



Sponsorship Opportunities

13th Annual Menehune Surf Contest

Saturday, April 20, 2013

La Jolla Shores Beach



Artwork by Tina Aliev, 2012 Art Contest Winner

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, e-news (Shorerider)	PA hits on loud-speaker day of event	Can Hang Company Banner	Event t-shirt as keep-sake
Premiere	\$750: Cash	2	Customized item(s) w/ sponsor logos: hats, sunglasses, bags, mugs, sport bottles	Y premiere logo placement (PLP)	1/2 pg color ad – BACK COVER	PLP	PLP	logo web link-home page 1 web ad 1 Shorerider ad	6	Y	Y
Major	\$500: Cash and/or new surfboard(s)	10	n/a	Y	Ad space available for purchase	Y	Y	logo web link & 1 Shorerider ad	4	Y	Y
Community	\$250: Cash and/or \$500+ in kind	open	donations of goodie bag & prize items will be accepted	n/a	Ad space available for purchase	Y	N	Web link listing & 1 Shorerider listing/link	2	N	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 Awards 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 28, 2013**. No exceptions!

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

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Welcome to the 13th 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. Several hundred 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.



Surf Contestants at 2012 Contest
Photo by Claudia Perez

We work hard to promote your company during the event and all year long. Please see reverse for sponsorship levels of exposure: logos on t-shirts, event banner, e-news ads, weblinks from our home page, event program ad space, and more!



Photo by
James
Mitchell



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, educational outings, 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 throughout 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, longboarders, swimmers, paddlers and ocean-lovers. Please join us!

Charity Recipients

This year, we will be announcing our 2013 Event Charity recipients in April, prior to the event. Our club members nominate and then vote for charities to receive our contest proceeds. We focus on charities that support the environment, education, kids, and our local beach. 2012 recipients included:

Project Edeline to support school building in Haiti
Friends of La Jolla Shores: to complete new educational FISH ID panels at the South end of Kellogg Park.

UCSD Moores Cancer Center-Annual Longboard & Luau Invitational: We donate a longboard, together with our surf shapers and glassers, to help raise funds for cutting edge cancer research & treatment.

Additional charities receiving donations that were matched by our members:

- **Boarding 4 Breast Cancer**
- **Disabled American Vets**
- **East County YMCA**
- **Family Health Centers of San Diego**
- **Salvation Army Toys for Tots**
- **Scripps Institute of Oceanography**
- **SDSU Center for Surf Research**
- **WildCoast/CostaSalvaje**