

2022 PADDLE AT THE PARK SPONSORSHIP DECK



SATURDAY, AUGUST 20, 2022



HCA Florida
Destin Emergency

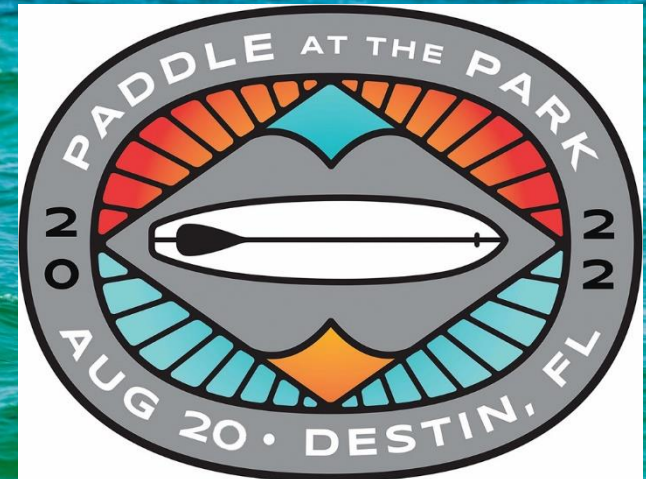


FLORIDA
STATE PARKS
...the Real FloridaSM

PADDLE AT THE PARK IS ONE OF THE SOUTH'S PREMIER PADDLE BOARD RACES, AND IT TAKES PLACE ON THE BEAUTIFUL WHITE SANDY SHORES AND EMERALD GREEN GULF WATERS OF HENDERSON BEACH STATE PARK.

THE EVENT WILL FEATURE 1- AND 3-MILE RECREATIONAL RACES, THE 6-MILE ELITE RACE FOR THE OFFICIAL DESTIN SUP CUP, AND A KIDS' OUT-AND-BACK FUN PADDLE.

INFLATABLES AND KAYAKS ARE WELCOME IN THE 3-MILE RACES!



ABOUT



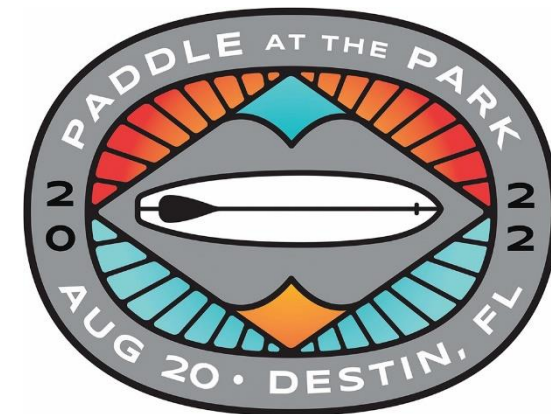
SINCE 2012, THIS EVENT HAS GROWN BIGGER AND BETTER WITH RACERS FROM 14 STATES AND TWO COUNTRIES.

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



AUDIENCE & IMPACT

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



NUMBERS BELOW DO NOT INCLUDE THE 300+ RACE SPECTATORS / BEACH GOERS

2014

- 111 RACERS
- MALE- 75%
- FEMALE- 25%
- AVERAGE AGE 34
- 38% FROM OUT OF AREA
- 6 STATES REPRESENTED

2015

- 110 RACERS
- MALE- 74%
- FEMALE- 26%
- AVERAGE AGE 35
- 38% FROM OUT OF AREA
- 9 STATES, 2 COUNTRIES REPRESENTED

2016

- 127 RACERS
- MALE- 66%
- FEMALE- 34%
- AVERAGE AGE 40
- 52% FROM OUT OF AREA
- 7 STATES REPRESENTED

2017

- 121 RACERS
- MALE- 62%
- FEMALE- 38%
- AVERAGE AGE 40
- 40% FROM OUT OF AREA
- 8 STATES REPRESENTED

2018

- 102 RACERS
- MALE- 67%
- FEMALE- 33%
- AVERAGE AGE 39
- 50% FROM OUT OF AREA
- 6 STATES, 2 COUNTRIES REPRESENTED

2019

- 81 RACERS
- MALE- 57%
- FEMALE- 43%
- AVERAGE AGE 38
- 36% FROM OUT OF AREA
- 8 STATES REPRESENTED

*STATES REPRESENTED: ALABAMA, FLORIDA, GEORGIA, KANSAS, KENTUCKY, LOUISIANA, MISSISSIPPI, NEVADA, NEW JERSEY, NORTH CAROLINA, PENNSYLVANIA, SOUTH CAROLINA, TENNESSEE, AND TEXAS

AUDIENCE & IMPACT

PROFILE OF AN AVERAGE [PADDLE AT THE PARK] PADDLER

MEDIAN AGE: 36.9

68.3% MALE

31.7% FEMALE

79% COLLEGE

\$104,170 AVERAGE HHI



CREDIT: SUP MAGAZINE



COST PROFILE FOR AN AVERAGE PADDLER

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

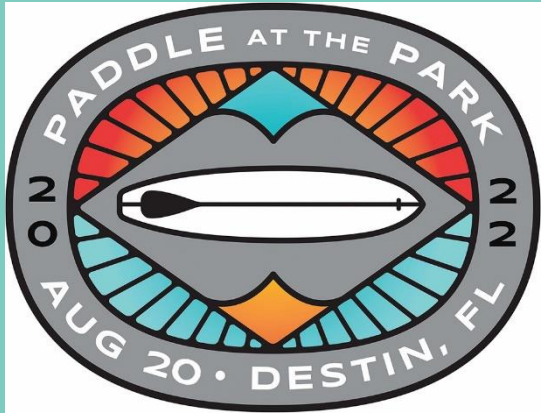
PADDLE: \$250

CAR ACCESSORIES: \$100 - \$500

LEASH: \$50

APPAREL: \$100

CREDIT: SUP MAGAZINE



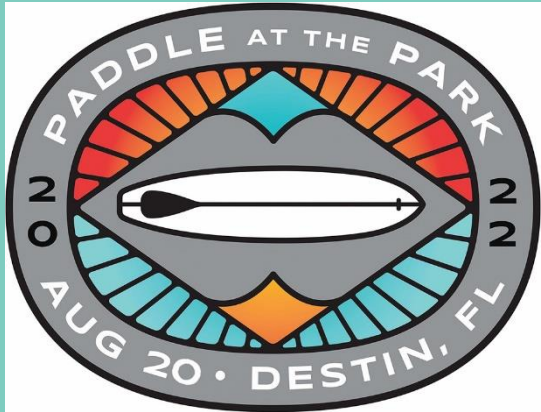
SPONSORSHIP OF PADDLE AT THE PARK
NOT ONLY INCREASES AWARENESS AND EXPOSURE
OF YOUR BRAND OR BUSINESS, BUT IT INCREASES
THE AWARENESS AND EXPOSURE OF OUR AREA
AND THE SPORT OF SUP.

SPONSORSHIP
VALUES



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





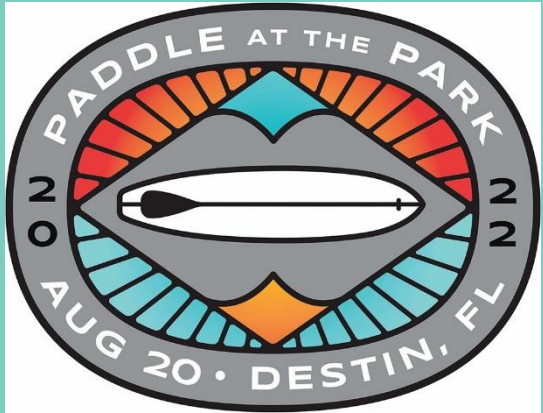
BENEFITS &
SPONSORSHIP
OPPORTUNITIES



TITLE SPONSOR: ***SOLD!***



- TOP BILLING – PADDLE AT THE PORCH – THE DESTIN SUP CUP SPONSORED 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 BANNER DISPLAYED AT RACE SITE
- TOP BILLING 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
- 15 COMPLIMENTARY RACE ENTRIES WITH T-SHIRTS
- COMPANY BOOTH/TENT(S) SETUP AT THE RACE **TENT(S)/TABLE(S) SUPPLIED BY COMPANY
- COMPLETE LIST OF RACE PARTICIPANTS



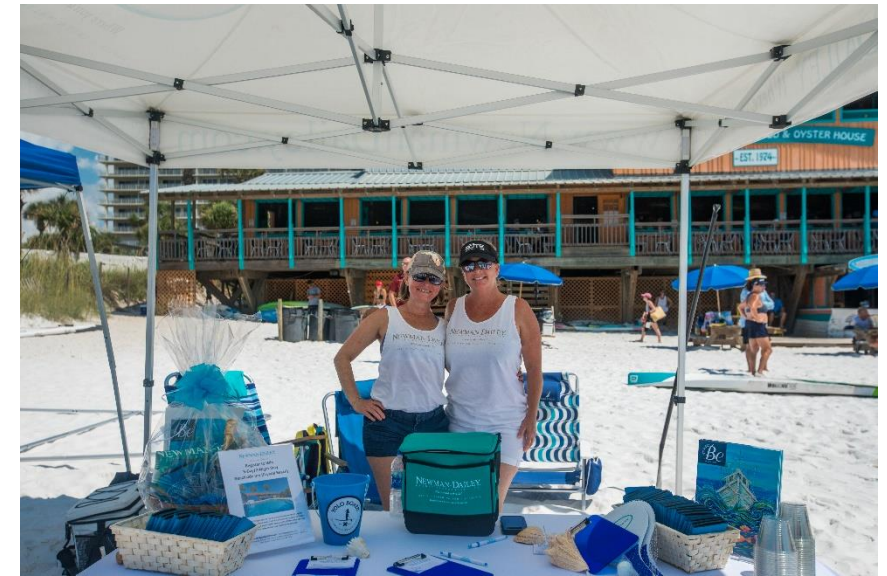
BENEFITS &
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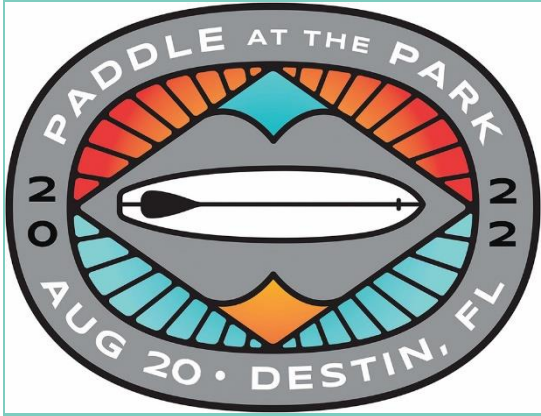


PLATINUM SPONSOR: \$2,300

Non-Destin Chamber Member Price: \$2,800

- DISTRIBUTION OF MARKETING MATERIALS AT RACE AND/OR PRODUCT SAMPLES IN RACE GOODIE BAGS
- LOGO ON COMPANY-SUPPLIED BANNER 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
- 10 COMPLIMENTARY RACE ENTRIES WITH T-SHIRTS
- COMPANY BOOTH/TENT AT THE RACE **TENT/TABLE SUPPLIED BY COMPANY





BENEFITS & SPONSORSHIP OPPORTUNITIES



GOLD: \$1,500

Non-Destin Chamber Member Price: \$2,000

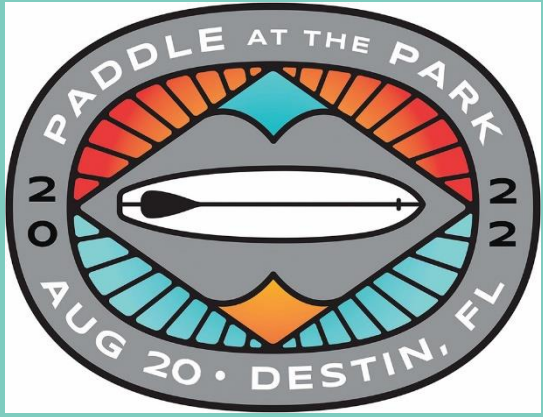
- DISTRIBUTION OF MARKETING MATERIALS AND/OR PRODUCT SAMPLES IN RACE GOODIE BAGS
- BUSINESS LOGO ON COMPANY-SUPPLIED BANNER DISPLAYED AT RACE SITE
- LOGO ON ALL PROMOTIONAL MATERIALS, INCLUDING RACE FLYERS AND WEBSITE
- LOGO ON RACE T-SHIRT
- BUSINESS RECOGNIZED AT AWARDS CEREMONY
- BUSINESS LINKED FROM 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)

SILVER: \$900

SILVER/ACCOMMODATIONS SPONSOR

Non-Destin Chamber Member Price: \$1,450

- 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
- 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



BRONZE SPONSOR: \$350

Non-Destin Chamber Member Price: \$800

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



**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**



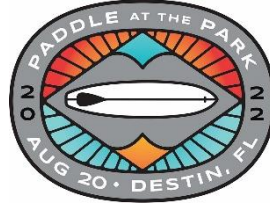
CONTACT US FOR DETAILS!

(850) 837-6241

DESTIN CHAMBER

DANA@DESTINCHAMBER.COM

2022 SPONSORSHIP REGISTRATION FORM



SPONSORSHIP LEVEL _____

COMPANY _____

CONTACT NAME _____

PHONE _____

EMAIL _____

SIGNATURE _____

PLEASE EMAIL COMPLETED FORM TO DANA@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.



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

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