



BEACHSPORT.ORG

PROGRAM HIGHLIGHTS

2025 PROJECTIONS

150 MILLION

VISITS TO 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 ON 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





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

***2025 PROJECTIONS ARE BASED ON THE 2024 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



BeachSport.org

Written by Roki 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





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.

 **beachsport.org**

20,000

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beachsport@mac.com



2025 PREMIER EVENT DATES

MAY 24-26

FIESTA HERMOSA
MEMORIAL DAY WEEKEND
HERMOSA BEACH

JUNE 28-29

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

JULY 6

SEMANA NAUTICA SPORTS FESTIVAL
EAST BEACH, SANTA BARBARA

JULY 25-26

SOUTHWEST REGIONAL LIFEGUARD CHAMPIONSHIP
LOCATION TBD

JULY 30-AUGUST 3

INTERNATIONAL SURF FESTIVAL
SOUTH BAY L.A.

AUGUST 1-2

CHARLIE SAIKLEY 6-MAN VOLLEYBALL
MANHATTAN BEACH PIER

AUGUST 3

BIG WAVE PIER TO PIER SWIM & PADDLE
HERMOSA & MANHATTAN BEACH PIERS

AUGUST 16-17

WORLD BODYSURFING CHAMPIONSHIPS
OCEANSIDE PIER

AUGUST 23-24

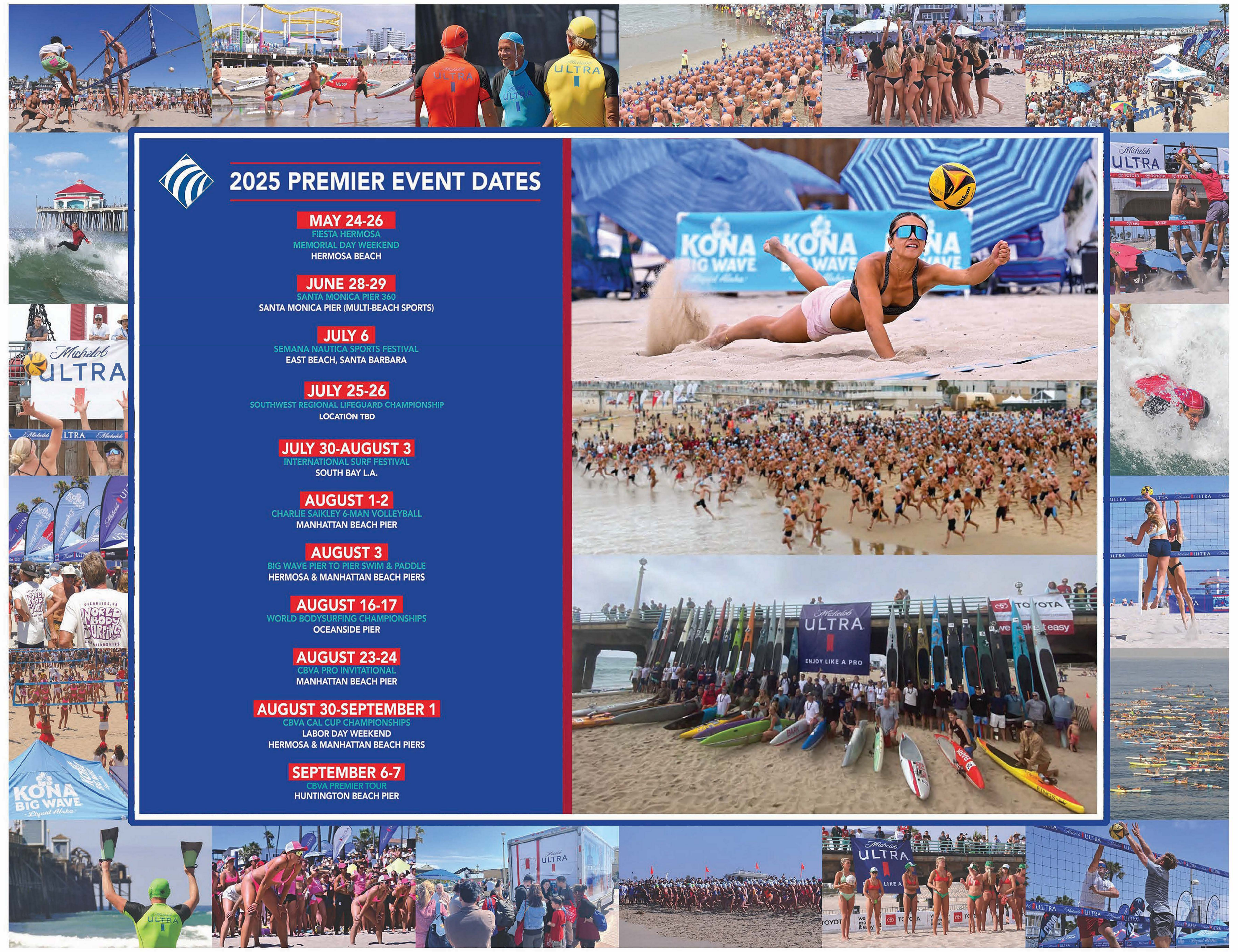
CBVA PRO INVITATIONAL
MANHATTAN BEACH PIER

AUGUST 30-SEPTEMBER 1

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

SEPTEMBER 6-7

CBVA PREMIER TOUR
HUNTINGTON BEACH PIER





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 Yutzy
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
Nutra
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