

SPONSORSHIP PACKET

3900 CLEVELAND AVE, STE B, SAN DIEGO, CA 92103

SURFRIDERSD.ORG

SURFRIDER FOUNDATION.
SAN DIEGO COUNTY



ONE OCEAN, ONE MISSION.

Dear Surfrider Supporter,

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! To date, more than 59,771 volunteers have helped remove over 84,518 pounds of trash from our local beaches, and those numbers continue to grow with every cleanup.

Or go even bigger! The San Diego County Chapter of the Surfrider Foundation has seven volunteer-led program teams focused on clean water, coastal access protection, plastic reduction, and climate change solutions.

Next, we invite you to learn more about our specific campaigns, where we empower our membership to actively participate in local issues core to our mission. Ongoing efforts include maintaining and expanding local plastic reduction ordinances throughout San Diego County, restoring a coastal access trail in La Jolla and continuing the fight for environmental justice and public health in the Tijuana River Valley, working toward a healthier future for the region.

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

Our sponsors play a pivotal role in sustaining these critical programs and campaigns. Whether through a corporate donation, a sponsored beach cleanup, or becoming a recognized sponsor at one of our events, you can support Surfrider's mission while reaching over 65,000 Surfrider supporters, members, and volunteers in San Diego!

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

Sincerely,

Joana Guerra
Chapter Manager
Surfrider Foundation San Diego County
jguerra@sandiego.surfrider.org

SURFRIDER FOUNDATION
SAN DIEGO COUNTY

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.

PROTECTING OUR COASTLINE, ONE WAVE AT A TIME.

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 spans beach cleanups, community water quality testing, beach preservation, advocacy for clean water and coastal access along the U.S.-Mexico border, and countywide plastic reduction campaigns.

In 2025 alone, our efforts resulted in:

117
Beach Cleanups

7,990
Pounds of Trash Removed

191
Water Quality Tests

4
Coastal Victories

SURFRIDER FOUNDATION. SAN DIEGO COUNTY



WHY SPONSOR.

Partnering with Surfrider San Diego is more than just sponsorship—it's a commitment to protecting our ocean, waves, and beaches while engaging with a passionate community that values sustainability. Your support directly fuels our mission-driven programs and provides unique opportunities to showcase your company's dedication to environmental stewardship.

Activation & Access – Connect with Surfrider supporters through unique engagement opportunities. Depending on investment level, sponsors can participate in exclusive experiences such as a private beach cleanup, an office presentation on ocean conservation, or hands-on involvement in a Surfrider-hosted community cleanup alongside local volunteers.

PR & Storytelling – Gain visibility as an environmental leader. Surfrider will celebrate your support across our network and provide high-quality event imagery and resources to help share your company's commitment to protecting our ocean, waves, and beaches.

Stewardship & Recognition – Use sponsorship benefits to engage your team, reward employees, or strengthen relationships with key stakeholders. Treat your team or clients to a meaningful experience that aligns with your company's values and supports local ocean conservation efforts.







SPONSORSHIP OPPORTUNITIES.

BENEFITS	FRIEND OF THE OCEAN $1,500	SHORELINE STEWARD $3,000	KING TIDE $5,000	COASTAL DEFENDER $10,000
Name and logo recognition on Our Corporate Sponsors webpage	✔	✔	✔	✔
Private Lunch & Learn		✔	✔	✔
Spotlight recognition on social media		✔	✔	✔
Opportunity to provide branded giveaways at a key event		✔	✔	✔
Featured article or interview in Surfrider San Diego's newsletter			✔	✔
Opportunity to participate in a Surfrider-hosted community cleanup				✔

- Lunch & Learn opportunities require a minimum of three weeks' notice and are subject to availability. Includes a 30-45 minute presentation on ocean conservation, Surfrider Foundation's mission, and ways to take action.
- Social Media platforms: Instagram, Facebook, and LinkedIn.
- Giveaways must be free of single-use plastic, prior approval may be required.
- The Surfrider-hosted community cleanup schedule is subject to availability.

SURFRIDER FOUNDATION. SAN DIEGO COUNTY



OUR REACH.

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.

3,300 +
Members

12,100 +
Volunteers

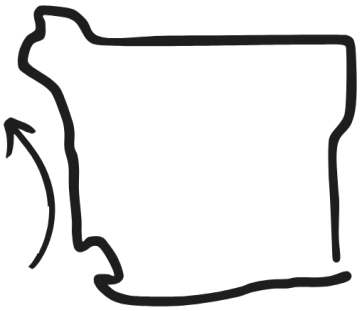
22,700 +
Newsletter Subscribers

42,400 +
Social Media Followers

20.9K
12 K
3.4 K

Growing Daily

PROTECTING 70 MILES OF COASTLINE!



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