

## OUTRIGGER CANOE HISTORY

Outrigger canoe racing is six highly trained athletes driving a 400 pound, 45-foot long, 20-inch wide sleek canoe through thrilling open ocean swells, paddling at 64-68 strokes per minute as one powerful and gracefully precise unit. This exhilarating and intensely challenging sport of today had its origins not long after the ice age. Land locked people began to explore new territories in outrigger canoes not unlike the sophisticated fiberglass canoes that challenge the oceans of today for the sole purpose of sheer physical challenge and the ultimate in competition.



Outrigger canoeing came to the mainland from Hawaii in 1959, under the guiding influences of Hawaiian canoe builder, Noah Kalama, and visionary A.E. Toots Minvielle. Since then, thousands of California men, women and children have joined the ranks of outrigger paddlers from around the world.

Today, Southern California Outrigger Racing Association (SCORA) is comprised of over 2,500 men, women and children in 29 clubs from San Diego to San Luis Obispo, and as far reaching as the States of Nevada and Arizona.

SCORA sanctions approximately 12 racing events that take place at various coastal venues from Mission Bay in San Diego to Avila Beach in San Luis Obispo. The competitors belong to one of 29 clubs located in communicates from San Diego to San Luis Obispo; from Catalina Island to Phoenix; Santa Fe, New Mexico; and Las Vegas.

Northern California Outrigger Canoe Association (NCOCA) sanctions the outrigger competitions of at least another 17 outrigger canoe clubs in Northern California from the coastline of Monterey to the Petaluma River in Petaluma.

Internationally, the governing bodies include International Va'a (Canoe) Federation ("IVF") The International Va'a Federation is involved in the regulation of va'a (canoeing) at a number of major international single sport events and multi-sport games.

- World Va'a Sprint Championships
- South Pacific Games
- Mini South Pacific Games

Other international sanctioning outrigger associations include Australian Outrigger Canoe Racing Association (AOCRA), sanctioning organization of the famous Hamilton Cup outrigger competition ([www.hamiltoncup.com](http://www.hamiltoncup.com)), Canadian Outrigger Racing Association (CORA) sanctioning organization of the International Howe Sound Outrigger Race (<http://www.clippercanoes.com/outrigger/about.html>); Oahu Hawaiian Canoe Racing Association (OHCRA), sanctioning organization of the World Championship of change racing – the Molokai to Oahu Change Race, and Pacific Outrigger Canoe Association (POCA), sanctioning organization for the World Sprints. These associations are dedicated to the perpetuation and promotion of outrigger canoe racing worldwide. The primary purposes of these associations are: 1) to promote good relations and to distribute information regarding outrigger activities between countries who are competing in the sport; and 2) to introduce and develop the sport throughout the world with the ultimate goal of attaining Olympic recognition.



## THE FUTURE OF OUTRIGGER RACING

The sport of outrigger canoeing is exploding with canoe clubs appearing across the U.S. from Florida and New York on the East Coast and California and Washington State, South America, Canada, Hong Kong, Easter Island, Fiji, New Zealand, Australia, Western Samoa, Guam, France, Italy, and the United Kingdom.

Outrigger racing is one of the fastest growing competitive paddle sports in the world with teams spanning the globe. Hawaii alone boasts the largest number of clubs and registered paddlers with over 60 clubs and 8000 registered paddlers; California has over 50 clubs alone and is growing in numbers each year.

The sheer physical challenge of battling eight-foot swells, as in the Molokai Channel Crossing, or the individual challenge of the incredibly sleek single outrigger canoe creates a setting each season for some of the most thrilling athletic events of the year. This is in part responsible for the high level of competition seen in today's races which draws national and Olympic class athletes such as Gold Medalist Anna Olsson, Greg Barton and Norma Billingham.

At the same time that Olympic class athletes are being attracted to the competitions, the sport itself is being recognized as a serious contender for inclusion in the Olympic Games.



## SANTA BARBARA OUTRIGGER TODAY

The Santa Barbara Outrigger Canoe Club (SBOCC) and Racing Team is a 501(c)3 non-profit organization, established in 1981. Its mission is to foster national and international outrigger canoe competition and to generate public interest and support for these activities. SBOCC is dedicated to providing its members with opportunities to race, competing at all levels of competition; from local regional races to world championships in junior, open, master and senior masters divisions.

Consistent with its commitment to encourage and preserve outrigger canoe racing and to promote international Ho'okuku (competition), SBOCC actively organizes and promotes athletic and educational events and training in this traditional Hawaiian ocean sport for the benefit of the organization's members and the local community.

With nearly 100 members it is one of 29 clubs represented by the Southern California Outrigger Racing Association. SBOCC consists of a highly qualified and motivated group of athletes who are national swimmers, runners, champion outrigger paddlers and potential Olympic competitors. Their experience in outrigger paddling ranges from one to 25 years of intense training and participation in championship races such as the Ironman Championships held in San Diego; the State Sprint Championships held in Santa Barbara; the Catalina Channel Crossing; the Molokai Channel Crossing and the World Sprint Championships.



## RACING DIVISIONS

There are currently three divisions in outrigger competition: Ironman<sup>1</sup> (Long Distance), Sprints, and Change Races. Ironman consists of open ocean racing over distances between 9 and 15 miles. Sprints consist of flat water races turning on flags set up on a 500-meter course. Change Races are long distance races (20-41 miles) consisting of nine or ten person crews. Throughout the race, crew members rotate in and out of a six person canoe by jumping from an escort boat into the ocean to exchange places with their teammates.



**PADDLER PERFORMING A “CHANGE OUT” FROM THE CANOE DURING A CHANGE RACE**

There are multiple racing categories to include Keikis (17yrs & under), Masters (35yrs & up) and Senior Masters (45yrs. & up). Categories have also expanded to include single and double outriggers. The single outrigger is a 50-pound, 26-foot long, 12-inch wide craft. The double outrigger is slightly larger, but just enough to accommodate a second paddler.

The outrigger season begins in March with weekend and evening practices. In May, the racing season begins. Races are held almost every weekend from May through September at various beaches in Southern California.

Hundreds of paddlers participate in the Southern California circuit and thousands participate in the state, national and worldwide competitions. These events are exceptional opportunities for promotional product and service exposure.

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<sup>1</sup> Ironman is a term used by outrigger paddlers to denote long distance races.

## SBOCC 2007 RACE RESULTS

Race Type	Race	Location	Date	Open (W)	Open (M)	Open (C)	Novice (W)	Novice (M)
Ironman	Crystal Pier (Hano Hano)	San Diego	5/12/2007	6(m) 10	8 12	3	9	4
Ironman	Rig Run (Ka Nai'a)	Santa Barbara	5/19/2007	8 9 14	3(m) 15		4	3
Ironman	Kahanamoku Klassic	Marina Del Rey	6/2/2007	6(m) 10	9			5
Ironman	Hokuloa Channel Challenge	Ventura	6/9/2007	6(m) 8	3(m)	4		4
Ironman	Pineapple Express (Pali Kai)	Avila Beach	6/16/2007	2/2 4(m)	2(m) 6			2
Ironman	Ironman Championships (Kai Elua)	San Diego	6/23/2007	9	18			2
Sprints	Noah Kalama Sprint Regatta (NAC)	Newport Beach	7/7/2007		2(m)			1
Sprints	Kahakai Knock-off Sprints	Long Beach	7/14/2007	2(b) 7(sm)				2
Sprints	State Sprints Championships (SBOCC)	Santa Barbara	7/21/2007	3(b) 6(m)	2(m)			1
Change	Whitey Harrison Race	Dana Point	8/4/2007	7	11			
Change	Pao Pao	Oceanside	8/18/2007	6	6			
Change	Catalina Channel Crossing	Newport/Avalon	9/8/2007	8	16			

- (m) Masters Crew (35+)
- (sm) Senior Masters Crew (45+)
- (b) "B" bracket for double elimination knock-off racing



**SANTA BARBARA OUTRIGGER MEN'S TEAM — CATALINA ISLAND, CA**

## SPONSORSHIP OPPORTUNITIES

Competitive outrigger paddling is steadily gaining momentum as a sport, which appeals to sponsors whose target audiences are young and athletic. Among them are Offshore, Title Nine Sports, Patagonia, Kona Brewing Company, Cruzan Rum, Burger King, Pizza Hut, Pepsi, Bud Light, Reebok, Toyota, and Steinlager. Media attention, ranging from print to television is growing as rapidly as the sport itself. Print coverage has historically ranged from local news reporting in the home territories of the participating teams to such widely distributed publications as *Sports Illustrated*, *Shape Magazine*, *National Geographic Traveler*, *Aloha*, *Sunset Magazine*, *Santa Barbara Magazine*, *Islands*, *Competitor Magazine* and *Outside*.

In 2007, Santa Barbara Outrigger was featured in multiple area publications including BlueEdge Magazine and the Santa Barbara News Press.

Santa Barbara Outrigger proposes to enhance your exposure as team sponsor through extensive use of the product name as well as your logo. Your business name would be prominently displayed on banners, canoes, team uniforms, paddles and luggage as approved by your company. Name recognition could also be ensured by incorporating your name into the team name.



SPONSORSHIP OPPORTUNITIES ~BUSINESS LOGO ON SIDE OF CANOE

## TITLE OR PRESENTER SPONSORSHIP OPPORTUNITIES AT THE “CALIFORNIA STATE SPRINT CHAMPIONSHIPS”

Santa Barbara Outrigger is also the proud host of the California State Sprint Championships held each racing season in mid July at Leadbetter Beach in Santa Barbara. In the past, this highly colorful and well publicized event has been attended by over 4,000 participants and visitors from throughout the state. This is a great opportunity to receive extensive pre-race coverage through local newspaper, radio and possibly television ads as well as name recognition on over 1,000 t-shirts. You could be a part of one of Santa Barbara’s largest and most exciting events.



**CALIFORNIA STATE SPRINT CHAMPIONSHIPS IN SANTA BARBARA**

The natural setting surrounding outrigger canoe racing is in and of itself a superb promotional image with the ocean, sun, sky and healthy attractive athletes. Don’t miss the opportunity to become a part of this rapidly growing and exciting sport!



QUEEN LILI' UOKALANI RACE - HONAUNAU BAY, HAWAII

## SPONSORSHIP PACKAGES

The following racing team and club opportunities are available but are not limited to:

### LIFETIME SPONSORS

- The only company logo on the Canoe and Canoe Cover for the life of the canoe<sup>2</sup> \$10,000 +
- One of two company logos on the Canoe and Canoe Cover for the life of the canoe<sup>2</sup> \$5,000

### ANNUAL SPONSORS

- Logo on Canoe and Canoe Cover for 1 year \$2,000<sup>3</sup>
- Logo on Canoe \$1,500<sup>3</sup>
- Logo on uniform and or equipment i.e. Race jerseys, paddle shorts, paddles, paddle bags varies<sup>4</sup>



<sup>2</sup> Please keep in mind that the average life of a racing canoe is about 7 years.

<sup>3</sup> Additional costs for logo decals not included.

<sup>4</sup> Donation must cover the expense of providing the item for every member.

**EACH OF THE ABOVE SPONSORSHIPS WILL INCLUDE:**

*Race Site Exposure:* Races are all-day events held at highly visible beaches throughout Southern California and are organized by the Southern California Outrigger Association (SCORA).

*Promotional Exposure:*

1. Logo exposure: Product logo on SBOCC canoes visible from the beach and water at SCORA race sites.
2. Banner display: SBOCC will display your logo banner at each of the SCORA race sites.
3. Web site link: The SBOCC web site will include your business's web site home page address to our list of links.
4. Community exposure: The SBOCC site is based in the heart of Santa Barbara. Our site is located in the highly visible Santa Barbara Waterfront (for Canoe and Canoe Cover sponsorships only).
5. Team Photo: Opportunity to photograph the SBOCC team with your logo to use for advertising purposes for 1 year (for the lifetime of the canoe for Lifetime Sponsors).

*Event Participation:*

1. One complimentary canoe entry in the SBOCC Company Challenge (regular team entries are \$150.00 per canoe)
2. Invitation to all SBOCC sponsored events, including Ohana Day.



## EVENT SPONSORSHIPS

*Each sponsor provides the SBOCC hosted event with the minimum amount specified in money, product and or services, advertising or a combination.*

### **PRESENTING SPONSOR \$3,000.00+**

*Receives:* LOGO on all T-shirts as headlining sponsor; Large LOGO on all print advertising, flyers, posters; LOGO on sponsor banner at race; exclusivity; first right of refusal.

### **EVENT SPONSOR \$2,000.00**

*Receives:* LOGO on T-shirts; LOGO and mention on all advertising; LOGO on sponsor banner at race, Booth at race.

### **EVENT SPONSOR \$1,000.00**

*Receives:* LOGO on printed advertising; LOGO on sponsor banner at race, Booth at race.

### **PARTICIPATING SPONSOR \$500.00**

*Receives:* LOGO on printed advertising; banner at race.

### **CONTRIBUTOR \$250.00**

*Receives:* LOGO on printed advertising.



***PRODUCTS, SERVICES & ADVERTISING  
NEEDED FOR SBOCC HOSTED EVENTS***

***General Event Needs:***

*Event/Parking Permits  
Insurance Fees  
Awards  
T-shirts  
Race Escort / Official Boats  
Flyers/Posters  
Advertising (Radio and Print)*

***Entertainment:***

*Sound System  
Band*

***Race Day Rentals:***

*Scaffolding for Officials  
Sound System  
Portable Bathrooms  
Dumpsters (Waste & Recycling)  
Folding Tables and Chairs*

***Food Services & Other Needs:***

*Drinks & Beverages  
Breakfast  
Lunch  
Snacks  
Flowers (leis)  
Balloons  
Flags*

**RACING TEAM SPONSORSHIPS**

SBOCC offers an additional opportunity for exposure outside the Southern California area. Special race uniforms are worn at special events outside the normal SCORA racing season. Areas of these events include Hawaii, New York, Australia, New Zealand, Tahiti, Guam, and other South Pacific regions.

**Logo on Racing Team Uniforms (shirts, hats, etc.)**

**\$2,000**

The above sponsorship includes:

- Race site exposure
- Banner display: SBOCC will display your logo banner at the race site.
- Product samples: SBOCC will hand out samples of your product at the venue site.
- Additional promotional opportunities
- Logo rights: The right to use the SBOCC logo in conjunction with your product advertising for 1 year.
- Team photo: Opportunity to photograph SBOCC with your logo.



**SANTA BARBARA OUTRIGGER MEN'S TEAM – KONA, HAWAII**



**SANTA BARBARA OUTRIGGER MEN'S TEAM – OCEANSIDE, CALIFORNIA**

### **RACING TEAM & CLUB TRADES**

- Advertising
  - Newspaper, magazine and news clips
  - Printing of material (race entry forms, brochures, waivers & sponsorship packets)
- Uniforms
  - Race jerseys, paddle shorts, footwear, jackets, paddle bags and printing of the team logo on these items
- Equipment
  - Paddles, life vest and equipment storage containers

Each of the above trades will receive the following:

1. Sponsorship exposure: Company logo on our sponsor banner visible at all races. Your logo will also be included in the State Sprint Championship program which is received by each club attending the race and is available at our sponsor booth on the day of the race.
2. Logo exposure: Company logo on the item that you donated (only available for uniforms and equipment).



**LOGO EXPOSURE ON SIDE OF CANOE**

**SANTA BARBARA OUTRIGGER WOULD LIKE TO THANK YOU NOT ONLY FOR YOUR CONSIDERATION OF BEING AN SBOCC SPONSOR, BUT ALSO FOR YOUR INTEREST AND SUPPORT OF THE OUTRIGGER COMMUNITY.**

**WE LOOK FORWARD TO SEEING YOU AT THE BEACH.**

**ALOHA AND MAHALO NUI!**

**THE SANTA BARBARA OUTRIGGER CANOE CLUB**



**THE SANTA BARBARA OUTRIGGER TEAM – 2007 SEASON**