



# PROSPECTUS





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### 2023 Logjam! is April 29-30!

Big Stick Surfing Association's legendary "old board, no cords" surf contest will be held at Pleasure Point, Santa Cruz, CA. Logjam! Is the longest -running classic longboard surfing contest in the world with over 100 competitors ranging in age from 7 to 70+ from all over California. The annual Logjam! is an official event by the California Coalition of Surf Clubs, and a favorite of clubs from all over the state. It features world-class surfing, great waves, and loads of **Aloha!**

### Event Audience

Logjam! attracts about 200 competitors and their families, 100 volunteers and staff, and thousands of spectators come during the weekend from around Monterey Bay and the greater San Francisco Bay Area. Each year we run a campaign on Instagram, online and print press, and local radio or podcasts. We get wonderful coverage through our incredible media partner Santa Cruz Waves. In 2022 the event was picked up by Australian Pacific Longboarder magazine.

### Community Fundraiser

Logjam! is Big Stick's main fundraising event to support charitable giving to local ocean-oriented nonprofits and the Big Stick Surfing Association Scholarship Fund for college-bound seniors. All the Santa Cruz County high schools offer this competitive scholarship. Since Logjam's inception 20 years ago, Big Stick has donated \$160,000 to local nonprofits and Santa Cruz college-bound students. Big Stick's not-for-profit Tax ID is 77-0478438. We also host Surfaid, who runs a mini-contest within Logjam to raise money for health and water infrastructure programs at surf villages worldwide. Learn more about Big Stick's charitable giving at [bigsticksurfing.org](http://bigsticksurfing.org).

### Donate New Merch or Services



















The raffle is the biggest component of Logjam! fundraising, and ticket sales are fueled by donations of new cool merchandise and services (used items not accepted). Past donations range from surfboards and surf gear to premium sunglasses, jewelry, clothing, skateboards, bicycles, surf lessons, kayak rentals, and more. Ticket pre-sales will begin online four to six weeks before the event and prizes will be promoted on Instagram during the early campaign and on the website. All prizes and their sponsors are announced on the PA system during the event.

### Logjam! 2023 Sponsorship Levels

The promotional packages offered for different sponsorship levels are shown on the attached Table. Alternatively, you may target your sponsorship through the "A La Carte" menu below the table.

**Contact us to sponsor Logjam 2023! at [info@bigsticksurfing.org](mailto:info@bigsticksurfing.org)**



SPONSORSHIP LEVEL	Cash and / or Product	Ad in Contest Program	Product in raffle and Sponsor announced w/ prize	Sponsor announced at contest	Sponsor Link on BSSA Website	Logo on T-Shirt & Poster	Instagram Postings	Sales Booth	Premium Sponsor
<i>Big Kahuna</i> (ONE ONLY)	\$3,000 cash and product (\$1,250 cash minimum)	Back Cover							
<i>First Peak</i>	\$1,500 cash and product (\$750 cash minimum) OR \$2,000 Product Only	Inside Cover or Full page							
<i>Second Peak</i>	\$600 cash and product (\$450 cash minimum) OR \$1000 Product Only	Half page							
<i>The Hook</i>	\$350 cash and product (\$250 cash minimum) OR \$500 Product Only	Quarter page							
<i>Jacks</i>	\$250 cash and product (\$100 cash minimum) OR \$350 Product Only	Business card-size							

**Premium Sponsor:** First choice of available booth locations, first logo listed on T-shirts, posters, and website, first choice of color cover location. First listing in sponsor announcements at contest.

### "A LA CARTE" SPONSOR OPPORTUNITIES FOR TARGETED PROMOTIONS

**Sales Booth Site during two-day contest** \$150 (BYO booth)

**Goody Bag Product Placement** \$150 + 180 product items

The goody bag targets a select group of trend-setting, elite surfers from all over the West Coast!

It is a great way to carry your message beyond the contest.

Goody bags contain a sponsor's small gift, a discount coupon, or an advertisement.

- 180 bags for contestants, event organizers, volunteer staff and sponsors.

### LogJam! 2023 PROGRAM AD SPACE

Full Page Interior Color \$1,250 7"w x 9.5" h

Full Page B&W \$1,000 7"w x 9.5" h

1/2 Page B&W \$450 7"w x 4.4"h



**Full page, covers, full color, bleed**

8.625" w x 11.25" h

**Full page, interiors, grayscale, no bleed**

7" w x 9.5" h

**Quarter page**

3.3" w x 4.5" h

**Biz card**

3.3" w x 2.1" h

**Half page**

7" w x 4.5" h



## **Advertising & Graphics Specifications**

### **Program Advertising Deadline is Friday, March 10**

Deliver all materials to [logjam@ppdmultimedia.com](mailto:logjam@ppdmultimedia.com)

Larger files may require a Dropbox link.

### **ADS**

Ads must be prepared to the sizes displayed here.

PPD Multimedia can design your ad for you at an additional cost.

Contact the studio at 831-479-9098.

All graphics must be in grayscale (black & white)

.pdf or .eps are preferred file formats. Please embed all images and convert fonts to outlines. Minimum resolution of 300 dpi.

### **LOGOS**

Second Peak level and above sponsors must supply a grayscale logo for T-shirt and Poster. A full color logo is also requested for inclusion on the Big Stick web site Logjam! Sponsor page.

.pdf and .eps are preferred file formats; resolution minimum of 300 dpi.