

Join our Ohana!

SPONSORSHIP PROSPECTUS 2022



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BE PART OF OUR TEAM

Dear Prospective Sponsor,

Imagine advertising your business on a unique and eye-catching 40-foot mobile billboard that travels up, down, and all around the roads of Southern and Central California. And when at rest, it is visible next to the Sea Landing - a high-traffic landmark for locals, visitors, and cruise ship passengers arriving and departing from Santa Barbara. Our outrigger canoes are exactly those “billboards” which can display your message in an eye-grabbing way!

Santa Barbara Outrigger Canoe Club would like to invite you to be a part of our team. As a club sponsor, you will have the unique position of displaying to the public your support for an exciting sport. Your tax-deductible donation will help improve and extend current programs by enabling the purchase of new canoes and equipment for the club.

We are a non-profit 501(c)3 organization which, with your generosity, will help enhance the experience and development of recreational and competitive club paddlers of all ages who love to participate in a healthy sport within a beautiful environment.

We invite you to support and facilitate this healthy, outdoor, team-oriented sport which promotes the awareness and aloha spirit of the paddling culture and community.

Thank you for taking the time to learn more about Santa Barbara Outrigger Canoe Club. We look forward to developing a mutually beneficial relationship with you. To learn how, please read on!

Sincerely,

Shoham Yaniv
President, Board of Directors
shohamyaniv@gmail.com

Hammurabi “Rabi” Days
Co-Chair, Sponsorship Committee
hdays.sbca@gmail.com

Ashley Lee
Co-Chair, Sponsorship Committee
lee.ashley.02@gmail.com



C. Silvester™

SBOCC IS...

WHO IS SANTA BARBARA OUTRIGGER CANOE CLUB?

Santa Barbara Outrigger Canoe Club (SBOCC) 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 and regional races to world championships in junior, open, master, and senior masters divisions.

SBOCC actively organizes and promotes athletic and educational events in this traditional Hawaiian ocean sport for the benefit of the organization's members and the local community. Perhaps Santa Barbara's largest sport club of any kind and with over 120 members, it is represented by the Southern California Outrigger Racing Association. SBOCC consists of highly qualified and motivated athletes who are national swimmers, runners, champion outrigger paddlers and potential Olympic competitors.

EVERY YEAR, WE HOST THESE PUBLIC EVENTS...

» Company Challenge

» Kids Paddle Out Day





WHY SPONSOR...

C. Silvester ©

NAME EXPOSURE

Although our canoes are 40' billboards visible to many, competitive outrigger paddling is a sport which appeals to sponsors whose target audiences are athletic and of all ages. As a team sponsor, SBOCC will enhance your exposure to local and regional audiences through extensive use of your company name and logo. Your name could be prominently displayed on canoes, banners, ads, and event publicity.

SBOCC is located next to Sea Landing in the Santa Barbara Harbor, one of the Santa Barbara's most popular tourist attractions and the welcome area for cruise ship passengers. Our canoes are prominently displayed year round on the beach as well on the water during practice 5 days per week. Sponsor logos can be easily seen on each side of the canoe. With heavy foot traffic past our workout area, maximum exposure and high visibility are provided every day of the week. Your message is visible 24/7/365!

YOUR LOGO TRAVELS THE SOUTHERN CALIFORNIA COAST

SBOCC participates in the Southern California race season each year from May to September. Canoes are transported on trailers to each race site, allowing road exposure between Santa Barbara and San Diego from Fridays through Sundays during the race season. These 40-foot long canoes are definite eye-catchers on the highway, guaranteeing unparalleled exposure for our sponsors.

Each race attracts thousands of participants and spectators. The races are held in prominent places where every canoe can be easily observed, including Mission Bay in San Diego, Newport Beach, Marina del Rey, Dana Point, Long Beach, Ventura and Oceanside. Some years we also tow to races in Arizona, Oregon and Washington.



SPONSOR LEVELS & BENEFITS

KANALOA SPONSOR: \$10,000 - EXCLUSIVE SPONSOR

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

- » Exclusive full-wrap logo, including ama, on a racing canoe (no other sponsor logos on canoe; see next page)
- » Your logo featured on all SBOCC promotional items, including print ads
- » One canoe in SBOCC Company Challenge for up to 5 people and beach BBQ with SBOCC Team
- » Your logo on our website with a link to your website
- » Plus, Ohana Benefits (see below)

KAPO SPONSOR: \$5,000

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

- » Logo on one-half of the main hull (one side) and ama of a racing canoe (see logo placement on next page)
- » Your logo featured on all SBOCC promotional items, including print ads
- » One canoe in SBOCC Company Challenge for up to 5 people and beach BBQ with SBOCC Team
- » Your logo on our website with a link to your website
- » Plus, Ohana Benefits (see below)

HINA SPONSOR: \$2,500

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

- » Logo on one-quarter of the main hull (one side) of a racing canoe (see logo placement on next page)
- » Your logo featured on all SBOCC promotional items, including print ads
- » One canoe in SBOCC Company Challenge for up to 5 people and beach BBQ with SBOCC Team
- » Your logo on our website with a link to your website
- » Plus, Ohana Benefits (see below)

LAKA SPONSOR: \$1,000

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

- » Logo on a racing canoe (see logo placement on next page)
- » Your logo featured on all SBOCC promotional items, including print ads
- » One canoe in SBOCC Company Challenge for up to 5 people and beach BBQ with SBOCC Team
- » Your logo on our website with a link to your website
- » Plus, Ohana Benefits (see below)

PELE SPONSOR: \$500

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

- » Logo on all promotional items, including print ads
- » Your logo on our website with a link to your website
- » Plus, Ohana Benefits (see below)

OHANA BENEFITS

- » Invitation to the SBOCC end-of-year team party
- » Souvenir SBOCC logo item



SPONSOR LOGO PLACEMENT

KANALOA SPONSOR: \$10,000

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

FULL WRAP



KAPO SPONSOR: \$5,000

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

HALF MAIN HULL

1/2 of canoe on bow or stern
(up to 72" x 14")



HINA SPONSOR: \$2,500

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

QUARTER MAIN HULL

1/4 of canoe on bow or stern
(up to 36" x 14")



LAKA SPONSOR: \$1,000

Logo on racing canoe

LOGO ON CANOE

(up to 28" x 14")



SPONSOR PROVIDES LOGO TO SBOCC - SBOCC WILL PRINT & INSTALL ARTWORK

SBOCC will pay for costs of sponsor artwork to be printed with limit of \$500 for Kapo sponsorship and \$1,000 for Kanaloa sponsorship. If sponsor design/artwork exceeds these limits, sponsor will be asked to pay the difference.





SPONSORSHIP FORM

Company Name: _____ Contact Name: _____

Mailing Address: _____

Email: _____ Phone: _____

SPONSORSHIP LEVEL

- Kanaloa \$10,000
- Kapo \$5,000
- Hina \$2,500
- Laka \$1,000
- Pele \$500

I'd also like to donate my resources/services to support SBOCC in the following way(s):

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

Sponsor Name (please print) _____

Sponsor Authorized Signature _____ Date: _____

SBOCC Authorized Signature _____ Date: _____

PAYMENT & MAILING: Please return this application form with check or cash payment to SBOCC, 6 Harbor Way, No. 217, Santa Barbara, CA 93109.

DEADLINE: Our races with the highest logo exposure run from March - September and sometimes into November. Your sponsorship/logo will be on our canoes for 12 calendar months from the month of your payment/donation.

ARTWORK: Please submit your logo in vector format to Ashley Lee, Marketing Committee Member, at lee.ashley.02@gmail.com.

Mahalo!

SANTA BARBARA OUTRIGGER CANOE CLUB

6 HARBOR WAY, NO. 217 SANTA BARBARA, CA 93109

WWW.SBOCC.ORG