



Aloha!

The Oceanside Longboard Surfing Club is a 501(c)(3) nonprofit charitable organization dedicated to promoting surfing, preserving its history and culture, and conserving the coastal environments.

The roots of the Oceanside Longboard Surfing Club originated in the 1950's with members comprising many of the pioneers of surfing. Aided by the considerable influence of longboard icon Donald Takayama, the Club held its first surfing contest in 1985 at the Oceanside Pier.

The 2022 event is scheduled for August 12th, 13th and 14th. This will mark the 37th Annual Contest and Beach Festival. Our three day family friendly event will once again be held at the Oceanside Pier and Band Shell. Admission is free for a variety of activities and entertainment for all ages.

We ask that you consider becoming one of our 2022 event sponsors.

By becoming a sponsor we will provide exposure by prominently displaying your logo and marketing material on our club website, social media platforms, press releases, newsletters, email campaigns as well as posters and other event marketing material. As an event sponsor, your contribution will help offset the costs of holding the event and provide funding for the club to fulfill its mission to raise funds for charitable purposes.

To learn more about the Oceanside Longboard Surfing Club and its volunteer activities we encourage you to visit our website: [oceansidelongboardsurfingclub.org](https://oceansidelongboardsurfingclub.org)

# Sponsorship Opportunities

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All sponsorship levels include: **OLSC Website:** Sponsor logo on OLSC home page plus high traffic web pages, provide link to sponsor's website. **OLSC Social Media:** Create dynamic promotional posts using hashtags, link to sponsor's social media and website, company profile on OLSC Facebook Event page

## **\$30,000 Main Sponsor of the Oceanside Longboard Surfing Club Surf Contest and Beach Festival as well as Headline Sponsor King and Queen of the Pier Pro-Am Surf Contest**

- ✓ 20 x 10 banner hanging from the Oceanside Pier (Production included)
- ✓ 4 x 3 banner hanging in bandshell (Production included)
- ✓ 4 x 3 banner hanging from beach scaffolding (Production included)
- ✓ 4 night hotel stay within a block radius of the event site
- ✓ Highlighted company logo on shirt
- ✓ Highlighted company logo on step and repeat award ceremony photo banner
- ✓ Highlighted company logo on event posters
- ✓ Listing in OLSC newsletters and general membership correspondence
- ✓ Company promotion during event on loudspeaker

## **\$15,000 Event Sponsor of the Oceanside Longboard Surfing Club Surf Contest and Beach Festival as well as Sponsor King and Queen of the Pier Pro-Am Surf Contest**

- ✓ 10 x 5 banner hanging from the Oceanside Pier (Production included)
- ✓ 4 x 3 banner hanging in bandshell (Production included)
- ✓ 2 night hotel stay within a block radius of the event site
- ✓ Highlighted company logo on shirt
- ✓ Highlighted company logo on step and repeat award ceremony photo banner
- ✓ Highlighted company logo on event posters
- ✓ Listing in OLSC newsletters and general membership correspondence
- ✓ Company promotion during event on loudspeaker

## **\$3,000 Event Sponsor of the Oceanside Longboard Surfing Club Surf Contest and Beach Festival**

- ✓ 4 x 3 banner hanging in bandshell (Production included)
- ✓ Highlighted company logo on shirt
- ✓ Highlighted company logo on step and repeat award ceremony photo banner
- ✓ Highlighted company logo on event posters
- ✓ Listing in OLSC newsletters and general membership correspondence
- ✓ Company promotion during event on loudspeaker

## **\$1,500 Event Sponsor of the Oceanside Longboard Surfing Club Surf Contest and Beach Festival**

- ✓ Company logo on shirt
- ✓ Company logo on step and repeat award ceremony photo banner
- ✓ Company logo on event posters
- ✓ Listing in OLSC newsletters and general membership correspondence
- ✓ Company promotion during event on loudspeaker

## 2021 OLSC Website and Social Media Analytics

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### OLSC Website Traffic July 1st, 2021 - September 15th, 2021

<u>Pageviews</u>	<u>Unique Pageviews</u>	<u>Avg. Time on Page</u>	<u>Avg. Page per Session</u>
12,179	10,102	1:45	2.7
<u>Acquisition Overview</u>		<u>Age</u>	<u>Gender</u>
Organic Search	43.6%	18-24 27.5%	Male 54.15%
Direct	40.6%	25-34 33.5%	Female 45.85%
Social	11.1%	35-44 15.5%	
Referral	4.7%	45-54 12.5%	
		55-64 5.5%	
		65+ 5.5%	

### OLSC Social Media Traffic July 1st, 2021 - September 15th, 2021

<u>Facebook Page Reach</u>	<u>Facebook Followers</u>	<u>Facebook Event Page - People Reached</u>
6,162	2,403	3,702
	<u>Instagram Page Reach</u>	<u>Instagram Followers</u>
	3,739	1,843

# **Oceanside Longboard Surfing Club**

## **37th Annual Contest and Beach Festival Sponsorship Commitment Form**

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Yes, we pledge to sponsor the Oceanside Longboard Surfing Club 37th Annual Contest and Beach Festival.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

### **Sponsorship level pledged:**

\_\_\_\_\_ \$30,000      \_\_\_\_\_ \$15,000      \_\_\_\_\_ \$3,000      \_\_\_\_\_ \$1,500

Supply of product in lieu of cash, or in addition to cash, is welcomed.  
Please add description, quantity and estimated retail value.

Description: \_\_\_\_\_

Quantity: \_\_\_\_\_ Estimated Retail Value: \_\_\_\_\_

The value of product credited toward sponsorship investment is at the discretion of the Oceanside Longboard Surfing Club.

### **Payment information:**

We can accept payments by credit card or check.

Make check payable to: Oceanside Longboard Surfing Club.

Please mail completed form with payment to:  
Oceanside Longboard Surfing Club, P.O. Box 825, Oceanside, CA 92049

Questions or additional information please contact:

OLSC VP, Jeff Warner: (760) 215-4589 or oceansidesurfingclub@gmail.com

OLSC Team Captain, Gretchen Harris : (858) 442-0316 or gharrisfam@gmail.com

OLSC Treasurer, Dustin Rosa: (760) 696-0696 or dustinrosa@gmail.com

# **Oceanside Longboard Surfing Club**

## **37th Annual Contest and Beach Festival Release of Liability**

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I, and my heirs, in consideration of my participation in the Oceanside Longboard Surfing Club Contest and Beach Festival on August 12th, 13th and 14th, at the Oceanside Pier, in Oceanside, California hereby release the Oceanside Longboard Surfing Club, its board of directors, officers, sponsors and volunteers, and any other people officially connected with this event, including the City of Oceanside, from any and all liability for damage to or loss of personal property, sickness or injury from whatever source, legal entanglements, imprisonment, death, theft or loss of property or money, which I or my company might occur while participating in this event. I am aware of the risks of participation, which include, but are not limited to, theft or destruction of goods or other personal property, inclement weather including flooding and strong winds, earthquakes, fire, acts of terrorism or other unforeseen acts of God. I understand that participation in this event is strictly voluntary and I freely choose to participate. I understand that the Oceanside Longboard Surfing Club does not provide medical coverage or any insurance for my company or me. I verify that I will be responsible for any medical or legal costs I incur as a result of my participation.

The Oceanside Longboard Surfing Club will be following local county and state health guidelines. Due to unforeseen circumstances, the event could be postponed or cancelled.

I certify that I have read this document and I fully understand its content. I am aware that this is a 'Release of Liability' and a 'Contract' and I sign of my own free will.

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Date \_\_\_\_\_