

PROSPECTUS

Logjams!



11



OLD BOARDS, NO CORDS



April 16th & 17th, 2011 • Pleasure Point • Santa Cruz

Hosted by



PROSPECTUS

PROMOTION SPONSORSHIP

We would like to invite your organization to be a sponsor of our **BIG STICK LOGJAM!** surfing contest for 2011. Big Stick has hosted popular, 'old board' surfing contests in Santa Cruz for 22 years, since 1989! This will be the eleventh Logjam! Big Stick Surfing Association is a local not-for-profit organization serving the community since 1983. The Logjam! raises funds for Ride-a-Wave Foundation, the Big Stick Scholarship Fund for local high school seniors, the Surfrider Foundation, and other local good causes. The contest will take place on April 16th and 17th, at Pleasure Point in Santa Cruz, California.

**BIG STICK SURFING
ASSOCIATION
PRESENTS**

Logjam!
2011

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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 submitted to 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 all over California 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.

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SPECIAL LOGJAM! PROMOTIONS FOR YOUR PRODUCT OR SERVICE

PROGRAM INSERTS

- Program inserts set your advertisement apart from all the rest!
- Design a special page with your graphics and advertising message that can be removed from the program and taken home.
- Include a coupon(s) for special discounts, a map to your location(s), important business details.
- We will have your page printed and then insert one into each of the 300 programs.

COST: \$500

“GOODY BAGS”

- Goody bags contain a sponsor’s small gift, a discount coupon, or an advertisement.
- The ‘goody bag’ targets a select group of trend-setting, elite surfers from all over the West Coast!
- The ‘goody bag’ is a great way to carry your message beyond the contest.
- Besides contestants, event organizers and staff also receive a gift bag.
- There are 150 bags for contestants, event organizers, staff and sponsors.
- Premier and Major sponsors can include goody bag items at no extra cost.

OTHER SPONSORSHIP LEVELS CAN ADD THIS FOR AN EXTRA FEE OF \$150.

ON-SITE SPONSOR PRODUCT DISPLAYS, BROCHURES, COUPONS AND OTHER ADVERTISEMENT

- There is limited table space at the contest site for presenting small displays and printed material available for contestants and audience.
- Premier and Major sponsors can display at no extra cost if space is available.

OTHER SPONSORSHIP LEVELS CAN ADD THIS FOR AN EXTRA FEE OF \$150.

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PROGRAM AD SPACE

All sizes approximate

Original or digital art due: March 25th

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

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!**

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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 25th. GRAPHICS RECEIVED AFTER THE 25th 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

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