



beachsport.org

# PROGRAM HIGHLIGHTS

## 2024 PROJECTIONS

**150 MILLION**

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

**200+**

DAYS OF EVENTS  
6 MONTHS OF TURNKEY ACTIVATIONS

**20,000**

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

**2.9 MILLION**

IN EVENT ATTENDANCE AND PASS BY BEACH GOING PUBLIC

**11**

LIVE BANDS AT THE PREMIER LOCATION'S PRE AND POST EVENT FUNCTIONS







# beachsport.org

**20 MILLION**

ONSITE AND PASS BY IMPRESSIONS DELIVERED BY  
BRANDED SIGNAGE-AIRSTREAM ACTIVATIONS  
PACIFIC COAST HWY DRIVE BY TRAFFIC  
BIKE PATHS-DORIES-VOLLEYBALL NETS  
TENTS-FLAGS-STAGE BANNERS-PIERHEADS  
BOARDWALK ACTIVATION FOOTPRINTS

**15,000**

BRANDED EVENT/ASSOC. T-SHIRTS 16 VERSIONS

**8.5 MILLION**

BRANDED IMPRESSIONS ON SOCIAL MEDIA  
IMAGE/VIDEO POSTS, STORIES, HIGHLIGHTS, REELS, & STREAMING  
INSTAGRAM/YOUTUBE/TIKTOK - CLIENT HIGHLIGHTED "IN ACTION"  
AT BEACHSPORT EVENTS ON POSTS (INCLUDING HASHTAGS),  
STORIES, HIGHLIGHTS, & STREAMING  
**CONTENT WILL ALSO BE PROVIDED TO CLIENT FOR IN-HOUSE USE**

**5.5 MILLION**

CBS/KROQ RADIO ON AIR & ONLINE IMPRESSIONS  
(SOCIAL MEDIA, STREAMING, ETC.)

**35 MILLION+**

ONLINE IMPRESSIONS  
ON SITE BEACH ATTENDANCE  
BROADCASTS -RADIO - PRINT - DRIVE BY VIEWS  
AND COLLATERAL EXPOSURE

**\*2024 PROJECTIONS ARE BASED ON THE 2023 YEAR END RECAP STATISTICS.**





# PARTNERING WITH BEACHSPORT

## SPONSOR BENEFITS AND OPPORTUNITIES

### BEACH REAL ESTATE

Multi level branding at high profile events on the sand, piers and boardwalks of 22 of the 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 partner's 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 partner's, 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.







## 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 t-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, social media, 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 stand outs 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 smart phones 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 & Pier Signage / Branding • Digital Marketing  
Social Media Content Creation • Print Advertising • On-site Promotion • Drive Beach Traffic to Retail  
Online Sales Support • Customer Engagement Programs • Mobile Exhibit / Billboard (32 ft Airstream)

We look forward to discussing the scope of your interest with this offering. [beachsport@mac.com](mailto:beachsport@mac.com)



BeachSport.org

Written by Rob Kee [?] · August 3 at 5:00pm · 🌐

Will Luke Walton Play for Team Fletch this Year? Or is he too busy with the real Lakers?

You never know who will show up at the Six Man!  
Come down to the Manhattan Beach Pier this Thursday and Friday August 4th and 5th, to see it for yourself.

#lukewalton #lakers #sixman #manhattanbeach #beachvolleyball  
#budlightparty #budlight



102,722 people reached



BeachSport.org

Written by Rob Kee [?] · August 19 at 10:04pm · 🌐

Come watch the World Body Surfing Championships this Saturday and Sunday in Oceanside, CA.

#BudLightParty #BodySurfing #DaFin #Waterman #Oceanside



59,522 people reached





## 2024 PREMIER EVENT DATES

**MAY 25-27**

FIESTA HERMOSA  
MEMORIAL DAY WEEKEND  
HERMOSA BEACH

**JUNE 29-30**

PIER 360°  
SANTA MONICA PIER (MULTI-BEACH SPORTS)

**JULY 7**

SEMANA NAUTICA SPORTS FESTIVAL  
EAST BEACH, SANTA BARBARA

**JULY 31 - AUGUST 4**

INTERNATIONAL SURF FESTIVAL  
SOUTH BAY L.A.

**AUGUST 2- 3**

CHARLIE SAIKELY 6 MAN VOLLEYBALL  
MANHATTAN BEACH PIER

**AUGUST 4**

BIG WAVE PIER TO PIER BATTLE  
HERMOSA BEACH

**AUGUST 17-18**

WORLD BODY SURFING CHAMPIONSHIPS  
OCEANSIDE PIER

**AUGUST 24-25**

CVBA PRO INVITATIONAL  
MANHATTAN BEACH PIER

**AUGUST 31-SEPTEMBER 2**

CVBA CAL CUP CHAMPIONSHIPS  
LABOR DAY WEEKEND HERMOSA &  
MANHATTAN BEACH PIERS

**SEPTEMBER 7-8**

SURF CITY DAYS  
HUNTINGTON BEACH PIER





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 BREAKWATER COUNTY LINE HUNTINGTON  
 BELMONT LAGUNA 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 LEO SUN  
 TORREY PINES SANTA BARBARA IMPERIA BLACKS  
 CAPISTRANO TRESTLES SALT CREEK VENICE RINCON SOLONA  
 STEAMER LANE OCEAN BEACH SANTA CRUZ CORONADO  
 CABRILLO HUNTINGTON PITAS SAN LUIS OBISPO OXNARD SHORES CARLSBAD  
 CRYSTAL COVE EL PORTO REDONDO SWAMIS BOLSA CHICA  
 PACIFIC PALISADES

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

**STATISTICS HAVE BEEN COMPILED USING THE FOLLOWING SOURCES**

**Beach Attendance:** Based on data compiled by LA County Fire Dept. Lifeguard Division, Parks and Environmental Health Services for Southern California Beaches.

**Beach Participants and Spectators:** Based on Beachsport.org signups, LA County Fire Dept. Lifeguard Division and Dept. of Beach and Harbors Statistics.

**Image Views:** w/ Branded Content from Online and Social Media based on Website Analytics, Facebook/Instagram Metrics, and Ads Manager.

**Pass by Traffic:** Based on CALTrans Daily Averages for coastal highways.