



## Battle of the Bay/Watersport Festival Event Sponsorship Information

### I. Summary

The Battle of the Bay/Watersport Festival is now in its 6<sup>th</sup> year and has become the largest single event of its kind in the San Francisco Bay Area. In 2016 the Battle of the Bay will return to the beaches of San Francisco, California. The East Beach at Crissy Field, located in the world-renown Presidio National Park, is the ideal location for this **World-Class SUP, Prone, Wind Surfing, Kite Foil, OC1 and Surfski** race event. The Battle of the Bay offers a challenging venue with panoramic views of the Golden Gate Bridge, Angel Island, the Marin Headlands and Alcatraz. Our 6<sup>th</sup> Annual Event, by tradition will continue with a fun filled, two day event and expo that will offer something for all competitor levels.

The Battle of the Bay's location will give your company an outstanding opportunity to connect with a diverse, affluent market as well as being able to promote your brand to your direct target market by advertisements of your product or services utilizing our social media, print and web campaigns.

Our professional staff is prepared to work with your company or organization to reach your marketing goals and to help you achieve maximum return on your investment.

### II. Event Specifics

- Date: Saturday, September 17<sup>th</sup> & Sunday, September 18<sup>th</sup>, 2016
- Location: East Beach, Crissy Field, San Francisco, CA
- Attendees: 200-300 attendees (~200 attendees in '15), ages 8-65;
- SUP, Watersport enthusiast & young professionals, 60/40 male/female
- Entertainment: MC - DJ's
- 2016 BOTB Championships- Elite Race
- 2016 Northern California Windsurfing Championship
- 2016 US National Kite Foiling Championship

### III Media Coverage

Prior coverage has included SF Travel Event Calendar, SF Weekly, SUP Journal, SUP Currents.



#### IV Social Media Exposure

Battle of the Bay sponsors can expect thorough representation through both Battle of the Bay's and Bluerush's active & engaged social media audience. Our social media partners at SUPCurrents, broaden this reach.

#### AVAILABLE SPONSORSHIP LEVELS

##### Presenting Sponsor: \$5,000 (+ product)

- 10x20 Booth Space
- Logo included on "finish" structure
- Logo included on Award/Step & Repeat Photo Banner
- 4 Elite Race Entries (\$1200+ Value)
- Top Logo placement on Battle of the Bay Facebook & Twitter home pages
- Facebook, Twitter & Instagram Marketing about your company/product on Battle of the Bay & Bluerush- Immediately through Dec 31st
- Website Marketing on our sponsor page (logo, company info & back link to your site)
- Top Logo placement included on Full Page Ad in Fall Stand Up Paddle Journal
- Flag to be placed at event site (sponsor provided)
- Standalone press release issued announcing sponsor support, distributed to 20K+ contacts.
- Sponsorship mentioned in all further Press Releases
- Placement of product samples/coupons in participant swag bags
- Logo included on "welcome letter" to participants and all email updates
- Logo included on event "save the date" cards and promotional materials
- Logo included on custom event posters  (mailed to Water Sport Shops nationally)
- Logo included on event t-shirts
- MC sponsor acknowledgements throughout the event.



**Platinum: \$2,500 (+ product)**

- 10x10 Booth Space
- Logo included on Award/Step & Repeat Photo Banner
- Flag to be placed at event site (sponsor provided)
- 3 Elite Race Entries (\$900+ Value)
- Logo placement on Facebook & Twitter home pages on Battle of the Bay
- Facebook & Twitter Marketing about your company/product on Battle of the Bay & Bluerush July 1 through September 30th.
- Web presence on our sponsor page (logo, company info and backlink to your site)
- Logo included on Full Page Ad in Fall Stand Up Paddle Journal
- Placement of product samples/coupons in participant swag bags
- Logo included on "welcome letter" to participants and all email updates
- Logo included on event "save the date" cards and promotional materials
- Logo included on event t-shirts
- Logo included on event poster (mailed to Water Sport Shops nationally)

**Gold: \$1500 (+product)**

- 10x10 Booth Space
- Flag to be placed at event site (sponsor provided)
- 1 Elite Race Entry (\$300+ Value)
- Web presence on our sponsor page (logo- about us/mission statement if provided)
- Logo included on Full Page Ad in Fall Stand Up Paddle Journal
- Facebook & Twitter Marketing about your company/product on Battle of the Bay & Bluerush August 1 through September 30th
- Logo placement on Facebook & Twitter home pages on Battle of the Bay
- Placement of product samples/coupons in participant swag bags (if provided)
- Logo included on event "save the date" cards and promotional materials
- Logo included on event t-shirt
- Logo included on event poster (mailed to Water Sport Shops nationally)





**Silver: \$750**

- 10x10 Booth Space
- Web presence on our sponsor page (logo, backlink)
- Facebook & Twitter Marketing about your company/product on Battle of the Bay August 1 through September 30th
- Placement of product samples/coupons in participant swag bags
- Logo included on event poster (mailed to Water Sport Shops nationally)

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