



BEACHSPORT YOUTH



PROGRAM HIGHLIGHTS

1.2 MILLION

ATTENDANCE AND PASS BY IMPRESSIONS

98

DAYS OF EVENTS
SIX MONTHS OF ACTIVATION

7,000

ATHLETES COMPETING ON 21 BEACHES
LOGOS ON 7,000 T-SHIRTS

8,000

FAMILY EMAIL SUBSCRIBERS

6,000

PHONES CONSTANTLY UPDATING SOCIALS



OLYMPIC HOPEFULS

Launching a three year Olympic initiative that combines the timing of the Olympics and adjacent location of the to the sports communities that will give sponsors a direct path to Olympic sports, to engage these communities for a lifetime.

Custom Narrative driven storytelling around rising talent and riveting youth experiences.

Sports:

1. Beach Volleyball,
2. Water Polo,
3. Swimming
4. Surfing

The initiative will culminate in Pre-Olympic Youth Festivals, adjacent to the actual Olympic Venues.



2026 YOUTH EVENT DATES

MARCH 07 SURF CONTEST SB BOARD RIDERS. EL PORTO MANHATTAN BEACH

APRIL 18TH SURF CONTEST SB BOARD RIDERS. EL PORTO MANHATTAN BEACH

APRIL 26TH SURF CONTEST SB BOARD RIDERS HERMOSA BEACH

MAY 9TH SURF CONTEST SB BOARD RIDERS. MANHATTAN BEACH PIER

MAY 30TH QUEEN O.T.B. SURF CONTEST SB BOARD RIDERS EL PORTO MANHATTAN

JULY 17 JR. LIFEGUARD FIESTA, EAST BEACH SANTA BARBARA

JULY 29 KING HARBOR YOUTH SAILING RACE REDONDO BEACH

AUGUST 1 SUMMER SURF OFF SB BOARD RIDERS MANHATTAN PIER

AUGUST 1 JR LIFEGUARD TAPLIN HERMOSA PIER

AUGUST 1 DICK FITZGERALD BEACH RUN HERMOSA PIER

AUGUST 1 YOUTH SURF AND PADDLE SURF FESTIVAL HERMOSA PIER

AUGUST 2 CHARLIE SAIKLEY JR. 6-MAN VOLLEYBALL MANHATTAN BEACH PIER

AUGUST 2 VELSEY PIER TO PIER & PADDLE MANHATTAN BEACH TO HERMOSA PIER

AUGUST 8-9 BEACH WATER POLO CUP LONG BEACH

AUGUST 15 NAPLES ISLAND SWIM LONG BEACH

SEPTEMBER 5-6 CBVA CAL CUP CHAMPS HERMOSA MANHATTAN PIERS

OCTOBER 10-11TH DUKE'S SURF CITY FESTIVAL HUNTINGTON BEACH

* 82 CBVA TOURNAMENT DAYS 5,000 PLAYERS



CBVA JUNIORS

CBVA youth is the premier training and development platform for beach volleyball youth. Legendary tournament directors help to guide and develop youth players for college and beyond.

BENEFITS

Logo on 4,000 youth shirts

Branded Tents, Flags and Banners at all Junior Events

Logos on Website and mentions and links in emails

2,000 youth members

129 Tournament days

(See Schedule 2026)



WATER POLO

A three city series of Beach Water Polo this summer that embraces iconic locations and demands the attention of curious passers by.

Polo at the Pier Santa Barbara July 10th Youth Division and Collegiate Showcase at the iconic Santa Barbara Pier. 250 participants

Beach Water Polo Cup August 8th 9th Long Beach
The largest and longest running beach polo event in the world. 1,100 participants youth 8-20

George Freeth Polo July 25th 26th Redondo Beach
The King Harbor will come alive as athletes, families, and fans gather for the only South Bay Beach Polo event. Set up in the waters between the California Surf Club and Riviera Mexican Cantina, this exciting event features a shorter course and faster pace of play, showcasing the dynamic Beach Polo format: Adult and Youth 350 participants.

BENEFITS

Logo on 1,500 shirts

Branded Tents, Flags and Banners at three Events

Logos on Website and mentions and links in emails



SWIMMING

Southern California has produced hundreds of Olympic swimmers, and many participate in the events listed below. Tap into an affluent and loyal swimming community

Semana Nautica Swims July 9th -10th Santa Barbara. A series of 6 mile, 3 mile, and 500mt swim competitions along the scenic shores of East beach Santa Barbara.

Dwight D Crum Pier to Pier August 8th 9th Manhattan Beach The Dwight Crum Pier-to-Pier Swim celebrates it's 64th anniversary and remains one of the most popular long distance swims in the United States. In 2025, over 1200 swimmers completed this grueling two-mile course. They swim from Hermosa to the Manhattan Beach Pier.

Naples Island Swim August 15th Long Beach An open water swimming competition which began in 1903, held in Alamitos Bay in Long Beach, CA. Southern California's second most popular race distances of 500 yards, 1 mile and 3 miles. Event Capped at 750 participants

BENEFITS

Logo on 1,500 shirts

Branded Tents, Flags and Banners at three Events

Logos on Website and mentions and links in emails



SURFING

This 8-stop youth surf series delivers repeated, high-impact exposure to thousands of beachgoing families throughout Southern California. Sponsors benefit from multi-touchpoint visibility—event signage, product integration, and curated brand moments—designed to drive both awareness and lasting brand affinity in a highly desirable coastal audience. The “Groms” are in it to win it.

BENEFITS

Logo on 800 shirts

Branded Tents, Flags and Banners at Events

Logos on Website and mentions and links in emails

Align with established local brands, and ride their street credibility.



SHALLOW WATER POLO

The Shallow Water Polo Series is a three-event youth engagement initiative designed to introduce children ages 5–9 to aquatic sports in a safe and easy to succeed environment. Each event will feature skill-building clinics led by Long Beach Water Polo Olympians, followed by structured shallow-water gameplay with a emcee and DJ to engage the children, families, and spectators of water polo.

As part of the event, the Mayor and city officials will formally announce the City of Long Beach’s commitment to launching free shallow water polo programming at the new Belmont Plaza Aquatic Center, a \$90 million public investment in community recreation and water safety.

The series aims to:

- Expand equitable access to aquatic sports for young children from all districts of the city.
- By getting the children to fall in love with game play, there is a new layer of motivation to engage in the city’s learn to swim programs.
- Strengthen Long Beach’s established pipeline of youth participation and Olympic tradition in water polo.

BENEFITS

Logo on Press Releases

Branded Press Coverage.

Political Goodwill



BEACH CLEAN UPS

Beachsport is uniquely positioned to mobilize a powerful network of affiliated surf clubs across Los Angeles and Orange County to lead impactful beach cleanups that protect and preserve our coastline. Through these partnerships, we create highly visible, community-driven events that engage local families, athletes, and ocean advocates while delivering meaningful environmental impact. Sponsors play a key role in bringing these cleanups to life—supporting equipment, outreach, and activation—while gaining authentic, on-the-ground brand exposure aligned with sustainability, health, and coastal stewardship. Corporate entities families are encouraged to participate.



Join Our StormWater Rapid Response Teams! 1/3

Be activated after the first significant rainfall event of the winter

HELP US CLEAN THE BEACH
AT THE LISTED LOCATIONS:

- 1ST ST. Hermosa Beach
- 16TH ST. Hermosa Beach
- NEPTUNE ST. Hermosa Beach
- 27TH ST. Manhattan Beach

