



# SANTA BARBARA OUTRIGGER CANOE CLUB

SPONSORSHIP  
PACKET  
2024



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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, and in many countries around the world.

Outrigger canoe paddling is one of Santa Barbara's largest club sports, with over 120 members. SBOCC is open to anyone who would like to join our wonderful community and the team consists of a dedicated and diverse group of athletes who are active members of the Santa Barbara community.

Racing is a prime focus of our club. As a member of the Southern California Outrigger Racing Association, SBOCC competes 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). SBOCC also hosts two local races in Santa Barbara. Races attract thousands of participants and spectators. Every year, SBOCC competes in the Catalina Crossing Outrigger Canoe Championships, racing across the channel between Catalina Island and Newport Beach. SBOCC's accomplishments have regularly been in the spotlight, with the women's top crew placing 3rd in 2022 and the men's top crew placing 16th in the 2023 championship races.

Community is also incredibly important to our team. We host a variety of events, including community paddle days, kids' summer camps, and opportunities for disabled or underserved populations to get out on the ocean. We also find ways to contribute to our community in helpful ways when needs arise. This has included member participation in local beach cleanups and donating time and resources to other organizations within our growing community.

In 2024, we are looking forward to further developing highly competitive crews, continuing to aim for top places in races, and strengthening ties within our community. Thank you for taking the time to learn about SBOCC. 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. Our beachfront location provides a prime opportunity to showcase your company's support of our team.

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 local races and community events. The *Return to the Pier* and *Rig Run* races attract hundreds of local and visiting participants who spend the weekend participating in race events and enjoying SB. Our other community events, with organizations such as Blind Fitness, Boys and Girls Club, and various summer camps extend our reach in the community. Sponsorship allows for brand recognition at all of these well-attended and publicly visible events.

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, canoe covers, 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 business interests.







# SPONSORSHIP LEVELS

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

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

- » Exclusive logo on ALL racing canoes and canoe covers, including the ama (\*no other sponsor logos will be placed on the canoe or canoe covers)
- » 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 (Instagram and Facebook)
- » Headline sponsorship of SBOCC hosted races *Return to the Pier* and *Rig Run*
- » “Outrigger Paddling Experience” (up to 25 ppl) plus other 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 (Instagram and Facebook)
- » Sponsorship of SBOCC hosted races *Return to the Pier* and *Rig Run*
- » “Outrigger Paddling Experience” (up to 20 ppl) plus other 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 (Instagram and Facebook)
- » Sponsorship of SBOCC hosted races *Return to the Pier* and *Rig Run*
- » “Outrigger Paddling Experience” (up to 15 ppl) plus other 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 (Instagram and Facebook)
- » “Outrigger Paddling Experience” (up to 10 ppl) plus other 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 (Instagram and Facebook)
- » Plus, channel crossing opportunities - see below

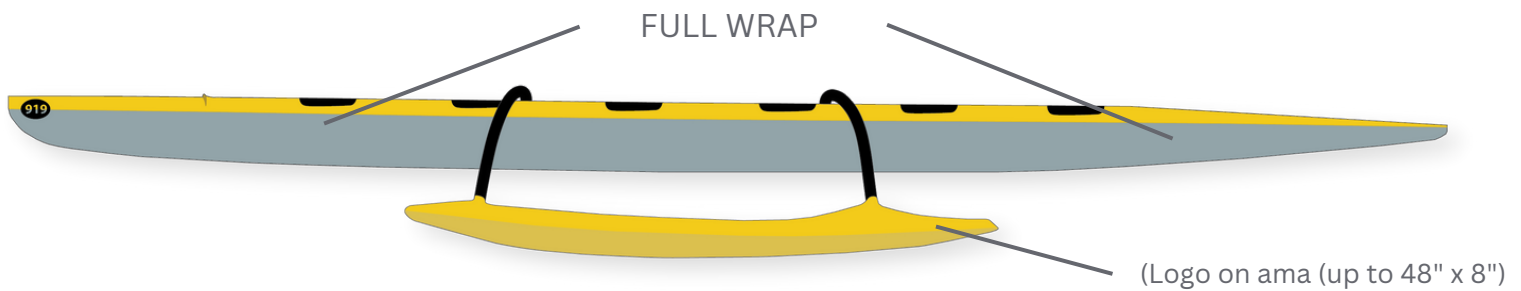
## **“CHANNEL CROSSING”**

- » 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

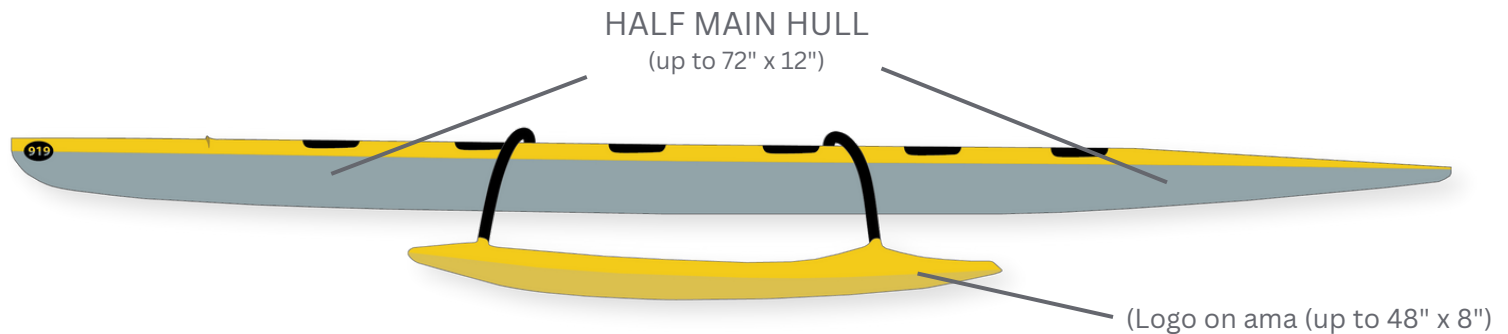
## CHANNEL ISLANDS SPONSOR: \$10,000 - EXCLUSIVE SPONSOR

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



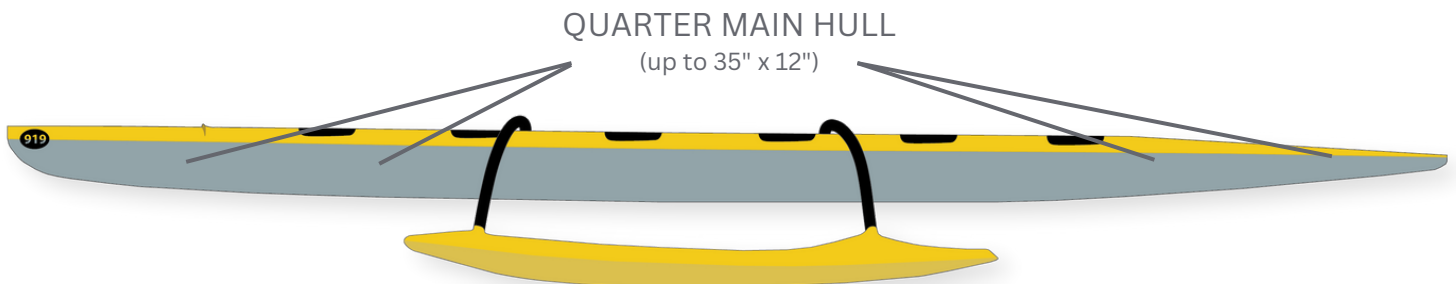
## SANTA CRUZ SPONSOR: \$5,000

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:

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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*