placement of company name and logo on promotional Brochure
- Sponsor listing on Website
- 10' by 10' Exhibit space at Race Expo
- 1 complimentary entry to race
- Right to display one 3'x10' additional banner
- Option to provide product insert in goodie bag

If you don't fit into one of the packages, please contact us and we will design a customized package to fit your vision and scope

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