



SAN CLEMENTE OCEAN FESTIVAL



July 15 & 16, 2017
Sponsor Packet

"Greatest Show on Surf"

Our Mission

“San Clemente Ocean Festival is a non-profit organization dedicated to the promotion and support of ocean safety, the environment and the community by providing a quality athletic, cultural and enjoyable family event.”



**Ocean Institute
Adopt-A-Class program**



San Clemente Junior Lifeguards



**Check Presentation
to SC Marine Safety
Lt, Rod Mellott for the
CSLSA**

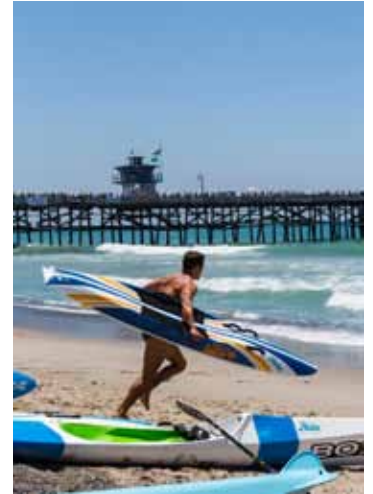


Summer Beach Concerts @ SC Pier

The San Clemente Ocean Festival works in partnership with the City of San Clemente, and has donated over \$400,000 to many organizations in the tri-city area since 1993, including those listed below:

- **City of San Clemente Marine Safety & Recreation programs**
 - **San Clemente Junior Lifeguard Scholarships**
 - **City of San Clemente, Aquatic Scholarships**
 - **Boy's and Girl's Club of South Coast Area**
- **High School Adopt-A-Class programs at Ocean Institute**
- **South County Senior Services – Meals on Wheels Program**
- **Scholarships for Trade School/College bound students**

Lifeguard Competitions, Beach Runs And Ocean Swims



The main event showcases the heroic skills of ocean lifeguards and master swimmers. This intense competition attracts top competitors throughout the United States and draws thousands of spectators to the beach. The finely tuned ocean gladiators compete against one another in a series of events from the grueling ironman to ocean swim races, paddleboard and 5k beach run.

- Dory Boat Races
- Paddleboard Races
- Surf Ski Races
- Ironman and Ironwoman
- Ocean Swims • 5K Beach Run
- Rescue Relay
- Run-Swim-Runs

The Dory Boat competition draws the most excitement as the boats crash through the waves and, often times, into each other!

Ask about swim cap and rash guard sponsorship opportunities.

Surf Events

Grom and Stand-Up Paddleboard (SUP) Competitions



As San Clemente continues to be one of the top surf destinations in the world, and home for the multi-billion dollar surf industry, we strive to keep these competitions fresh and exciting each year!

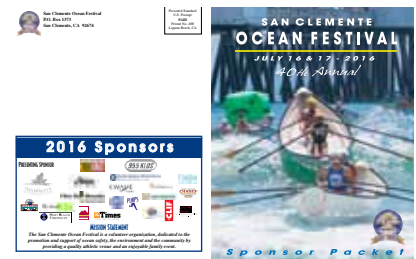
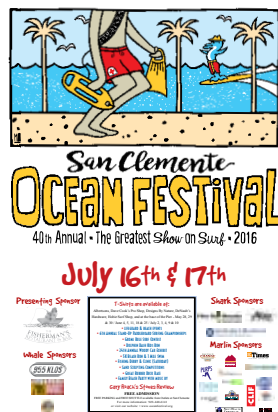
The Ocean Festival has hosted a wide range of surfing competitions throughout the years, attracting local and international surf pros to the competitions. Ask us what is happening this year, and how YOU can get involved!

Event Marketing ADVERTISING

Our comprehensive advertising strategy includes utilizing numerous local and community interest publications including Orange County Register, SCTimes, The Sun Post News, The Local DISH, San Clemente Journal and American Lifeguard Magazine. During the summer, advertising is further supplemented with radio spots and local cable television announcements. We also complete a direct mailing campaign to over 4,000 event participants, sponsors, supporters, surf industry members and VIP's. Colorful event posters are distributed locally to shops and key outlets. A colorful Ocean Festival banner featuring our major sponsors' logos is displayed over El Camino Real in downtown San Clemente during the weeks leading up to the event. Links to all sponsors are available through the official SCOF website - www.oceanfestival.org. Sales of our popular t-shirts and commemorative Ocean Festival items add to the excitement. Movie advertisement on all 6 screens at the Krikorian Movie Theater in San Clemente for all movie-goers to see, weeks before the event.

PUBLICITY

The Ocean Festival is traditionally covered by a multitude of local, regional and national media outlets. The event was featured in the Orange County Register/ocregister.com, San Clemente Journal, San Clemente & Dana Point Times, City of San Clemente Magazine, Sun Post News, The Local DISH, and on KABC, KLOS & KWVE radio broadcasts and websites. In addition, the Ocean Festival has been listed in Competitor Magazine, Epikoo, Examiner, festivals.com, Orange County Coast Life, Orange Coast Magazine, Race Place, SUPEVENT.com, SUPRacer.com, Westways Magazine, and Woodie Times.



Expo



Major sponsors will be provided with premium beach space, in the middle of the action. These spaces will provide you with the opportunity to go one-on-one with festival goers, offering samples, information and demos on all your goods.

Spaces are available on both the north and south sides of the Pier, depending on your level of participation. Most of the athletic competitions take place on the north side, along with award presentations, Saturday night entertainment, and the Great Rubber Duck Race! Youth Pavilion activities and entertainment, Dolphin Dash, and sand sculpting competitions all take place on the south side. The event stage is on the north side of the Pier, and is where announcements and Saturday evening entertainment take place. With over 50,000 in attendance over the two-day event, your company has an outstanding opportunity to promote, market and build brand awareness of your products or services to an affluent and ever-expanding market.



Your company can receive additional exposure by sponsoring one of these exciting segments of the Ocean Festival:

- 25th Annual Classic Woodie Car Exhibit
- Surf Competitions
- Saturday Evening Beach Concert
- Dolphin Dash Kid's Beach Run
- Swim Caps
- Competitor Jerseys

Ask us for more information!

In 2016, the San Clemente Ocean Festival hosted over 750 participants in a multitude of competitive and participatory events. Additionally, over 50,000 spectators enjoyed the variety of festivities surrounding these events.

History

Prior to 1976, the Orange County Beach Games were the competitions enjoyed by lifeguards of the area. The Marine Safety Captain wanted to increase the involvement of the games to include the general public. The purpose was to add public awareness of beach and ocean safety; responsibilities of lifeguards; and the recreational opportunities the beach and ocean have to offer.

To accomplish these goals, part of the activities were planned to educate the public through exposure and involvement, creating an image for the lifeguards as friends and protectors. The atmosphere of the games was to be one of family oriented fun, on the beach and in the water. Safety and simple pleasures would be stressed.

The slogan “The Greatest Show on Surf” was first created in 1978. In 1981, the Ocean Festival’s logo was certified as a trademark and the following year, the San Clemente Ocean Festival became a non-profit corporation within the State of California.

The theme of this event – families and lifeguards engaged together in fun activities on the beach – has been the basis of the success of the Ocean Festival. It has kept it unique and beyond imitation because of the Ocean Festival’s ability to build it’s strengths through volunteer support. The San Clemente Ocean Festival is run by a volunteer board of directors and their Executive and Athletic Directors who pool their talents to continue to deliver “The

Greatest Show on Surf” with the hundreds of community volunteers who provide manpower during the two-day event.

Since the beginning, the San Clemente Ocean Festival has been much more than just a local event. Last year it is estimated that over 50,000 people, including visitors from all over California, the Continental U.S., and as far as Hawaii and Australia, were drawn to the event over the two-day period.

Despite the phenomenal growth the event has experienced over the past two decades, the San Clemente Ocean Festival is still a family oriented event. Unlike many events of this size, the Ocean Festival provides a wholesome atmosphere for families to enjoy as a spectator or participant and does not accept alcohol or tobacco sponsors.

As a 501(c)(4) nonprofit organization, The San Clemente Ocean Festival uses proceeds from this event to produce “The Greatest Show on Surf” and provide funds to local worthy causes. Contributions are focused in the areas of marine safety, environment and education. Each year the Board of Directors consider requests from many needy organizations and has provided assistance to numerous groups/ organizations including: the Junior Life Guard program, California State Lifeguards, Boys and Girls Club of the South Coast Area and elementary/high school programs in the tri-city area.

Demographics

The San Clemente Ocean Festival offers a truly rich setting, ideal for marketing to both men and women, ages 14 to 54.



LOCAL AREA FEATURES

- **OC ranks 6th nationally in total population.**
- **Orange county is ranked 5th nationally in total retail sales, 1st in household retail spending, and contains the highest density of households with annual incomes over \$100,000.**
- **Orange County is a racially and ethnically diverse region.**
- **Two of San Clemente's local beaches have been listed in the Top 3 of Orange County Register's "Best of Orange County", attracting surfers from around the world and provide the perfect location for some of America's best-known surf contests.**

Weekend Events



Saturday/Sunday



- Lifeguard Competitions
- Dolphin Dash Kid's Beach Run
- "Grom's Rule" Surf Contest
- Fishing Derby & Clinic for Children
- 25th Annual Woody Car Exhibit on the Pier
- Family Beach Party & FREE Concert
- Ocean Art Show
- Surf Competitions
- Sand Sculpting Competition
- Fishing Derby for all ages
- Family and Children's Events
- Lifeguards' Pancake Breakfast
- 25th Annual "Great Rubber Duck Race"





San Clemente Ocean Festival
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(949) 440-6141 • visit our Website at www.oceanfestival.org

Designed by Creative Angle / Printed by Universal Press