



SURFRIDER FOUNDATION

SAN DIEGO COUNTY



Sponsorship Proposal
2024

An aerial photograph of a group of surfers in the ocean. The surfers are scattered across the frame, each with their surfboard. The water is a deep, dark blue-green color. The surfboards are various colors, including white, blue, green, and orange. The surfers are wearing wetsuits or swimwear. The overall scene is dynamic and captures the essence of surfing.

ONE OCEAN. ONE MISSION.

Dear Surfrider Supporter,

Join us! Join the dedicated staff, passionate volunteers, and engaged members of Surfrider Foundation San Diego County to protect and enjoy the world's ocean, waves, and beaches, for all people, through our powerful activist network!

To start, consider attending one of our monthly beach cleanups, as over 9,000 volunteers did in 2023, helping to remove over 12,000 lbs of trash from our local beaches.

Or, go even bigger! The San Diego County Chapter of the Surfrider Foundation has seven volunteer-led [program teams](#), focused on clean water, maintaining and protecting coastal access, plastic reduction, and pursuing climate change solutions.

Next, we invite you to learn more about our [specific campaigns](#), such as the ongoing efforts to protect Beacon's Beach in North County, restoring a coastal access trail in La Jolla, maintaining momentum on plastic reduction ordinances, and amplifying the water pollution challenge in the Tijuana River Valley.

As a final step, would you consider joining us in the protection of San Diego County's coastline by becoming a sponsor and keeping this momentum going in 2024?

Our sponsors play a pivotal role in sustaining these critical programs and campaigns. Whether it's a corporate donation, a sponsored beach cleanup, or becoming a recognized sponsor at our summer fundraising event or the annual Paddle for Clean Water, join Surfrider in protecting our coastline while reaching over 65,000 San Diego Surfrider supporters, members, and volunteers!

Thank you for considering this opportunity to make a lasting impact on our coastal community.

Sincerely,

Ben Rubenson | Executive Committee Chair
Surfrider Foundation San Diego County
brubenson@sandiego.surfrider.org

OUR MISSION

The San Diego County Chapter of the Surfrider Foundation is a local nonprofit dedicated to the protection and enjoyment of the world's ocean, waves, and beaches, **for all people**, through a powerful activist network.

HOW WE MAKE WAVES OF CHANGE

San Diego County members are a diverse range of individuals, from ocean-lovers to creatives to scientists, who come together to create positive change in our community. The Surfrider Foundation is committed to fostering a diverse, equitable, and inclusive organization for all people who protect and enjoy the world's ocean, waves, and beaches. Our success and impact depends on learning from our community, standing in solidarity with our allies, and working towards a more just future, both for our organization and the environmental movement as a whole.

Our program work includes beach cleanups, community water quality testing, beach preservation, climate change advocacy, and countywide plastic reduction campaigns.

In 2023 alone, our efforts resulted in:



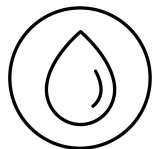
150

Beach
Cleanups



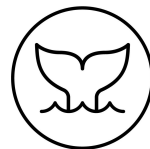
12,853

Pounds Of
Trash Cleaned



259

Water Quality
Tests



5

Coastal
Victories

Not to mention what we couldn't fit on this page, such as launching a national petition calling on Governor Newsom and President Biden for an emergency declaration addressing the worsening border pollution and public health crisis. Within a few months, over 3,200 people had signed it.



WHY SPONSOR

Activation + Access: A dynamic opportunity for connecting with Surfrider supporters at our annual fundraising events and, depending on investment level, additional opportunities such as a beach cleanup, office presentation, or fireside chat with our Executive Committee Chair.

PR + Storytelling: Surfrider will celebrate your participation and support across our network. We will also provide event imagery and resources to share your ocean conservation efforts for your company's use to tell the story of your support of our mission.

Stewardship + Recognition: Use tickets to reward staff, engage new team members, or celebrate a company milestone.

Invite your company's stakeholders to a fun evening where they can participate with you in celebrating and supporting Surfrider.





BENEFITS	SPONSORSHIP OPPORTUNITIES			
	COASTAL DEFENDER \$10,000+	KING TIDE \$5,000	SHORELINE STEWARD \$2,500	FRIEND OF THE OCEAN \$1,000
Name and logo recognition across all promotional materials as presenting sponsor	✓			
Internal activation*	✓ (2)	✓ (1)		
Table presence at key events**	✓ (2 event access)	✓ (1 event access)		
Dedicated space on our Partners website section	✓	✓		
Spotlight recognition in monthly e-newsletter***	✓ (2)	✓ (1)	✓ (1)	
Social media post recognition	✓ (2)	✓ (2)	✓ (1)	
Logo on event websites **^	✓ (with link to business)	✓ (with link to business)	✓	✓
Ticket to <i>Night for the Sea</i> fundraising event	✓ (6)	✓ (4)	✓ (2)	✓ (2)

All donations will receive a tax receipt.

*Internal activations include: private beach cleanup and/or lunch & learn.

**Key events include *Night for the Sea* fundraising event in the summer and *Paddle for Clean Water* community event in the fall.

***E-newsletter sent to 22,815 subscribers.

**^Event websites include: *Night for the Sea* and *Paddle for Clean Water*.





OUR REACH

Members



1,500+ county-wide

Volunteers



12,100+ county-wide

Social Media



18.3K  13K  8.5K 

Newsletter



22,700+ subscribers

Our influence ripples through its extensive network, inspiring individuals and communities alike to join the cause and ensure the health and vitality of our oceans and coastlines for generations to come.

