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# Mission Statement

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The Eastern Surfing Association (ESA) is dedicated to the sport of amateur surfing, to the operation of a program of amateur competition for surfers of all ages and abilities, and to the establishment and preservation of free access to a clean shoreline and ocean environment.

## About the ESA

The ESA is the largest amateur surfing association in the United States. It was founded in 1967, by East Coast surfers to promote, preserve and protect the sport of surfing on the East Coast. Our family-oriented programs promote a healthy, active lifestyle and it is not uncommon to find two or three generations of the same family involved as members of the ESA, actively competing in our program. The ESA's activities are organized in a total of 24 districts, which extend along nearly 2,000 miles of coastline, stretching from Maine through the Gulf Coast of Florida and the Great Lakes. Each district's programs are developed and operated by volunteer directors and a staff of other volunteers who assist them in this task.



## Legacy

For over 45 years the ESA has been committed to amateur surfing and environmental awareness. The success of past competitors, not only in the world of professional surfing but in all walks of life, bears testament to the core principals of the ESA.

Eleven-time ASP World Champion Kelly Slater, 2001 World Champion CJ Hogood, and four-time World Champions Frieda Zamba and Lisa Andersen, all honed their formative competitive skills through the ESA. The ESA is understandably proud of the heights these athletes and numerous others have achieved in the world of professional surfing. By promoting the principals of sportsmanship, competition and environmental awareness, the ESA looks forward to the next 45 years of champions in surfing and life.



## Community

The ESA is the only effective organized voice on the East Coast, speaking politically and legally for the interests of East Coast surfers in assuring free public access to a clean beach and clean ocean environment. This effort becomes increasingly important as population increases cause greater competition for the limited areas of open beach still remaining. Without this effort, surfers would find themselves faced with fences, laws limiting or banning the sport of surfing, and would find themselves pushed into smaller and more crowded surfing areas. The ESA has traditionally responded to these efforts to limit surfing with political activities on a local level. When needed, the ESA engages in legal efforts directed by a staff of attorneys who volunteer their time without charge to the ESA.

## Scholarship

The ESA Marsh Scholarship program began in 1981 to recognize and honor the accomplishments of the Marsh family of North Carolina and, in particular, Mike Marsh, who set a fine example for students everywhere by earning his law degree while simultaneously and successfully waging his own private battle with cancer. The grants are awarded annually to ESA members on the basis of academics and citizenship rather than athletic ability. To date, the ESA has awarded well over \$100,000 in scholarships to deserving surfing scholars.

**EASTERN  
SURFING  
ASSOCIATION**

**SURFESA.ORG**





# THE FIRST. THE LARGEST. ESTABLISHED 1967.

“The ESA, for me, was a huge platform that allowed me to start setting my goals high. As a young surfer, I had to work my way through the ESA ranks to earn a shot to surf with and against some of my heroes. Doc Couture\* was very supportive of us all, and I will always be thankful for what he and the ESA established and nurtured for amateur surfing on the East Coast. I later realized the ESA’s program for success in the water, and the hard work and goal setting I applied to my surfing, translated easily to many other facets of my life. For me, it all started with the ESA, and I owe many thanks to Doc and the dedicated ESA Directors that made it happen.”

Matt Kechele - January 2013

(\*ESA Executive Director 1972 - 1989)





## On the Beach

One of the primary activities of the ESA is its program of amateur competition for surfers of all ages and abilities. With a history of over 45 years of success, ESA contests are organized at the grass roots, district level on a year-round basis. The ESA holds approximately 200 contests in 15 eastern states each year. Most of these events average about 75 competitors, with our larger districts running local events of 100 or more competitors. These are district level events, and each event includes divisions for men and women in numerous age divisions.

Within these contests, amateur surfers compete in ability groupings ranging from novice to the most advanced competitors. The athletes are divided among a series of age groupings for both men and women, ranging from Menehunes, a Polynesian word meaning "little people," under 11 years of age, through Legends, ages 55 plus. Competition event categories include shortboard, longboard and bodyboard. The ESA also recently added stand up paddleboard (SUP) as a competitive category.

In the spring of each year the ESA runs three Regional Championships - with an approximate total of 600 competitors, who have qualified through the local district events. In September of each year the ESA holds the annual Easterns® with approximately 300 elite athletes who have qualified through the Regional Championships.



## **ESA REGIONALS & EASTERNS® CHAMPIONSHIP EVENTS**

The ESA offers four championship events each year. Three regionals are held in the spring in which competitors compete to qualify for the Easterns® that is held each September in the Outer Banks of North Carolina. All local and championship ESA events include people of all ages and are family-friendly.

### **Regionals**

Approximately 200 competitors from each region compete in their respective ESA Regional event every spring. The regional events are three to four days long, including weekends. There is a live webcast throughout each regional event. The Northeast Region includes New Jersey, New York, Rhode Island, New Hampshire and the Great Lakes. The Mid-Atlantic Region is comprised of Delaware, Maryland, Virginia, North Carolina and South Carolina. The ESA Southeast Region includes Georgia and the entire state of Florida.

### **Easterns®**

Easterns® is the "Best of the Best" of the ESA. The nearly 300 elite competitors strive to be named Easterns® Champion in all 25 ESA competition divisions. Each competitor has qualified at their regional event and are invited to compete with other top-rated ESA competitors from all over the East Coast. The Easterns® event is a seven-day event running Sunday through Saturday, beginning with the adult divisions and ending with the exciting finals for the youth and open divisions. A live webcast is provided each day during the Easterns® competition.

ESA's live webcast throughout the championship events gains exposure for sponsors to tens of thousands worldwide. Hundreds of spectators on the beach each day will allow sponsors to provide samples, product demonstrations, give-aways and other product marketing to the masses.



## PRESENTING SPONSOR

The Presenting Sponsor is the primary branding partner of the Eastern Surfing Association. Through our 200 District, Regional and Championship events and our position as the largest amateur surfing association in the United States, the ESA can deliver our Presenting Sponsor unequaled product exposure in a high quality demographic environment.

## KEY FEATURES

- On and Off-site promotion at District Events, Regional and Easterns<sup>®</sup> Surfing Championships. Sponsor banners and other promotional aids, as provided, will be prominently displayed at all ESA events.
- ESA will provide dedicated tent display space for Sponsor at the Regional and Easterns<sup>®</sup> Surfing Championships. Additional Sponsor provided pop-up tents will have dedicated area(s) at Off-site events.
- Special events as determined by sponsor and the ESA to further advance the promotional efforts of the Presenting Sponsor to be held at each championship.
- All ESA district events will display Sponsor provided banners, pop-up tents and any other promotional aids provided by sponsor.
- Presenting Sponsor logo, identified as such, will have prominent placement on all Championship event T-shirts.
- Presenting Sponsor logo with interactive link placed in the banner ad space directly below the Leaderboard on the ESA website domain [www.surfesa.org](http://www.surfesa.org). This link shall be active 24/7 throughout the length of agreement.
- Presenting Sponsor logo will be featured in all printed materials of the ESA including but not limited to: entry forms, press releases, all promotional materials, newsletters, all printed event programs, membership drive promotions, all ESA event advertising, and trade show displays.
- Sponsor provided commercial for live webcast at the four championship events.

**For further information please contact: [centralhq@surfesa.org](mailto:centralhq@surfesa.org)**





## CATEGORY EXCLUSIVE SPONSOR

The Category Exclusive opportunity gives the sponsor the right to be the only company within its product or service category associated with the Eastern Surfing Association.

### KEY FEATURES

- On site promotion at Regional and Easterns<sup>®</sup> Surfing Championships. ESA will display banners and will distribute/display other sponsor provided promotional aids.
- ESA will provide dedicated tent space at Regional and Easterns<sup>®</sup> Surfing Championships.
- Right of first refusal to sponsor Off-site events at Regional and Easterns<sup>®</sup> Surfing Championships. All sponsored Off-site event fees born by sponsor.
- Sponsor logo on all ESA generated championship event T-shirts.
- Sponsor logo on all ESA printed event programs.
- On-site promotion at all ESA District events. Sponsor provided banners, pop-up tents and other promotional aids will be distributed/displayed by the District Directors and their staff.
- Sponsor logo with interactive link placed in the vertical “skyscraper” area on the right side of the ESA website domain [www.surfesa.org](http://www.surfesa.org). This link will be active 24/7 throughout the length of agreement.
- ESA will display the Sponsor’s logo on printed materials of the ESA, including stationary, entry forms, newsletters, event advertising and trade show displays.
- Sponsor provided commercial for live webcast at the four championship events.

For further information please contact: [centralhq@surfesa.org](mailto:centralhq@surfesa.org)



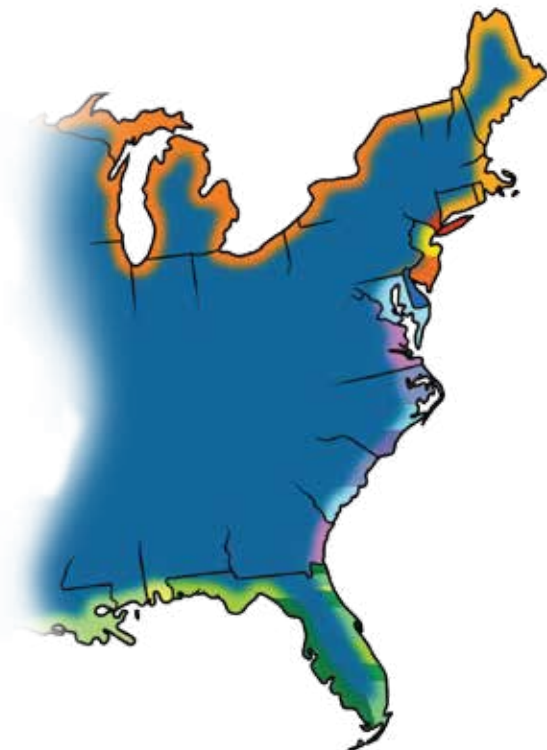


## GEOGRAPHICALLY TARGETED SPONSOR

The Geographically Targeted Sponsor category provides an exciting opportunity for the company dedicated to a specific geographical segment of the East Coast, or the larger company wishing to capitalize or test market in a specific geographical area. The ESA marketing department will develop these promotions on a custom basis depending on the particular needs expressed by the company. As long as the company product or service is not in conflict with our Presenting or Category Exclusive Sponsors, all District and Regional events are available for promotion/display.

### KEY FEATURES

- On-site promotion at District events and Regional Championship in Sponsor's Geographically Targeted Area (GTA).
- Sponsorship of Off-site events at Regional Championship in GTA.
- Logo placement on event T-shirts for Regional Championship in GTA.
- Logo placement on all printed materials for District events and Regional Championship in GTA.
- Sponsor provided banner signage at District events in GTA.
- Sponsor provided banner signage at Regional Championship in GTA.
- Sponsor provided pop-up tents will have dedicated space at District and Regional Championship in GTA.
- Sponsor provided banner signage at Easterns<sup>®</sup> Surfing Championships as long as company product or service is not in conflict with our Presenting or Category Exclusive Sponsors.
- Sponsor provided commercial for live webcast at the four championship events.



# REGIONAL & EASTERNS® EVENT SPONSORSHIP LEVELS

## Presenting Sponsor

The Presenting sponsor is the “Big Kahuna” of this event and will be featured at the top of the heap in our sponsor group and recognized and promoted accordingly in everything we release, print, promote, and do at this event. This event will be titled with your business name. Sponsor can submit 30 second ads/commercials for the live webcast at every championship event.

Presenting Sponsor Fee - Regionals: \$3,000 Easterns: \$4,000

## Platinum Sponsors

The Platinum sponsor level is recognized as such with preferential placement in our sponsor group in our presentation of sponsors visually on the beach, official competitor t-shirt, off site events including our competitors’ banquet, printed material, promotion, website and social media. Sponsor can submit 30 second ads/commercials for the live webcast at every championship event.

Platinum Sponsor Fee - Regionals: \$1,500 Easterns: \$2,500

## Diamond Sponsor

The Diamond sponsor level is recognized with placement in our sponsor group visually on the beach, printed event material, official competitor t-shirt and event specific area on our website. Sponsor can submit 30 second ads/commercials for the live webcast at every championship event.

Diamond Sponsor Fee - Regionals: \$1,000 Easterns: \$1,500

## Gold Sponsor

The Gold sponsor is permitted to display a banner on the beach and will be announced each day throughout the event on the beach. A sponsorship of product and/or food is included at this level if you would like to contribute items that can benefit the event with a cost totaling \$500 or more (ie, award items, table & chair rentals, food for ESA officials and/or competitors on the beach, drinks, ice). These items MUST BE APPROVED BY the ESA before agreement is submitted.

Gold Sponsor Fee - Regionals: \$500 Easterns: \$750

## Contributing Sponsor

The Contributing sponsor will be announced each day during the event on the beach and are permitted to bring their banners for display on the beach. This sponsorship is also available for those donating food for the event on the beach (breakfast or lunch for approximately 30 people)

Contributing Sponsor Fee - Regionals: \$250 Easterns: \$500

Companies may donate prizes and raffle items in lieu of cash for minimum \$500 wholesale price.

Every sponsor will receive a donation letter from the ESA for tax purposes that includes ESA’s tax ID number.

Please complete the sponsorship form below and submit, along with your logo in .jpg format to [centralhq@surfesa.org](mailto:centralhq@surfesa.org)

Contact ESA Executive Director Michelle Sommers 410-251-8583 or [centralhq@surfesa.org](mailto:centralhq@surfesa.org) for more information.



# ESA SPONSORSHIP REQUEST

Sponsor Name: \_\_\_\_\_

Sponsor Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

- Please specify the ESA sponsorship that you are interested in:

\_\_\_\_\_ ESA Presenting Sponsor

\_\_\_\_\_ ESA Category Exclusive Sponsor

\_\_\_\_\_ ESA Geographically Targeted Sponsor

\_\_\_\_\_ ESA Championship Event Sponsor (Choose below)

\_\_\_\_\_ Southeast Regional

\_\_\_\_\_ Mid-Atlantic Regional

\_\_\_\_\_ Northeast Regional

\_\_\_\_\_ Easterns® Surfing Championship

- Select one or more of the following for the Championship Sponsorship (discounts available for multiple sponsorships):

\_\_\_\_\_ Presenting Sponsor – Regionals: \$3,000 / Easterns: \$4,000

\_\_\_\_\_ Platinum Sponsor – Regionals: \$1,500 / Easterns: \$2,500

\_\_\_\_\_ Diamond Sponsor – Regionals: \$1,000 / Easterns: \$1,500

\_\_\_\_\_ Gold Sponsor – Regionals: \$500 / Easterns: \$750

\_\_\_\_\_ Contributing Sponsor – *designated cash or food / product below*

\_\_\_\_\_ Regionals \$250 / Easterns \$500 (cash or check)

\_\_\_\_\_ Food or Product totaling amount above at wholesale cost

- Please provide details below about what you will be donating and dates:

\_\_\_\_\_  
\_\_\_\_\_

Please email your logo along with this form to  
[centralhq@surfesa.org](mailto:centralhq@surfesa.org) or fax it to 302-258-0735

Please make checks payable to the ESA and mail to:  
PO Box 4736, Ocean City, Maryland 21843

Upon receipt of sponsorship payment,  
you will receive a receipt with the ESA's tax ID number for your records.

Contact [centralhq@surfesa.org](mailto:centralhq@surfesa.org) with any questions.

*The ESA is a non-profit, 501(c)3 organization and appreciates your support!*