

Sponsorship

15,000 participants at over 140 days of events. Brand exposure on the most popular beaches on the West Coast. (10 million impressions)

KROQ radio promotions specifically developed for your target market.

Press releases, featuring your company, distributed to the electronic and print media. Historically, this series attracts extensive print coverage in life-style magazines and local newspapers and an average of one to two television news coverage per major event.

Link from BEACHSPORT.ORG, CBVA.COM, CSLSA.COM and the KROQ radio station's website showcasing your product or brand.

Your logo featured on 30,000 units of printed material including 15,000 newsletters and entry forms, directly mailed to California Beach Volleyball Association (CBVA) and the California Surf Lifesaving Association (CSLSA) members. 15,000 event posters (5 versions) distributed throughout California via point of sale, lifeguard stations, surf shops, sporting goods outlets and public information centers.

Logo inclusion in (3) full page ads in Volleyball Magazine, (6) local newspapers.

Your company will have exclusive rights for your product category and the right to promote your product at the events.

Your company will have the right to incorporate an additional promotion as a specialty event at each Ocean Festival.

Tents with your logo will be displayed, many of them simultaneously, from Santa Cruz to San Diego at each of the events. Your printed material will be available at each location. There will be on-site announcements highlighting your involvement.

Beach signage will include courtside banners, flags, volleyball nets, 15,000 units of T-shirts (7 versions), 3,000 units of hats, awards, clothing, beach chairs, duffle bags, swim caps, racing jerseys and umbrellas.

Naming rights - "Official Sponsor" of the California Surf Lifesaving Association (22 lifeguard services, 1500 members), the California Beach Volleyball Association (5000 members)

20-30 on-site P.A. announcements, per day, highlighting your sponsorship.

Turnkey creative design: Press releases - Radio copy - Poster and campaign design
- Print advertising - Beach signage - T Shirts - Web site - KROQ commercial

