



SANTA BARBARA

OUTRIGGER CANOE CLUB

**SPONSORSHIP
PACKET
2023**



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www.sbocc.org



[@sboutriggercc](https://www.instagram.com/sboutriggercc)



Santa Barbara Outrigger
Canoe Club



SANTA BARBARA OUTRIGGER CANOE CLUB

Santa Barbara Outrigger Canoe Club (SBOCC) is a 501(c)3 non-profit organization that has been an integral part of the Santa Barbara community for over 40 years. Outrigger canoe paddling, once a very niche sport, primarily associated with Polynesian and Hawaiian history, has grown to be a dominant sport here in California, as well as in many countries around the world.

Outrigger canoe paddling is one of Santa Barbara's largest club sports, with over 120 members. The team consists of highly qualified and dedicated athletes who are nationally competitive surfers, swimmers, runners, stand-up paddle boarders, etc.

Our club is a member of the Southern California Outrigger Racing Association, competing in races throughout California, including Mission Bay in San Diego, Newport Beach, Marina del Rey, Dana Point, Long Beach, Ventura, Oceanside, and Monterey. SBOCC also competes in races in the Pacific Northwest, Hawaii, and even events in the South Pacific (Tahiti and Samoa). Races attract thousands of participants and spectators throughout the year.

In 2022, SBOCC climbed to the top of the podium with the women's top crew placing 3rd in the California State Championships. We are looking forward to growing our SB paddling community, further developing highly competitive crews, and continuing to stand on the podium (aiming for 1st place!) in the 2023 race season ahead.

Thank you for taking the time to learn about Santa Barbara Outrigger Canoe Club. We hope our prominence within the community and across California is of interest to you. If you would like to explore options for supporting our team, we look forward to developing a mutually beneficial relationship with you this year and beyond. To learn more about sponsorship, please read on!



BENEFITS TO SPONSORSHIP

SBOCC is located next to Santa Barbara Landing and the harbor, one of Santa Barbara's most popular areas for both locals and visitors alike. Many of our sponsorship options include logos on our canoes and branding on our team gear, which are visible throughout the year in this highly trafficked stretch of beach and out on the water during practices.

Beyond Santa Barbara, SBOCC also regularly competes in races throughout California in which canoes are transported on trailers, allowing road exposure along the entire California coast as we travel to race sites throughout the season. These 40-foot-long canoes guarantee eye-catching exposure for our sponsors.

Additionally, SBOCC hosts a local SB race - *Return to the Pier* - which takes place at West Beach. This event attracts both local and visiting paddlers who spend the weekend racing and enjoying SB. Our high-level sponsorship options allow for brand recognition at this well-attended and publicly visible annual event.

Sponsorship of SBOCC will enhance exposure to local and state audiences (even national, and international audiences too!) - primarily through the extensive use and prominent display of your company name and logo on our gear and equipment, including canoes, jerseys, website, public events, marketing material, etc.

In addition to brand/logo recognition, the reach and influence of our paddling community, through personal connections and our paddling network, is quite extensive. Therefore, as our members continue to be active in this sport and throughout the community, we ensure valuable marketing exposure through the various sponsorship options we present below. We are also excited to work with sponsors to think of additional creative ideas for how our club can further support your local business.



SPONSORSHIP LEVELS

CHANNEL ISLANDS SPONSOR: \$10,000 - EXCLUSIVE SPONSOR

Channel Islands Sponsorship requires a donation of \$10,000 and provides the following benefits:

- » Exclusive full-wrap logo on one racing canoe, including the ama
(*no other sponsor logos will be placed on the canoe; see next page)
- » Your logo featured on SBOCC gear, including race jerseys and other team uniform items
- » Your logo on marketing material and public event advertisements, including our website
(with a link to your website), social media (Facebook and IG)
- » Headline sponsorship of SBOCC hosted race - *Return to the Pier*
- » Plus, channel crossing opportunities - see below

SANTA CRUZ (LIMUW) ISLAND SPONSOR: \$5,000

Santa Cruz Island Sponsorship requires a donation of \$5,000 and provides the following benefits:

- » Logo on one-half of the main hull (one side) of one racing canoe, including ama
(see logo placement on next page)
- » Your logo featured on SBOCC gear, including race jerseys and other team uniform items
- » Your logo on marketing material and public event advertisements, including our website
(with a link to your website), social media (Facebook and IG)
- » Sponsorship of SBOCC hosted race - *Return to the Pier*
- » Plus, channel crossing opportunities - see below

SANTA ROSA (WI'MA) ISLAND SPONSOR: \$2,500

Santa Rosa Island Sponsorship requires a donation of \$2,500 and provides the following benefits:

- » Logo on one-quarter of the main hull (one side) of one racing canoe, including ama
(see logo placement on next page)
- » Your logo featured on SBOCC gear, including race jerseys and other team uniform items
- » Your logo on marketing material and public event advertisements, including our website
(with a link to your website), social media (Facebook and IG)
- » Sponsorship of SBOCC hosted race - *Return to the Pier*
- » Plus, channel crossing opportunities - see below

SAN MIGUEL (TUQAN) ISLAND SPONSOR: \$1,000

San Miguel Island Sponsorship requires a donation of \$1,000 and provides the following benefits:

- » Logo on one racing canoe (see logo placement on next page)
- » Your logo featured on SBOCC gear, including race jerseys and other team uniform items
- » Your logo on marketing material and public event advertisements, including our website
(with a link to your website), social media (Facebook and IG)
- » Plus, channel crossing opportunities - see below

ANACAPA (ANYAPAKH) ISLAND SPONSOR: \$500

Anacapa Island Sponsorship requires a donation of \$500 and provides the following benefits:

- » Your logo featured on SBOCC gear, including race jerseys and other team uniform items
- » Your logo on marketing material and public event advertisements, including our website
(with a link to your website), social media (Facebook and IG)
- » Plus, channel crossing opportunities - see below

“CHANNEL CROSSING”

- » We'd love to work with you further to identify ways in which we can cross-promote, collaborate, and share your company with our amazing community with the goal of bringing you more business.

SPONSOR LOGO PLACEMENT

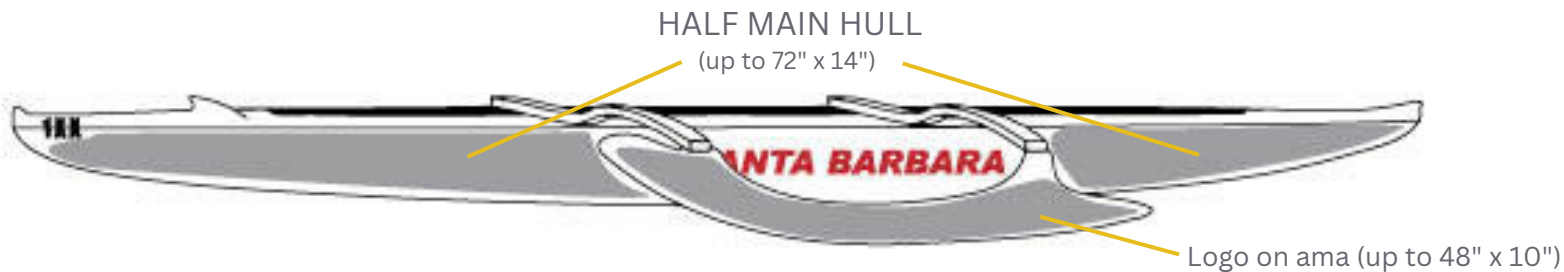
CHANNEL ISLANDS SPONSOR: \$10,000 - EXCLUSIVE SPONSOR

Exclusive full wrap of canoe (no other sponsor logos on canoe AND logo on outrigger ama)



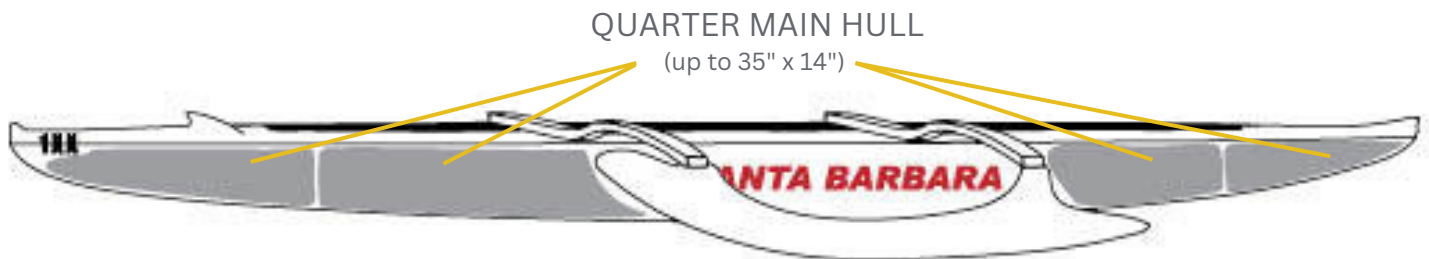
SANTA CRUZ SPONSOR: \$5,000

Main hull logo on one-half of canoe located on bow OR stern (one side) AND logo on outrigger ama)



SANTA ROSA SPONSOR: \$2,500

Main hull logo on one-quarter of canoe located on bow OR stern (one side)



SAN MIGUEL SPONSOR: \$1,000

Logo on one spot on back of canoe



SPONSOR PROVIDES LOGO ARTWORK TO SBOCC TO PRINT AND INSTALL

SBOCC will pay for the costs of sponsor artwork to be printed with a limit of \$500 for the Santa Cruz sponsorship and \$1,000 for the Channel Islands sponsorship. If the sponsor's design/artwork exceeds these limits, the sponsor will be asked to pay the difference.



SPONSORSHIP FORM

Company Name: _____

Mailing Address: _____

Email: _____

Sponsorship Level:

- ☐ Channel Islands (\$10,000)
- ☐ Santa Cruz (\$5,000)
- ☐ Santa Rosa (\$2,500)
- ☐ San Miguel (\$1,000)
- ☐ Anacapa (\$500)

Channel Crossings - I'd also like to donate my resources/services to support SBOCC in the following ways:

Company Name to be Acknowledged (exactly as is): _____

Sponsor Name (please print): _____ Date: _____

SBOCC Authorized Signature: _____ Date: _____

PAYMENT & MAILING: *Please return this application form with payment (check, cash, or PayPal to SBOCC.*

DEADLINE: *Our main racing season runs from March - September. You will be considered a sponsor and your logo will be on our canoes for the duration of 1 season. (ending in March of the year following payment)*

ARTWORK/LOGO: *Please submit your logo in vector format to SBOCC at sboutrigger@gmail.com*