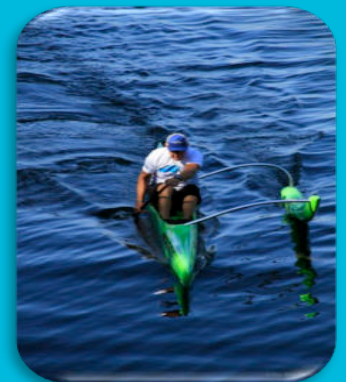


WATERMANS **PADDLE** PADDLE FOR HUMANITY

Sponsorship Guide 2014





May 30, 2014

Thank you for considering a sponsorship, participation and/or interest in learning more about Waterman's Paddle for Humanity (WPFH).

Founded in 2009, WPFH is a grass root paddling event series with the stated purpose of bringing the paddling community together to support a common cause. Over the past six years the WPFH has raised thousands of dollars for its non-profit partners and grown into the Nation's largest bi-coastal event series.

This year, WPFH is pleased to announce that each host city will donate a portion of their proceeds to a LOCAL nonprofit 501(C)3. Your registration or sponsorship will be making a significant impact right in your own backyard!

FITNESS ONBOARD™ is a firm believer in giving back to this community. A portion of this year's WPFH proceeds will go towards rebuilding the destruction of MANNA FOOD PANTRIES caused by the recent floods. The mission of MANNA is to "LEAVE NO ONE UNFED." MANNA is a short-term emergency food distribution organization. MANNA serves more than 40,000 people in Northwest Florida annually through its network of five distribution sites spread throughout Escambia and Santa Rosa counties. For more information on MANNA please go to www.MANNAFOODPANTRIES.org

Enclosed, please find the details of the event as well as sponsorship opportunities. There are a number of ways to contribute. Please take the time to find the sponsorship level that is right for you.

We look forward to hearing from you soon. THANK YOU in advance on behalf of all the children who are battling a variety of health issues. By taking part in this event you are helping us at FITNESS ONBOARD™ fulfill this need in our community.

Sincerely,

Cindi Bonner
Co-Race Director
Cindi@fitnessonboard.com
850-516-1177

Leah M. Seacrest
Co-Race Director
Leah@fitnessonboard.com
850-545-7147





SPONSORSHIP GUIDE 2014

Pensacola Beach, FL ** Minneapolis, MN **** Austin, TX**

The Waterman's Paddle for Humanity (WPFH) was conceived in 2008 as a way to provide the growing paddling community with a way to give back to communities in a fun and constructive way. Now in its sixth year, WPFH has grown from a single event on California's southern shore to a multi-event series that features national events. Along the way the WPFH accomplished many firsts, which include the first bi-coastal standup paddleboard event series, the first philanthropic paddleboard event of its kind in Washington, D.C.

Waterman's Paddle for Humanity's purpose is to capitalize on the media attention given to the event increased interest and participation associated with the rapid growth of paddling helps promote attention to various humanitarian and environmental groups associated with the community.

2014 WPFH Race Series

June 21st: Pensacola Beach, Florida

August 2nd: Minneapolis, Minnesota

September 13th: Austin, Texas

- Four events at each race:
5k short course, 10k elite course, Rule 7 event, and 1 mile Kid's event
- Prizes
Awarded to the top 3 men and top 3 women in each division
- Open to all paddle craft
Including but not limited to SUP, OC-1, OC-2, OC-6, canoes, kayaks, and Surf Ski
- All events are 2 days:
Friday Pre-Party/Late Registration and Saturday Paddle Events and Awards



LOCAL SPONSORSHIP OPTIONS



	COMPANY VISIBILITY	RACE DAY RECOGNITION
Platinum Sponsor \$1,000	<ul style="list-style-type: none"> • Logo on Race posters • Right to use series logo • Race Web Site link to Company web page • Social Media Benefit – Logo and Link on Facebook/ Twitter Posts • Sponsor spotlight in e-newsletters 	<ul style="list-style-type: none"> • Materials as requested in Race packets • Logo on Race maps • Complimentary Race entries (up to 5 total) and t-shirts • Optional booth space at the event • Option to place your own banners on-site • Team Tent space • Mention in Race day start program, awards & announcements
Gold Series Sponsor \$750	<ul style="list-style-type: none"> • Logo on Race posters/ signage • Right to use series logo • Race Web Site link to Company web page • Social Media Benefit – Logo and Link on Facebook/Twitter Posts • Sponsor spotlight in e-newsletters 	<ul style="list-style-type: none"> • Materials as requested in Race packets • Complimentary Race entries (up to 3 total) and t-shirts • Optional booth space • Option to place your own banners on-site (all races) • Mention in Race day announcements
Silver Series Sponsor \$500	<ul style="list-style-type: none"> • Name on Race posters/ signage • Right to use series logo • Race Web Site link to Company web page • Social Media Benefit – Link on Facebook/Twitter Posts • Sponsor mentions in e-newsletters 	<ul style="list-style-type: none"> • Materials as requested in Race packets • 1 Complimentary Race Entry and t- shirt • Mention in Race day announcements
Contributing Series Sponsor \$250	<ul style="list-style-type: none"> • Right to use series logo • Race Web Site link to Company web page • Social Media Benefit – Link on Facebook/Twitter Posts 	<ul style="list-style-type: none"> • Materials as requested in Race packets • Mention in Race day announcements

Sponsor fee checks can be made payable to **Fitness Onboard™, LLC**

Send to: Fitness Onboard™, LLC~ 360 Ft. Pickens Rd. ~ Pensacola Beach, FL 32561



IN-KIND SPONSORSHIP OPTIONS

Our goal is to underwrite race series expenses through both cash and in-kind contributions. There are many ways to participate as an in-kind sponsor prior to the event and/or during the event days by donating materials/supplies/race loot:

For More Information, please visit paddleforhumanity.org or contact us at WPFH@fitnessonboard.com.

Thank you for your support!

BEFORE RACE DAY	RACE DAY OPPORTUNITIES
<ul style="list-style-type: none"> • ADVERTISING <ul style="list-style-type: none"> • Billboards • Printing • Production • Media <ul style="list-style-type: none"> • Radio • TV • Newspaper 	<ul style="list-style-type: none"> • Race Swag • Entertainment • Technical Support/ Timing • Food & Beverage

2014 WPFH EXPO

Increase your visibility and sales by exhibiting at the Waterman's Paddle for Humanity Expo. This event offers exhibitors a chance to directly market to today's fastest growing outdoor sports segment. Don't miss out on this awesome marketing opportunity!

BOOTH SPACE	PRICE
10x20	\$150
10x10	\$100

Tents are permitted and should be supplied by the exhibitor

Registration deadline and non-refundable payment for the expo event is Thursday, June 19th, 2014.

Please contact Cindi Bonner or Leah Seacrest at WPFH@fitnessonboard.com for more information and details about expo space.



2014 Waterman's Paddle for Humanity Sponsorship Application

Thank you for supporting the 2014 Waterman's Paddle For Humanity Event Series. Please complete the information and return by email to WPFH@fitnessonboard.com or mail to:



Fitness Onboard™, LLC
360 Fort Pickens Rd
Pensacola Beach, Florida 32561
Checks made payable to Fitness Onboard™, LLC



Contact Name: _____

Organization/Group _____ Website _____

Email Address _____

Address _____

City/State/Zip _____

Phone _____ Cell / Home / Work

Please check the following sponsor opportunity that is right for you!

- ☐ Platinum Series Sponsor \$1,000.00
- ☐ Gold Series Sponsor \$750.00
- ☐ Silver Series Sponsor \$500.00
- ☐ Contributing Series Sponsor \$250.00

Sponsors who operate a promotional booth at the event expo:

- Will be given a specific booth space.
- Set up time is between 7am-9am. Booths are to remain open until after the awards ceremony.
- Booths do not need to be staffed at all times. Booth management is at the discretion of the sponsor. Note that exhibitors are responsible for their own merchandise. WPFH and its organizations/volunteers are not responsible for lost or stolen items.
- Exhibitors are responsible for the setup and breakdown of their booth space as well as cleaning up their excess trash.
- Exhibitors are responsible to provide their own pop-up tent.
- There are currently no scheduled rain date(s). The non-refundable event happens rain or shine. If dangerous weather conditions exist the event will be cancelled.

I have read, understand, and agree to abide by the provisions in this agreement. I understand sponsorship fees are nonrefundable.

Sponsor Signature

Date