



SURFRIDER
FOUNDATION.

SAN DIEGO COUNTY

2026 SURF-A-THON

Sponsorship Opportunities

October 11, 2026 | 8:00 AM - 12:00 PM

La Jolla Shores, San Diego, CA



Our Mission

The Surfrider Foundation is dedicated to the protection and enjoyment of the world's ocean, waves and beaches, for all people, through a powerful activist network.



What We Fight For



Plastic Reduction

Reducing the impact of plastics in the marine environments that surround us.



Ocean Protection

Defending our ocean from challenges threatening the vitality of the ecosystem.



Beach Access

Working with decision-makers to ensure full and fair beach access for all to enjoy.



Coast & Climate

Taking on issues that threaten our beaches and natural shorelines.



Clean Water

Protecting the health and sustainability of our planet's most precious resource.



1st Surfrider San Diego Surf-A-Thon

Date & Time

Sunday, October 11, 2026

8:00 AM - 12:00 PM

Location

La Jolla Shores, San Diego, CA

Description

An exciting, community-led fundraiser where surfers of all experience levels ride waves to raise funds for coastal protection. Participants choose a longboard, shortboard, or boogie board division, set a personal wave goal, and fundraise to support the Surfrider Foundation's work to protect clean water, healthy beaches, and coastal access.

Expected Attendance

150-200 guests, volunteers, surfers, and supporters

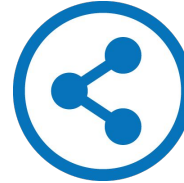


Our Reach

Your sponsorship will reach our extensive network, which includes dedicated members, volunteers, and digital marketing channels with website, newsletter, and social media followers.



5,800 +
Members



43,000 +
Social Media
Followers



42,900 +
Volunteers



22,500 +
Newsletter
Subscribers

 19.9K

 8 K

 12 K

 3.1 K



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.

- Align your brand with ocean conservation and environmental action
- Reach a highly engaged, values-driven San Diego audience
- Visible community leadership at a landmark La Jolla Shores event
- Multi-touchpoint exposure: digital, in-person, and post-event
- Be part of something first, inaugural year of a recurring event
- Support grassroots conservation that directly protects San Diego's coastline

Surfboard Event Sponsor Signage



Monetary Sponsorship Opportunities.

Social Media platforms: [Instagram](#), [Facebook](#), and [LinkedIn](#).

BENEFITS	TITLE SPONSOR \$10,000 (1 Available)	SURF SPONSOR \$7,500 (2 Available)	BEACH SPONSOR \$5,000 (3 Available)	SAND SPONSOR \$1,000	IN-KIND SPONSOR
Presenting Rights: "Presented by [Company's Name]"	✓				
Press Release	✓	✓			
Logo on Event Page with Link	✓	✓	✓	✓	✓
Tickets to Jack Johnson Concert at North Island Credit Union	2 Tickets 10/9/26 Date				
Included in Blog Post	Dedicated Blog Post	Mention in Blog Post			
Newsletter Inclusion	2 Dedicated Spotlight	1 Dedicated Spotlight	1 Dedicated Spotlight	Mention	Mention
Social Media	3 Dedicated Posts on 3 Platforms	2 Dedicated Posts on 2 Platforms	1 Dedicated Post on 1 Platform	A Mention on 1 Platform	A Mention on 1 Platform
Event Poster	✓	✓	✓		
Surfboard Signage	✓	✓			
Announcements	Opening + Awards	Awards	Awards		
Sponsor Table	✓	✓	✓		
Event Recap	Email + Dedicated Post	Email + Dedicated Post	Dedicated Post	Mention	Mention

In-Kind Sponsorship

In-kind sponsors play a vital role in making the Surf-A-Thon a success. Whether you provide prizes, services, or event-day essentials, your contribution will be recognized across all event touchpoints, before, during, and after the event. **The in-kind sponsorships are great fit for surf brands, outdoor & lifestyle brands, wellness brands, local San Diego Businesses, photography studios, cafes & food vendors, and more!**

Event Needs:

- Light breakfast - coffee, bagels, fruit
- Photographers
- Videographer
- Surf participant prizes (top fundraiser, most waves, most creative team)
- Signage materials
- NA (non-alcoholic) Refreshments



Next Steps



**Choose your
sponsorship tier or
in-kind contribution**



**Fill Out [The Form](#) To
Commit Your Sponsorship
By September 1, 2026**



**See You at
Surf-A-Thon on
October 11th!**





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