



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 2021 event is scheduled for August 7th and 8th. This will mark the 36th consecutive year the Club is hosting its Annual Contest and Beach Festival. Our two 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 2021 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 at oceansidelongboardsurfingclub.org.

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

Sponsorship Opportunities

The table below summarizes available levels of sponsorship and promotional details associated with each level.

SPONSORSHIP	LEGEND	PRO	ADVANCED	INTERMEDIATE	BEGINNER
Investment	\$20,000	\$10,000	\$5,000	\$2,500	\$1,750
OLSC Website: Sponsor Ad, marketing material, provide link to sponsor's website	Home page plus 8 high traffic top ranking pages for the year	Home page plus 5 high traffic top ranking pages for the year	Home page plus 3 high traffic top ranking pages for the year	Home page plus 2 high traffic top ranking pages for the year	Home page plus 1 high traffic top ranking pages for the year
OLSC Social Media: Promotional posts with sponsor provided material, provide link to sponsor's social media	4 per week 45 days surrounding the event	2 per week 45 days surrounding the event	1 per week 45 days surrounding the event	1 per week 45 days surrounding the event	1 per week 45 days surrounding the event
OLSC Social Media: Listed on Event page					
Sponsor logo on award ceremony banner					
Listing in the OLSC newsletters and emails					
Sponsor Logo on event poster					
Acknowledgment during event on loudspeaker					

2019 OLSC Website and Social Media Analytics

OLSC Website Traffic July 1st, 2019 - September 15th, 2019

<u>Pageviews</u>	<u>Unique Pageviews</u>	<u>Avg. Time on Page</u>	<u>Avg. Page per Session</u>
12,208	9,041	01:55	2.62

Acquisition Overview

Organic Search	50.4%
Direct	32.1%
Social	13.2%
Referral	4.3%

Age

18-24	27.5%
25-34	33.5%
35-44	15.5%
45-54	12.5%
55-64	5.5%
65+	5.5%

Gender

Male	54.15%
Female	45.85%

OLSC Social Media Traffic July 1st, 2019 - September 15th, 2019

<u>Post Engagements</u>	<u>Post Reach</u>	<u>Post Impressions</u>	<u>Page Views</u>
4,268	8,317	6,185	765 (17 per day)

Oceanside Longboard Surfing Club

36th Annual Contest and Beach Festival Sponsorship Commitment Form

Yes, we pledge to sponsor the Oceanside Longboard Surfing Club 36th Annual Contest and Beach Festival.

Name: _____

Title: _____

Company: _____

Mailing Address: _____

Telephone: _____ Email: _____

Sponsorship level pledged:

____ \$20,000 Legend (1)

____ \$5,000 Advanced

____ \$10,000 Pro (1)

____ \$2,500 Intermediate

____ \$1,750 Beginner

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:

Make check payable to: Oceanside Longboard Surfing Club.

If paying by credit card please provide the following:

Credit Card Type: ___ Visa ___ MasterCard ___ American Express ___ Discover

Credit Card # _____ Security Code _____ Expiry Date _____

Name as it appears on card _____

Billing Address _____

Please mail completed form with payment to:

Oceanside Longboard Surfing Club, P.O. Box 825, Oceanside, CA 92049-0825

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

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

Oceanside Longboard Surfing Club

36th Annual Contest and Beach Festival Release of Liability

I, and my heirs, in consideration of my participation in the Oceanside Longboard Surfing Club Contest and Beach Festival on August 7-8, 2021, 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 Covid 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 _____