



2016 PADDLE AT THE PORCH DESTIN SUP CUP SPONSORSHIP DECK



SATURDAY AUGUST 20, 2016



OUR COMMITMENT TO YOU:

AS ONE OF THE BEST RACES IN THE SOUTH, WE HAVE A COMMITMENT TO OUR SPONSORS THAT WHEN YOU SPONSOR AND REPRESENT YOUR BRAND AT PADDLE AT THE PORCH NOT ONLY WILL YOU ACHIEVE GREAT EXPOSURE, BUT YOU WILL GAIN NEW CUSTOMERS, WHILE RE-ENGAGING EXISTING ONES.

BOTE BOARDS, THE BACK PORCH, AND THE DESTIN AREA CHAMBER OF COMMERCE ARE HERE TO ENSURE THAT YOUR SPONSORSHIP IS FULLY LEVERAGED IN THE BEST WAY POSSIBLE AND YOUR BRAND IS REPRESENTED TO YOUR SATISFACTION.



ABOUT:



2016 MARKS THE 5TH ANNIVERSARY OF THE PADDLE AT THE PORCH'S DESTIN SUP CUP. SINCE ITS BEGINNING, THE EVENT HAS GROWN BIGGER AND BETTER WITH RACERS FROM 9 STATES AND 2 COUNTRIES LAST YEAR.

THIS EVENT IS PRESENTED BY A GROUP OF DEDICATED PEOPLE WHO VOLUNTEER THEIR TIME TO ORGANIZE, PLAN, PROMOTE, AND PRESENT THIS GROWING EVENT. PADDLE AT THE PORCH WOULD NOT BE POSSIBLE WITHOUT THE SUPPORT OF THE COMMUNITY AND SPONSORS LIKE YOU.

EVENTS:
PACKET PICK UP SOCIAL
SUP RACES
FUN RACES
AWARD CEREMONY AND AFTER PARTY



AUDIENCE & IMPACT

OVER THE PAST FEW YEARS, PADDLE AT THE PORCH HAS GROWN FROM A SMALL EVENT INTO A LARGE GATHERING OF RACERS AND ENTHUSIASTS ALIKE. WITH OVER 100 RACERS AND EVEN MORE SPECTATORS, WE WANT TO MAXIMIZE YOUR MARKETING DOLLARS AND ROI. CHECK OUT YOUR AUDIENCE.

NUMBERS DO NOT INCLUDE THE 200+ ATTENDEES AND HUNDREDS OF BEACH GOERS/SPECTATORS



2012

- 94 RACERS
- MALE- 68%
FEMALE- 32%
- AVERAGE AGE 33.1
- 22.3% FROM OUT OF TOWN
- 5 STATES REPRESENTED

2013

(POSTPONED TO MID-SEPT
DUE TO WEATHER)

- 82 RACERS
- MALE- 72%
FEMALE- 28%
- AVERAGE AGE 38
- 32% FROM OUT OF TOWN
- 5 STATES REPRESENTED

2014

- 111 RACERS
- MALE- 75%
FEMALE- 25%
- AVERAGE AGE 34.2
- 38% FROM OUT OF TOWN
- 6 STATES REPRESENTED

2015

- 110 RACERS
- MALE- 74%
FEMALE- 26%
- AVERAGE AGE 34.9
- 38% FROM OUT OF TOWN
- 9 STATES,
2 COUNTRIES REPRESENTED

*STATES REPRESENTED: FLORIDA, ALABAMA, GEORGIA, TENNESSEE, MISSISSIPPI, LOUISIANA, NORTH CAROLINA, SOUTH CAROLINA, KENTUCKY.

AUDIENCE & IMPACT

PROFILE OF AN AVERAGE [PADDLE AT THE PORCH] PADDLER

MEDIAN AGE: 37

70% MALE

30% FEMALE

58% MARRIED

56% COLLEGE GRADUATE

52% EARN A HHI OF \$75K - \$200K



CREDIT: SUP MAGAZINE



COST PROFILE FOR AN AVERAGE PADDLER

BOARD: \$1,000 - \$2,000

PADDLE: \$250

CAR ACCESSORIES: \$100 - \$500

LEASH: \$50

APPAREL: \$100

CREDIT: SUP MAGAZINE



SPONSORSHIP VALUES



SPONSORSHIP OF PADDLE AT THE PORCH NOT ONLY INCREASES AWARENESS AND EXPOSURE OF YOUR BRAND OR BUSINESS, BUT IT INCREASES THE AWARENESS AND EXPOSURE OF OUR AREA AND THE SPORT OF SUP.

OUR SPONSORSHIP LEVELS WERE DESIGNED TO GIVE YOU THE OPPORTUNITY TO SHOWCASE YOUR BRAND OR BUSINESS AT PADDLE AT THE PORCH THE WAY YOU WANT. WE WILL WORK WITH YOU TO HELP TURN DESTIN SUP CUP PARTICIPANTS INTO BRAND BELIEVERS.





SPONSORSHIP VALUES



WHY SHOULD MY BUSINESS BE A PART OF PADDLE AT THE PORCH?

VENUE INFORMATION:

VENUE INFORMATION:

- PARTNERSHIP WITH SOUTHERN RESTAURANT GROUP THAT INCLUDES 7 RESTAURANTS. – ORANGE BEACH, AL- PANAMA CITY, FL. EXPANDING REGIONAL SALES AND EXPOSURE.
- ON THE AUG. 15, 2015 RACE DAY, THE BACK PORCH HAD 2,216 CUSTOMERS. JUST UNDER 500 PEOPLE WERE THERE DURING AND IMMEDIATELY FOLLOWING RACE HOURS.
- DURING THE SUMMER MONTHS, RACE POSTERS ARE DISPLAYED THROUGHOUT THE BACK PORCH, WHICH HAD 188,275 CUSTOMERS FROM JUNE 1 – AUG. 15, 2015.
- DURING THE SUMMER MONTHS, RACE POSTERS ARE DISPLAYED THROUGHOUT POMPAJO JOE'S, WHICH HAD 155,726 CUSTOMERS FROM JUNE 1 – AUG. 15, 2015.

VALUE SUMMARY:

- **\$20,000** SPENT ON ADVERTISING!
- OVER 1 MILLION PEOPLE REACHED THROUGH SOCIAL MEDIA AND VIA WEBSITES!
- STRONG BRAND AWARENESS FOR YOUR BUSINESS!
- SAMPLING OPPORTUNITIES WITH OVER 400 PEOPLE AT EVENT
- PARTNERSHIP WITH A YOUNG AND GROWING EVENT, WHICH WILL RIVAL MAJOR SUP COMPETITIONS IN THE NEAR FUTURE.

ADDITIONAL EVENT SUPPORT:

- 2 MILLION PEOPLE COME THROUGH THIS AREA THROUGHOUT THE SUMMER. POSTERS AND RACK CARDS DISTRIBUTED THROUGHOUT.
- 400+ NON-EVENT RELATED SPECTATORS FROM RESTAURANT, PUBLIC ACCESS, AND NEARBY CONDOS.
- EVENT RACK CARDS DISTRIBUTED TO ALL 165 BOTE DEALERS IN THE US.
- LOGO RACE SHIRTS- WALKING BILLBOARDS

ALL THIS....PRICELESS!



BENEFITS & SPONSORSHIP OPPORTUNITIES



TITLE SPONSOR \$3000

- TOP BILLING – PADDLE AT THE PORCH – THE DESTIN SUP CUP PRESENTED BY _____
- TOP BILLING ON MAIN LOGO, WHICH WILL APPEAR ON ALL PROMOTIONAL MATERIALS, INCLUDING T-SHIRTS
- DISTRIBUTION OF MARKETING MATERIALS AT RACE AND/OR PRODUCT SAMPLES IN RACE GOODIE BAGS
- LOGO ON COMPANY-SUPPLIED BANNERS DISPLAYED AT RACE SITE
- TOP BILLING LOGO ON ALL PROMOTIONAL MATERIALS, INCLUDING RACE FLYERS, RACK CARDS AND WEBSITE
- BUSINESS RECOGNIZED AT AWARDS CEREMONY
- BUSINESS LINKED FROM RACE WEBSITE AND RACE FACEBOOK PAGE
- BUSINESS RECOGNIZED ON ALL PRESS RELEASES AS TITLE SPONSOR
- 15 COMPLIMENTARY RACE ENTRIES WITH T-SHIRTS
- CUSTOMIZED COMPANY BOOTH/TENT(S) SETUP AT THE RACE (TENT(S)/TABLE(S) SUPPLIED BY COMPANY)
- COMPLETE LIST OF RACE PARTICIPANTS
- INCLUSION IN LOCAL RADIO ADS



BENEFITS & SPONSORSHIP OPPORTUNITIES



PLATINUM: \$2000

- INCLUSION ON MAIN LOGO, WHICH WILL APPEAR ON ALL PROMOTIONAL MATERIALS, INCLUDING T-SHIRTS
- DISTRIBUTION OF MARKETING MATERIALS AT RACE AND/OR PRODUCT SAMPLES IN RACE GOODIE BAGS
- LOGO ON COMPANY-SUPPLIED BANNERS DISPLAYED AT RACE SITE
- LOGO ON ALL PROMOTIONAL MATERIALS, INCLUDING RACE FLYERS AND WEBSITE
- BUSINESS RECOGNIZED AT AWARDS CEREMONY
- BUSINESS LINKED FROM RACE WEBSITE AND RACE FACEBOOK PAGE
- BUSINESS RECOGNIZED ON ALL PRESS RELEASES AS TITLE SPONSOR
- 10 COMPLIMENTARY RACE ENTRIES WITH T-SHIRTS
- COMPANY BOOTH/TENT AT THE RACE (TENT/TABLE SUPPLIED BY COMPANY)
- COMPLETE LIST OF RACE PARTICIPANTS
- INCLUSION IN LOCAL RADIO ADS



BENEFITS & SPONSORSHIP OPPORTUNITIES



GOLD: \$1,000

- DISTRIBUTION OF MARKETING MATERIALS AND/OR PRODUCT SAMPLES IN RACE GOODIE BAGS
- BUSINESS LOGO ON COMPANY-SUPPLIED BANNERS DISPLAYED AT RACE SITE
- LOGO ON ALL PROMOTIONAL MATERIALS, INCLUDING RACE FLYERS AND WEBSITE
- LOGO ON RACE T-SHIRT
- BUSINESS RECOGNIZED AT AWARDS CEREMONY
- BUSINESS LINKED FROM RACE WEBSITE AND FACEBOOK PAGE
- BUSINESS RECOGNIZED ON ALL PRESS RELEASES
- FOUR COMPLIMENTARY RACE ENTRIES WITH T-SHIRTS
- COMPANY BOOTH/TENT AT THE RACE (TENT/TABLE SUPPLIED BY COMPANY)
- COMPANY TABLE AT PICK UP PARTY

SILVER: \$500

SILVER/ACCOMODATIONS SPONSOR

- DISTRIBUTION OF MARKETING MATERIALS AND/OR PRODUCT SAMPLES IN RACE GOODIE BAGS
- LOGO ON ALL PROMOTIONAL MATERIALS, INCLUDING RACE FLYERS
- RECOGNIZED AS AN ACCOMMODATIONS SPONSOR WITH AN OPPORTUNITY TO PROVIDE A PROMOTIONAL CODE
- BUSINESS LOGO ON RACE T-SHIRT
- BUSINESS RECOGNIZED AT AWARDS CEREMONY
- BUSINESS LINKED FROM RACE WEBSITE/ACCOMMODATIONS SECTION
- TWO COMPLIMENTARY RACE ENTRIES WITH T-SHIRTS
- COMPANY BOOTH/TENT AT THE RACE (TENT/TABLE SUPPLIED BY COMPANY)



BENEFITS & SPONSORSHIP OPPORTUNITIES



CASH PURSE: \$1,000

- **A CASH PRIZE RACE NAMED AFTER YOUR BUSINESS!**
- DISTRIBUTION OF MARKETING MATERIALS AND/OR PRODUCT SAMPLES IN RACE GOODIE BAGS
- BUSINESS LOGO ON ALL PROMOTIONAL MATERIALS, INCLUDING RACE FLYERS
- BUSINESS LOGO ON RACE T-SHIRT
- BUSINESS RECOGNIZED AT AWARDS CEREMONY
- BUSINESS LINKED FROM RACE WEBSITE AND FACEBOOK PAGE
- BUSINESS RECOGNIZED ON ALL PRESS RELEASES
- BUSINESS LINKED FROM RACE WEBSITE
- TWO COMPLIMENTARY RACE ENTRIES WITH T-SHIRTS
- COMPANY BOOTH AT THE RACE (TABLE SUPPLIED BY COMPANY)

BRONZE: \$300

- BUSINESS LOGO ON RACE WEBSITE
- DISTRIBUTION OF MARKETING MATERIALS AND/OR PRODUCT SAMPLES IN RACE GOODIE BAGS
- BUSINESS LOGO ON RACE T-SHIRT
- BUSINESS RECOGNIZED AT AWARDS CEREMONY
- ONE COMPLIMENTARY RACE ENTRY WITH T-SHIRT



Beach Finish

Beach Start

4 Laps
1.5 Mile Laps

2016 RACE COURSE

Google earth

**THE NEXT STEP IS EASY-
SIMPLY FILL OUT THE ATTACHED FORM TO SECURE
YOUR SPONSORSHIP OR CONTACT US FOR MORE
INFORMATION.**

HOW TO
GET
INVOLVED



**FOR ANY QUESTIONS, PLEASE
FEEL FREE TO CONTACT US**

850-837-6241

DESTIN CHAMBER

BRYCE@DESTINCHAMBER.COM



2016 SPONSORSHIP REGISTRATION FORM



SPONSORSHIP LEVEL_____

COMPANY_____

CONTACT NAME_____

PHONE _____

EMAIL _____

SIGNATURE_____

PLEASE FAX THIS TO (850) 654-5612 OR EMAIL TO BRYCE@DESTINCHAMBER.COM

ALL SPONSORSHIP MONEY MUST BE PAID PRIOR TO RACE DATE.

*SPONSORSHIPS ARE NON-REFUNDABLE. IF EVENT IS CANCELED DUE TO AN ACT OF GOD, A NEW DATE WILL BE SET.

THANK YOU!

WE WANT TO THANK YOU FOR SUPPORTING OUR COMMUNITY. YOUR SPONSORSHIP IS INVALUABLE TO SUSTAINING PADDLE AT THE PORCH- THE DESTIN SUP CUP AND HELPING THE EVENT FLOURISH. SPONSORSHIP OF PADDLE AT THE PORCH NOT ONLY INCREASES AWARENESS AND EXPOSURE FOR YOU, BUT IT INCREASES AWARENESS OF OUR AREA AND THE SPORT OF SUP.



AUGUST 20, 2016