



Sponsorship Opportunities

12th Annual Menehune Surf Contest

Saturday, April 28, 2012

La Jolla Shores Beach



Sponsor LEVEL	Support REQUESTED	Spaces Available	Co. Name/Logo on custom items in goodie bags	Placement on event T-shirt	In Event Program: All Sponsors will be listed!	On LJSSA Event Banner	On Event Poster + Event Applications	Electronic Media: WEB, newsletter (Shorerider)	PR hits on loud-speaker day of event	Can Hang Banner	Event t-shirt as keep-sake
Premiere	\$1,000: Cash and/or \$2500 in-kind	4	Customized item(s) w/ sponsor logos: hats, sunglasses, bags, mugs, sport bottles	Y premiere logo placement (PLP)	PLP + 1/2 pg color ad	PLP	PLP	PLP w/ weblink 2 web ads 2 Shorerider links	6	Y	Y
Major	\$750: Cash and/ or new surfboard	8	n/a	Y	1/8 page color ad	Y	Y	logo link web & 1 Shorerider link	4	Y	Y
Community	\$500: Cash and/or \$1,500 in kind	4	donations of goodie bag & prize items will be accepted	n/a	1/8 pg b&w ad	Y	Y – Event Poster N - Event App.	Web link listing & 1 shorerider link	2	Y	Y
In Kind: Prizes	Donations of merchandize or gift certificates.	open	donations of goodie bag & prize items will be accepted	n/a	Ad space available for purchase	n/a	n/a	Web listing	1 - during raffle or silent auction	n/a	n/a
Sponsor a Surfer	Donate entry fee (\$55/\$80) for low-income family	Open	n/a	n/a	Ad space available for purchase	n/a	n/a	Web listing	1 - during award ceremony	n/a	n/a

Extras: All sponsors receive listing on sponsor board at event and in event program distributed day of event to participants and spectators

Deadline: Deadline for placement on event poster, t-shirt and contest application is **February 29, 2012** No exceptions!

Contacts: *Lorraine Schmalenberger, President* tel: **858-692-5235** Email: lorraine@ljssa.org

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Welcome to the 12th Annual Menehune Surf Contest!

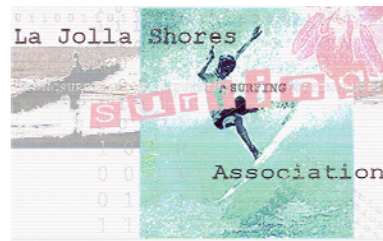
La Jolla Shores Surfing Association (LJSSA) is the proud sponsor of what has become an annual tradition for our surf club every spring: the Menehune Surf Contest at La Jolla Shores beach. The one day event has grown in size and stature to include 180 contestants in shortboard, longboard, and novice divisions for kids ages 18 & under. Over 1,000 spectators are expected throughout the day.

The goal of the contest is to nurture and celebrate surfers of all ages and abilities and provide a fun, safe, and competitive contest for all the entrants. Net event proceeds benefit local charities designated by our membership.

LJSSA club members volunteer hundreds of hours to ensure a successful event. We host a terrific raffle and silent auction which allow us to raise funds and provide great exposure to our sponsors' surfboards, surf gear, and unique product and service offerings.

The surf club also hosts an art contest for area middle and high school students in the months before the surf contest. The winning artist's entry becomes the central design of our event t-shirts. (Last year's design is on the sponsorship form at top right on reverse side). The top 30 entries are selected to show at the La Jolla Riford Library.

We welcome any level of participation and sincerely appreciate your sponsorship and support.



About La Jolla Shores Surfing Association

La Jolla Shores Surfing Association (LJSSA) is dedicated to the celebration and preservation of our home break, La Jolla Shores. To this aim, we work alongside local planning groups including the La Jolla Shores Association and the San Diego Park and Recreation Dept. We support surfing, our beach, and the community by hosting our annual surf contest, beach parties, and beach clean-ups involving our 100 members and friends. As a member of the Coalition of Surfing Clubs, our LJSSA team riders compete in surf contests in Southern California. We support a range of charitable organizations with volunteers and annual donations. We are young and old, men and women, families and individuals, shortboarders and longboarders, surfers and ocean-lovers.

2011 Charity Recipients

Door of Faith Orphanage, Baja, Mexico: "Changing the world, one kid at a time" is the focus of this orphanage which provides the best possible care for the 100 children entrusted to them.

San Diego Junior Lifeguard Foundation: The Foundation supports the City's Jr. Lifeguard Program.

Scripps Institute of Oceanography: In support of the oceanographic collections, an invaluable library of specimens collected over 100 years.

Sundt Memorial Foundation: Inspiring kids to live their natural high and reject drugs. They produce and distribute Natural High DVDs for FREE to schools throughout the U.S.

WildCoast/CostaSalvaje: Protecting and preserving ecosystems and wildlife in the Californias and Latin America.

Beach & Boardwalk Improvements - LJ Shores
LJSSA has set aside \$5,000 in restricted funds to be used for future improvements. We look forward to your input.

Rell Sunn Educational Fund, Toys for Tots, and UCSD Moores Cancer Center are other charities we support.