

# PROSPECTUS



**April 24th & 25th, 2010 • Pleasure Point • Santa Cruz**

Hosted by



# PROSPECTUS

## PROMOTION SPONSORSHIP

We would like to give you the opportunity to be a sponsor of our **BIG STICK LOGJAM! 2010**, the tenth appearance of BSSA's original Surf-O-Rama, a renowned event since 1989. Big Stick Surfing Association is a local non-profit organization serving the community since 1983. This event raises funds for Ride-A-Wave Foundation, the Big Stick Scholarship Fund for local high school seniors, the Junior Lifeguard Programs, and the Surfrider Foundation. The Contest will take place on April 24th and 25th at Pleasure Point in Santa Cruz, California.

**BIG STICK SURFING  
ASSOCIATION  
PRESENTS**

**Logjam!**  
2010

**SPONSORED BY  
• PREMIER SPONSOR •**

## PROMOTIONAL PROGRAM

### Pre-Contest:

- 250 CONTEST POSTERS displayed in surfing, sport, and other retail outlets.
- Pre-event RADIO coverage to promote event and sponsors.
- Pre-event PRESS RELEASES.
- The Santa Cruz Sentinel, San Jose Mercury, San Francisco Chronicle, and the Good Times have all done articles about the event in years past.

### Contest Day:

- Two days of onsite radio coverage providing contest site raffle prizes of Sponsor merchandise.
- 300 Contest Programs with Sponsor logos.
- 200 Contest T-shirts sold at the site.
- Sponsor banner displayed at Event (if supplied by Sponsor).
- Two days of ON-SITE ANNOUNCEMENTS of Sponsor names.

### Post Contest:

- Post event PRESS RELEASE issued to media.
- Contest results will be published in SURFING MAGAZINE, SURFER MAGAZINE, and LONGBOARD MAGAZINE.

The Event will provide a positive vehicle for your promotional activity. This is the 18th Annual Big Stick-hosted Classic-Boards/No-Cords Contest. It is the longest running classic longboard surfing contest in the world. We have 100+ competitors, ranging in age from 7 to 60+, who come from California, Oregon, and Washington to be a part of this surfing contest. This is a nonprofit event, with proceeds benefiting the whole community.

Our Not-For-Profit Tax ID is # 77-0478438.

# SPONSORSHIP LEVELS

## **PREMIER SPONSOR: \$4,500 CASH and \$2,000 PRODUCT\***

### BENEFITS:

- Sponsor shown as **THE** Event Sponsor Name on T-shirt, program cover, event poster, radio promo spots press releases and in magazine articles
- Sponsor name announced on PA during contest
- Sponsor banner prominently displayed at event
- Sponsor merchandise raffled at contest site

## **MAJOR SPONSOR: \$1,000 CASH or \$750 CASH & \$250 PRODUCT\***

### BENEFITS:

- Full page ad in event program
- Sponsor Name on event T-shirt
- Sponsor Name on program cover
- Sponsor Name on event poster
- Sponsor name announced on PA during contest
- Sponsor banner prominently displayed at event
- Sponsor merchandise raffled at contest site

## **CO-SPONSOR: \$600 CASH or \$450 CASH & \$150 PRODUCT\***

### BENEFITS:

- Half page ad in event program
- Sponsor name announced on PA during contest
- Sponsor merchandise raffled at contest site



## **SPONSOR: \$350: CASH OR PRODUCT\***

### BENEFITS:

- Quarter page ad in event program
- Other benefits same as Co-Sponsor above

## **SPONSOR: \$150: CASH OR PRODUCT\***

### BENEFITS:

- Business card size ad in event program
- Other benefits same as Co-Sponsor above

## **PRODUCT DISPLAY/SALES BOOTHS: \$150**

\*Values shown are wholesale value of merchandise  
Support is service(s) for the event, i.e. printing, etc.

**BIG STICK SURFING  
ASSOCIATION  
PRESENTS**

**Logjam!**

**2010**

**SPONSORED BY  
• PREMIER SPONSOR •**

# PROGRAM AD SPACE

All sizes approximate

Original or digital art due: . . . . day, March 31, . . . .

Submit digital images by email  
or disc, scannable hard copy,  
or film by prearrangement

BIG STICK SURFING  
ASSOCIATION  
PRESENTS

**Logjam!**

2010

**1/2 PAGE \$600**

**NOTE: . . . . sponsor graphics  
are on file. If you were satisfied  
with last year's ad and would like  
to run it again, that's what we'll do!**

SPONSORED BY  
• PREMIER SPONSOR •

**FULL PAGE \$1000**

**BUSINESS CARD  
\$150**

**3X3  
(approximate)**

**\$250**

**1/4 PAGE**

**\$350**

## GRAPHICS REQUIREMENTS

Thank you for your support of the **Big Stick Logjam!**

Your cash and merchandise are key to the success of this very popular event.

Your reasons for supporting the **Logjam!** may include a desire to get your product or service in the public eye. Your ad/logo in the event program, on the poster, and your company name announced during the contest are excellent ways to achieve that end.

It is important to us that your ad/logo in the event program meets your expectations, and we will make every effort to have that happen.

*It is your responsibility to provide us with graphics and copy that we can use for your ad. The more your graphics conform to our requirements the more satisfied you are going to be with the end product.*

Preferred digital formats:

- TIF
- EPS
- JPG

Preferred file size:

- 1:1 (final printed size) @ 300 ppi

Hard copy:

- Clean black & white or color images
- Photographic prints
- Printed images containing dot patterns can be used, but quality will suffer

Photographic film:

- Any size or format OK
- Positive or negative OK

THE DEADLINE FOR PROGRAM ART IS MARCH 31st. GRAPHICS RECEIVED AFTER THE 31st MAY NOT MAKE IT INTO THE EVENT PROGRAM

**Logjam!** sponsors or their graphics department should contact me with any questions regarding their ad for the event. Thank you!

Margit Pschick <margit72@gmail.com>

**BIG STICK SURFING  
ASSOCIATION  
PRESENTS**

**Logjam!**  
2010

**SPONSORED BY  
• PREMIER SPONSOR •**