

CELEBRATING 46 YEARS



SPONSORSHIP OPPORTUNITIES

2024 SAN CLEMENTE OCEAN FESTIVAL



NOW WITH OVER
60,000 VISITORS

BECOME A SPONSOR



OVER 60,000 VISITORS

The San Clemente Ocean Festival is an incredible opportunity to engage with over 60,000 visitors from the surrounding counties. For 2024, we are proud to offer several elite sponsorship opportunities including:

- › 29th Annual Button's Woodies on the Pier
- › 13th Annual Dolphin Dash
- › Surf Competitions
- › Lifeguard Competitions
- › Beach Concert
- › Swim Caps
- › Competitor Jerseys

"THE GREATEST SHOW ON SURF"

All eyes will be on San Clemente this July—make sure your brand gets noticed. Sign up for one of our elite programs today. Ask me about the many other ways you and your brand can get involved with "THE GREATEST SHOW ON SURF".

Best,

Peggy Vance

Executive Director, San Clemente Ocean Festival

949.440.6141 | ExecDirector@OceanFestival.org
OceanFestival.org

JULY 20-21
2024
oceanfestival.org



LIFEGUARD & BEACH



MAIN EVENTS

Our main events showcase the skills of ocean lifeguards, master swimmers, paddle board racers and runners.

Attracting top competitors from around the U.S. and overseas, the Ocean Festival hosts the following waterman/waterwoman events:

- ★ Ironman
- ★ Ironwoman
- ★ Dory Boat Races
- ★ Surf Ski Races
- ★ Beach Flags
- ★ Paddleboard Races
- ★ 5K Beach Run
- ★ Run-Swim-Run
- ★ One Mile Ocean Swim
- ★ Junior Lifeguard Races
- ★ Open Ocean Paddle
- ★ Rescue Relay



Ask about
sponsoring our
swim caps!





SURF

CELEBRATE OUR SURF CULTURE

San Clemente is ground zero for American, mainland surfing industry and culture. It's a must-visit destination for surfers from around the globe.

We attract up and coming Groms, local talent, and international surf pros, who keep our competitions energized. Ask us about the events happening this year and how you can get involved.



Ask about
sponsoring our
rash guards!

A full-page photograph of a surfer in an orange shirt and black wetsuit riding a wave. The surfer is positioned in the lower center, with a large splash of white water around their feet. Above them, the dark, complex wooden structure of a pier or breakwater extends across the upper half of the frame. The background shows a clear blue sky and the ocean. In the top right corner, there is a white banner containing the event information.

JULY 20-21
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oceanfestival.org

FAMILY ACTIVITIES



FUN FOR ALL AGES

The San Clemente Ocean Festival is a family-focused event attracting visitors and participants from nearby counties such as Orange, San Diego, Riverside, LA, and San Bernardino as well as nationally and internationally

In addition to the many lifeguard and open athletic competitions, there is a wide variety of fun and exciting family activities for everyone to enjoy:

- ★ 5K Beach Run
- ★ 13th Annual Dolphin Dash
- ★ Great Rubber Duck Race
- ★ FREE Family Beach Concert
- ★ Sand Sculpting Competition
- ★ City Lifeguard's Pancake Breakfast
- ★ Youth Pavilion Performances
- ★ Ocean Art Show
- ★ 29th Annual Button's Woodies on the Pier



Visit OceanFestival.org to learn about the history of SCOF



EXPO



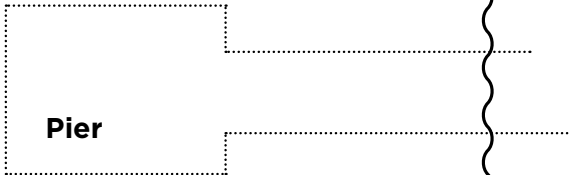
PREMIUM BEACH SPACE

Top-Tier sponsors are provided premium beach space. Locations provide a unique opportunity to engage directly with festival attendees. Spaces are available for both north and south of the Pier—depending on your preference.



NORTH OF THE PIER

- ★ Lifeguard & Beach Events
- ★ Surf Events
- ★ Free Family Beach Concert
- ★ Lifeguard's Pancake Breakfast



SAN CLEMENTE PIER

- ★ 29th Annual Button's Woodies on the Pier



SOUTH OF THE PIER

- ★ 13th Annual Dolphin Dash
- ★ Sand Sculpting Competition
- ★ Family Activities & Entertainment





YOUR NO. 1 SOURCE FOR LOCAL NEWS, SPORTS, EVENTS AND MORE

SC Times

San Clemente LOCAL NEWS YOU CAN USE

www.sanclementetimes.com

Ocean Festival Attracts Thousands to San Clemente EYE ON SC/PAGE 3	Epic South Swell Predicted, Surfers Rejoice SC SURF/PAGE 32	Pacific Sign Center Rockin' Great Signs and Service Since 1986 SC LIVING/PAGE 20
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MARKETING



★ **Oceanfestival.org**

Everything Ocean Festival, including links to all sponsors.

★ **Social Media**

Facebook and Instagram posts with up-to-date news and culture.

★ **Radio**

KABC, KLOS and KWVE have provided announcements, and pre-event interviews as well as onsite promotion during the event.

★ **Direct Mail**

Sent to event participants, sponsors, supporters, surf industry professionals & VIPS.

★ **Event Posters**

Distributed to sponsored shops and key outlets.

★ **City Banner**

Features our event banner with top-tier sponsor logos displayed prominently in downtown San Clemente.

★ **Rash Guards and Swim Caps**

Competitors wear during athletic events and keep post-event.

★ **Publications**

Numerous local publications including OCR, SC Times, Coastal Current, The Local DISH, The San Clemente Journal and American Lifeguard Magazine.



Presenting Sponsors



Shark Sponsors



Marlin Sponsors



July 16th & 17th

T-SHIRTS ARE AVAILABLE AT

DeNault's Hardware, Mikii's on Del Mar, The San Clemente Store @ Outlets & at the base of the Pier -
 May 28, 29, 30 June 4, 5, 11, 12, 18, 19, 25, 26 & 30
 July 2, 3, 4, 9, 10

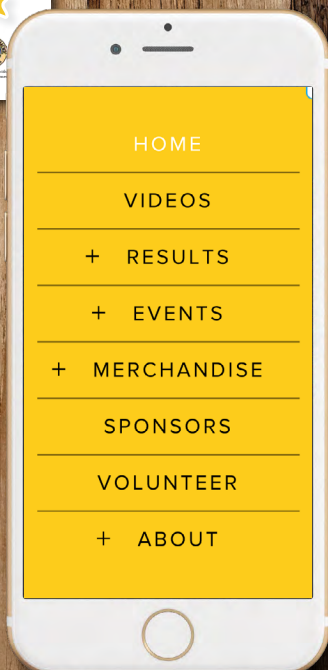
FREE ADMISSION

FREE PARKING and FREE SHUTTLE
 available from Outlets at San Clemente.

Lots of Fun for All Ages!

Family Activities & Live Entertainment

More information: (949) 440-6141 or
 visit our website: www.oceanfestival.org



PUBLICITY



LOCAL, REGIONAL & NATIONAL

Traditionally covered by a multitude of local, regional, and national news media outlets.

- | | |
|---------------------------------|-------------------------|
| ★ Orange County Register | ★ KWVE |
| ★ San Clemente Journal | ★ Competitor Magazine |
| ★ SC & Dana Point Times | ★ Examiner |
| ★ City of San Clemente Magazine | ★ Orange Coast Magazine |
| ★ Coastal Current | ★ Festivals.com |
| ★ The Local DISH | ★ SUPevent.com |
| ★ So-Cal Safari | ★ SUPRacer.com |
| ★ KABC | ★ Westways |
| ★ KLOS | ★ Woodie Times |

DEMOGRAPHICS

THE NUMBERS

Despite its phenomenal growth over the last **five** decades, the San Clemente Ocean Festival still continues to deliver an athletic, cultural and family-oriented event.

2

Days

800

Participants

60,000

Spectators

**HOSTING COMPETITORS FROM 4 - 78
AND SPECTATORS FROM 0 - 99+**



Orange
County

TOTAL POPULATION

3,194,332*

MEDIAN FAMILY INCOME

\$101,171†

AVG. EVENT TEMP

77°

*<https://www.fullerton.edu/cdr/ocff.pdf>

GIVING BACK

JULY 20-21
2024
oceanfestival.org

SUPPORTING HIGH SCHOOL STUDENTS

Scholarships are part of the Ocean Festival's mission, supporting local, graduating high school students with an emphasis on marine safety, service and education. Since 1993, the San Clemente Ocean Festival has funded over \$440,000 in youth programs and scholarships.

SAN CLEMENTE OCEAN FESTIVAL BENEFACTORS

- ▼ City of San Clemente Marine Safety
- ▼ California Junior Lifeguard Scholarships
- ▼ City of San Clemente Aquatic Scholarships
- ▼ Boy's & Girls Club, South Coast
- ▼ Ocean Institute 'Adopt-A-Class' San Clemente High
- ▼ Community Outreach Alliance (COA)
- ▼ College & Trade School Scholarships
- ▼ Pier Pride (Educational Sign)

