



2019 PADDLE AT THE PORCH SPONSORSHIP DECK



An affiliate of Fort Walton Beach Medical Center

Photo Credit: Sky Pro Imaging

SATURDAY, AUGUST 17, 2019

OUR COMMITMENT TO YOU

AS ONE OF THE BEST RACES IN THE SOUTH, WE HAVE A COMMITMENT TO OUR SPONSORS THAT WHEN YOU REPRESENT YOUR BRAND AT PADDLE AT THE PORCH NOT ONLY WILL YOU ACHIEVE GREAT EXPOSURE, BUT YOU WILL GAIN NEW CUSTOMERS, WHILE RE-ENGAGING EXISTING ONES.

BOTE BOARDS, THE BACK PORCH, AND THE DESTIN CHAMBER OF COMMERCE ARE HERE TO ENSURE THAT YOUR SPONSORSHIP IS FULLY LEVERAGED IN THE BEST WAY POSSIBLE AND YOUR BRAND IS REPRESENTED TO YOUR SATISFACTION.



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ABOUT



2019 MARKS THE 8TH ANNIVERSARY OF THE PADDLE AT THE PORCH. SINCE ITS BEGINNING, THE EVENT HAS GROWN BIGGER AND BETTER WITH RACERS FROM 9 STATES AND 2 COUNTRIES.

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

EVENTS:

1-MILE RACE
3-MILE RACE
6-MILE RACE
KIDS FUN PADDLE



AUDIENCE & IMPACT

OVER THE PAST FEW YEARS, PADDLE AT THE PORCH HAS GROWN FROM A SMALL EVENT INTO A LARGE GATHERING OF RACERS AND ENTHUSIASTS ALIKE. WITH 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



2013

(POSTPONED TO MID-SEPT
DUE TO WEATHER)

- 82 RACERS
- MALE- 72%
- FEMALE- 28%
- AVERAGE AGE 38
- 32% FROM OUT OF AREA
- 5 STATES REPRESENTED

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

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

AUDIENCE & IMPACT

PROFILE OF AN AVERAGE [PADDLE AT THE PORCH] 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 VALUES



SPONSORSHIP OF PADDLE AT THE PORCH 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.

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





BENEFITS & SPONSORSHIP OPPORTUNITIES



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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 BANNERS 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
- INCLUSION IN LOCAL RADIO ADS



BENEFITS & SPONSORSHIP OPPORTUNITIES



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PLATINUM SPONSOR: \$2,000

Non-Destin Chamber Member Price: \$2,500

- DISTRIBUTION OF MARKETING MATERIALS AT RACE AND/OR PRODUCT SAMPLES IN RACE GOODIE BAGS
- LOGO ON COMPANY-SUPPLIED BANNERS 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)
- INCLUSION IN LOCAL RADIO ADS



BENEFITS & SPONSORSHIP OPPORTUNITIES



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GOLD: \$1,250

Non-Destin Chamber Member Price: \$1,750

- DISTRIBUTION OF MARKETING MATERIALS AND/OR PRODUCT SAMPLES IN RACE GOODIE BAGS
- BUSINESS LOGO ON COMPANY-SUPPLIED BANNERS 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: \$750

SILVER/ACCOMMODATIONS SPONSOR

Non-Destin Chamber Member Price: \$1,250

- 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

DESTINER

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BOTE

Destin
CHAMBER



BRONZE SPONSOR: \$300

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





Beach Finish

Beach Start

4 Laps
1.5 Mile Laps

2019 RACE COURSE

Google earth

**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**



**FOR ANY QUESTIONS,
PLEASE CONTACT US!**

(850) 837-6241

DESTIN CHAMBER

BRYANA@DESTINCHAMBER.COM

2019 SPONSORSHIP REGISTRATION FORM



SPONSORSHIP LEVEL _____

COMPANY _____

CONTACT NAME _____

PHONE _____

EMAIL _____

SIGNATURE _____

PLEASE FAX THIS TO (850) 654-5612 OR EMAIL TO BRYANA@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 PORCH 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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