

ALL SUMMER LONG

AT SOUTHERN CALIFORNIA'S MOST POPULAR BEACHES





2026 PROGRAM HIGHLIGHTS



ALL SUMMER LONG

150 MILLION

VISITS TO SOUTHERN CALIFORNIA'S COASTLINE EACH SUMMER. THAT IS MORE ON-SITE IMPRESSIONS NATIONWIDE THAN THE MLB, NBA, NHL, AND NFL STADIUM ATTENDANCES COMBINED.



200+

DAYS OF EVENTS.
6 MONTHS OF TURNKEY ACTIVATIONS.



20,000

ATHLETES COMPETING ON 22 OF THE MOST POPULAR BEACH CITIES IN THE U.S.



2.9 MILLION

IN EVENT ATTENDANCE AND PASS-BY BEACH-GOING PUBLIC.





2026 PREMIER EVENT DATES

- MAY 23-25** **FIESTA HERMOSA**
Hermosa Beach
- JUN 27-28** **SANTA MONICA PIER 360**
Santa Monica
- JUL 11-12** **SEMANA NAUTICA SPORTS FESTIVAL**
East Beach, Santa Barbara
- JUL 17** **REGIONAL LIFEGUARD CHAMPIONSHIP**
Santa Barbara
- JUL 29-AUG 2** **INTERNATIONAL SURF FESTIVAL**
South Bay, Los Angeles
- JUL 31-AUG 1** **CHARLIE SAIKLEY 6-MAN VOLLEYBALL**
Manhattan Beach Pier
- AUG 2** **BIG WAVE PIER-TO-PIER SWIM & PADDLE**
Hermosa & Manhattan Beach Piers
- AUG 8-9** **BEACH WATER POLO CUP**
Long Beach
- AUG 16** **NAPLES ISLAND SWIM**
Long Beach
- AUG 15-16** **WORLS BODYSURFING CHAMPIONSHIPS**
Oceanside Pier
- AUG 22-23** **CATALINA CLASSIC PADDLE BOARD RACE/
CBVA INVITATIONAL**
Manhattan Beach Pier
- SEP 5-6** **FIESTA HERMOSA / CBVA CAL CUP CHAMPIONSHIPS**
Labor Day Weekend / Hermosa & Manhattan Beach Pier
- OCT 10-11** **DUKE'S SURF CITY FESTIVAL**
Huntington Beach Pier





2026 FEATURED EVENTS



**FIESTA
HERMOSA**

MAY 23-25 SEPT 5-7

MAY 23-24

**Hermosa Beach
CBVA Open**

JUNE 27-28

**Santa Monica 360
CBVA Open**

JULY 11

**Santa Barbara
CBVA Open**

AUGUST 22

**Ocean Beach
CBVA Open**

AUGUST 23

**Manhattan
CBVA Open**

OCTOBER 10-11

**Huntington Beach
CBVA Open**



**INTERNATIONAL
SURF FESTIVAL**

JULY 29-AUGUST 2



FOR MORE INFO & SPONSORSHIP DETAILS

CONTACT: SCOTT HUBBELL

(310) 924-5111 • beachsport@mac.com





PARTNERING WITH BEACHSPORT

SPONSOR BENEFITS AND OPPORTUNITIES

BEACH REAL ESTATE

Multi-level branding at high level events on the sand, piers, and boardwalks of the 22 most popular beaches on the West Coast. Beachsport.org will provide turnkey set-up, storage, and staffing.

BRAND AWARENESS

Increase consumer consciousness to a diverse and affluent beach demographic. Align with our iconic ocean sports imagery, organizations, and the 20,000 athletes who participate in the Beachsport.org event schedule. Pre-and-post event product placement will create brand loyalty for a new customer base that historically supports retail sales.

SAMPLING

Familiarize a new customer base with your product in high-traffic beach locations that ensure thousands in pass-by traffic with placement at target locations and post-event functions. (@ key Accounts)

ONLINE/SOCIAL MEDIA

Your partnership and product will be showcased on our network of affiliate organizations' online outlets. Additional exposure will be gained through cross-pollination with existing corporate partners' portals. We will provide a network to expose your brand beyond the beach to millions of consumers with:

- > Geo-demographically targeted social media advertisements/placement
- > Weekly posts on Beachsport.org's and our partners' social media outlets
- > Photo and video content creation and documentation for client postings
- > Thousands of ancillary unsolicited impressions from attendee postings and our team re-posting
- > Social media contests and other fan engagement

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PARTNERING WITH BEACHSPORT

SPONSOR BENEFITS AND OPPORTUNITIES (CONTINUED)

LIFESTYLE

Wrap your brand around all aspects of the California Beach culture. Logos and links will be included on all websites, social media, 15,000 event shirts, print advertisements, sponsor-branded prizes, and beach signage.

CONTENT

We supply classic California beach imagery to build compelling stories for shared use by our partners. These authentic core images will add credibility and can be utilized for point of sale, websites/landing pages, and public relations materials.

Client will be provided with press releases featuring logo naming rights and distribution to website bloggers and social media influencers.

SPONSORED BEACH ATHLETE AMBASSADORS

A trend-setting legion of social standouts in the Volleyball, Lifeguarding, Surfing and the Paddling community will act as lighthouse consumers for products and services in Southern California.

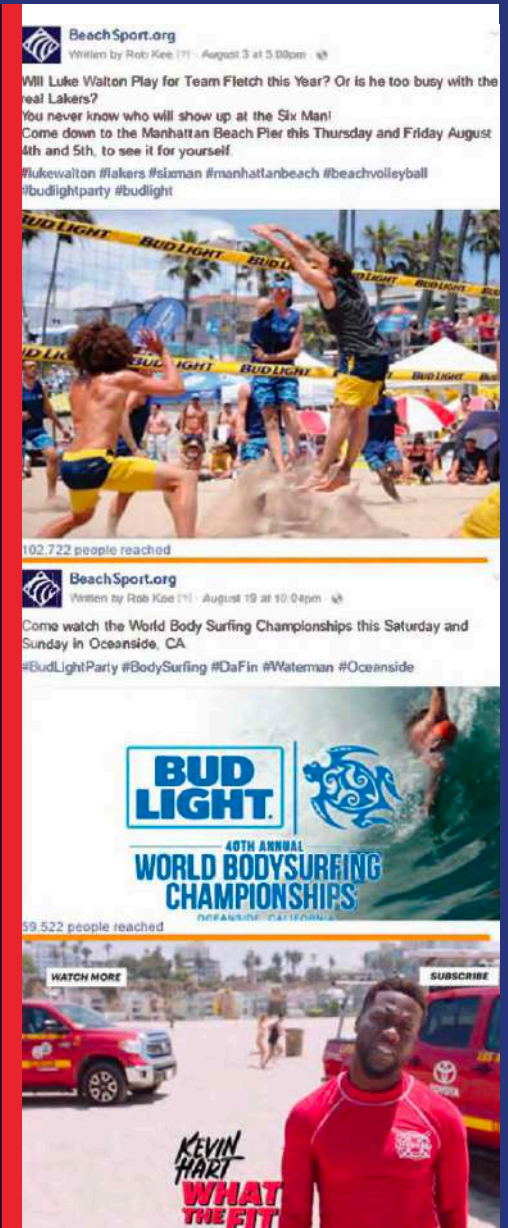
CUSTOMER ENGAGEMENT PROGRAMS

Beach ambassadors engage consumers with their smartphones in a friendly one-on-one engagement to bring your product into the consumers' digital realm.

COST

We will customize a sponsorship package to fit your vision and goals to ensure your success as a sponsor. We have a wide range of opportunities available including, but not limited to:

- Sampling • Exhibit Space • On-beach and Pier Signage/Branding • Digital Marketing • Social Media Content Creation • Print Advertising • On-site Promotion • Drive Beach Traffic to Retail
- Online Sales Support • Customer Waengagement Programs • Mobile Exhibit/Billboard (32 ft. Airstream)



We look forward to discussing the scope of your interest with this offering. beachsport@mac.com



AD AGENCIES

BBDO
Chait/Day/Mojo
Clear Channel
DDB Needham Worldwide
Del Wilbur & Associates
J. Walter Thompson
Della Femina Ivorisson
Dorf & Stanton Comm.
Dudley Anderson Yutzky
Fleishman Hillard
Foote Cone & Belding
IMG
Levin/Davis/Salkin
Mistral
Morgan & Sampson
Rogers & Associates

BEER-WINE

Anheuser-Busch
Budweiser
Bud Light
Michelob Ultra
Michelob Light
Landshark Lager
Kona Big Wave
Bud Light Seltzer
Nutril
Martlet Import Co
Coors
Foster's Lager
Miller Brewing Company
Molson
Strohs
Barefoot Wines
Gallo Wines
White Mountain Coolers

AUTOMOTIVE

Toyota
Ford
General Motors
Jeep
Mazda
Nissan
Scion
Suzuki
Fiat

FOOD & BEVERAGE

General Foods
General Mills
Arrowhead Water
Ben & Jerry's
Britta
C4
Canadian Glacier
180 Energy
Haagen Dazs
Muscle Milk
Nestle
Pepsi
Pocari Sweat
Power Bar
Quest
Naya Water
RC Cola
Rock Star Energy
Squirt
Treo
Zen Water
Red Bull
Monster Energy

MEDIA

All American
Communications
KEARTH 101
KIIS FM
KROQ
Press Media

EYEWEAR

Bolle
Croakies
Gargoyles
Hobie Apparel, Inc.
I Ski Sunglasses
Maui Jim
Oakley
Op Sunwear
Orbis
Persol
Revo
Vuarnet

SUNSCREEN & COSMETICS

American Laser Centers
Australian Gold
Coppertone
Axe
Handy Tan
Hawaiian Tropic
Johnson & Johnson
Piz Buin
Purely Hawaiian
Speedgel
Wet N Wild Cosmetics
Citre Shine

APPAREL/SWIMWEAR

Body Glove
Club Sportswear
Everlast
Finis
Jantzen Swimwear
Jolyn
Jimmy Z's
Jammin Apparel
LA Gear
Maui & Sons
Nike
O'neill
Patagonia
Quiksilver
Red Wings
Reebok
Roxy
Le Coq Sportif
Slunks
Speedo
Straight Down
Swatch
Teva
Vamps
Wood Underwear

SURF

ASP
Da Fin
Ocean Storm
Viper Fins
Wave Rebel

EQUIPMENT

Anderson Surf Ski
Big 5
Bushnell
Dicks
Ocean Kayak
Spalding
Sports Authority
Wilson
Yamaha

TRAVEL

Air New Zealand
Radisson Hotels
Travelodge

HEALTHCARE

Cedars Sinai
Kerlan Jobe Institute
Westwood Pharmaceuticals

OTHER

Carefree Gum
DHL
Unocal 76
Gold's Gym
Professional Bull Riding
(PBR)
Samsung
Kenwood USA

**35 MILLION+
IMPRESSIONS**

FROM ONLINE/SOCIAL MEDIA
ON SITE BEACH ATTENDANCE
NEWS BROADCASTS-RADIO-PRINT
DRIVE BY VIEWS AND
COLLATERAL EXPOSURE

SOLONA MANHATTAN LA JOLLA SHORES ZUMA
CAPITOLA THE WEDGE SUPER TUBES LAKE MISSION VIEJO CAPISTRANO
CARLSBAD RINCON TOPANGA CORONA DEL MAR DOHENY
WIND AND SEA
BELMONT LAGUNA BREAKWATER COUNTY LINE HUNTINGTON
PLAYA DEL REY MALIBU ZUMA BIG DUME OCEAN PARK
CORONADO LA JOLLA WILL ROGERS BELMONT
SECOS DEL MA SEAL BEACH TORRANCE
PISMO SAN CLEMEN DOCKWEILE
ENCINITAS MISSION SANTA MONICA
TORREY PINES LEO SUN THE WEDGE
SANTA BARBARA IMPERIAL PENDLETON COAST PISMO
BLACKS
LAGUNA HERMOSA
SUNSET CAPISTRANO TRESTLES SALT CREEK VENICE RINCON SOLONA
STEAMER LANE OCEAN BEACH SANTA CRUZ CORONADO
CABRILLO HUNTINGTON PITAS MANHATTAN
CRYSTAL COVE EL PORTO SAN LUIS OBISPO OXNARD SHORES CARLSBAD ENCINITAS
PACIFIC PALISADES REDONDO SWAMIS BOLSA CHICA

OCEANSIDE
OCEAN PARK
MARINE STREET
IMPERIAL
SUNSET
CLIFFS
NEWPORT
WINDANSEA

TORRANCE
OCEAN BEACH



WHO WE REACH

RULE OF SEVEN MULTI CHANNEL APPROACH

A potential customer needs to see a brand's message at least seven times before they'll take action.

88% of Athletes as UGC Creators
(User Generated Content)

270K Families & Community Groups Income

32,000 Email Subscribers

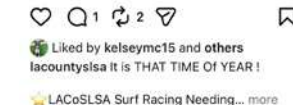
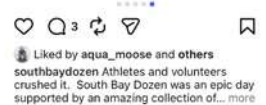
Over 20,000 Athletes (Youth-Elite)

2.9 Million Costal Consumers & Attendance

22 Beach Cities

BEACHSPORT COORDINATES POSTS WITH 42 SOCIAL MEDIA OUTLETS FROM EVENTS, PROMOTERS, CIVIC GROUPS, MUNICIPALITIES, PUBLIC SAFETY ETC., TO PRODUCE HUNDREDS OF THOUSAND OF VIEWS WEEKLY DURING THE SUMMER SEASON.

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|--------------------------------|-----------------------------|----------------------------------|-----------------------------|
| @santamonicapier107K | @lacountyfd.139K | @southbayboardriders . . . 9k | @southbaydozen 1k |
| @pier360 1.5k | @lacountyslsa 2K | @catalinaclassicpaddleboard 4k | @semannautica. 4k |
| @mbparksandrec.24k | @lacolaboard 1.3K | @surfcity 134k | @hbdowntownusa13k |
| @theqbva 10.3k | @dafinhi.54K | @sinjinbeachvolleyball . . . 3k | @Mbsixman.16k |
| @cbva_action 25.8k | @cslsa 2.5k | @downtownmanhatan . 29.7k | @daneselznik.44k |
| @cbvajuniors 4.8k | @beachsport 1k | @internationalsurffestival. . 3k | |





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