



COCOA BEACH, FLORIDA OCTOBER 7-9, 2023

www.NKFsurf.com



SPONSORSHIP PROPOSAL



Dear Business Leader,

We are proud to offer you an exclusive opportunity to sponsor our 38TH Annual NKF Rich Salick Pro Am Surf Festival that will be held Labor Day Weekend at the Westgate Cocoa Beach Pier, October 7-9, 2023.

You will be joining some of the biggest names in surfing including Ron Jon Surf Shop, Cobian, and Hydroflask, key businesses such as Regions Bank, Ford, Capri Sun, Chobani, Verizon, and Jeep as well as the Space Coast Tourist Development Council and iHeart Media.

Our success in this event allows us to raise much needed funds to support the kidney patients in our community and implement programs like our Early Detection Kidney Screening which we offer free to the community. Also the NKF's Patient Aid Program delivers vital financial aid for food, medicine and transportation to and from dialysis for kidney disease patients in need. We are advocates in the State and Federal Legislatures for all kidney and ALL transplant issues and raising awareness that organ donation is a priority with nearly 114,000 people on the transplant waiting list and 93,000 that are waiting for kidneys alone. With 80 million Americans at risk for kidney disease our efforts are urgently needed to raise awareness for this "Silent Killer".

Our fundraising goal for this year is to raise a record \$150,000, of which we hope you will be contributing a part.

□ **\$2,500 Sponsorship**

- Sponsors **men and women** of any Division
- **10 X10 tent in main stage area**
- Logo placement on all promotional materials. (posters/t-shirts)
- Recognition from main stage throughout contest especially during division heats
- Option to present trophies during Awards ceremony.
- Recognition on NKFSURF.com
- Recognition on Press Releases

□ **\$1,000 Sponsorship**

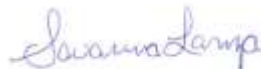
- Sponsors a single division.
- Logo placement on all promotional materials. (posters/t-shirts)
- Recognition from main stage throughout contest especially during division heats
- Option to present trophies during Awards ceremony.
- Recognition on NKFSURF.com

So join us by sponsoring this mega-event. For promotional purposes, I hope to hear from you by September 1st so that we can include your logos in our pre-event marketing. If you need additional information please do not hesitate to call.

Kind Regard,

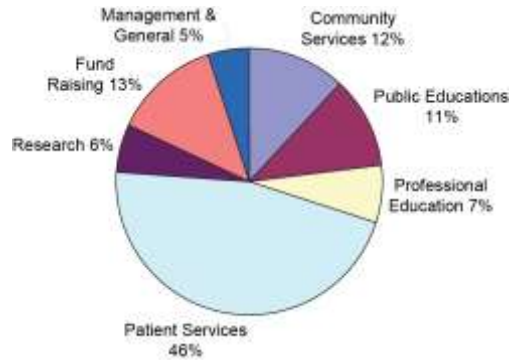


Phil Salick, Co-Founder
NKF Rich Salick Pro Am Surf Festival
321-848-1507



Savanna Lanza
NKF CEO
slanza@kidneyfla.org; 321-298-4437

Marketing Advantages of the NKF of Florida Surf Festival



The National Kidney Foundation of Florida Surf Festival is an entertainment extravaganza that combines world class surfing competition and beach activities with food, drink, and music. All proceeds from the event go to the National Kidney Foundation of Florida, a 501(c)(3) public charity to support programs in patient services, research, public and professional education. The NKF of Florida is proud to say that 84 cents of every dollar raised by the foundation goes directly to patient programs and services. **The NKFF is also proud to be a 4 star ranked charity on Charity Navigator, the highest possible ranking on this prestigious charity accountability site.**

The format of the event is an outdoor, large scale festival featuring sanctioned pro and amateur surfing competition, continuous live music, radio personalities, live broadcasts, a silent auction, giveaways, and much more. The event target market is surfing fans of all ages, families with children ages 5-13, and young adults 25 and up, with 75% of attendees coming from Brevard County.

Corporations and the overall public have a major stake in Florida's health and the prevention of kidney disease. The 35th Annual NKF of Florida Surf Festival is a unique way to reach a major market segment and assist in educating the public about causes and prevention of kidney disease.

Specifically, the Surf Festival is designed to:

1. Bring sponsor products and services to the attention of the public;
2. Assist companies in marketing their products and services directly to the public, building revenues and repeat purchases, strengthening market share and building consumer familiarity;
3. Expand media coverage and provide more media options for event sponsors through an active and ongoing radio and print media promotional effort;
4. Provide a new marketing outlet and an event to showcase products and services of sponsors;
5. Place the name of the event sponsors and their products before the approximately 50,000 attendees;
6. Assist in identifying sponsors as companies which are active participants in health issues among their employees and in their communities.

The Surf Festival is a unique platform for astute, sophisticated marketers who have the spirit and insight of marketing innovation. Sponsorships are available only on a first come first served basis. Most sponsorship levels have exclusivity rights with respect to certain product categories and the right of first refusal. Special sponsorships may be created upon request of individual companies.

Many companies make products and provide services which can be marketed to the Surf Festival target audience. Specific products which have participated in the past include sun care products, sunglasses, soft drinks, tropical drink mixes, bottled water, swimsuits, sport drinks, surfboards and related equipment, water sports equipment, insurance companies, financial institutions, restaurants, health and exercise products, and others. Past sponsors have included Capri Sun, Chobani, Jeep, Angel/Anarchy Eyewear, Nickelodeon, and iHeart Media.

**38th Annual NKF Rich Salick
PRO-AM Surfing Festival
Sponsor Commitment Form**

Double Division Sponsor - \$2,500

Single Division Sponsor - \$1,000

Contact Name: _____

Title: _____ Company: _____

Address: _____

City: _____ ST: _____ Zip: _____

Phone: (____) _____ Fax: (____) _____

E-Mail: _____ Website: _____

Authorized Signature: _____

Please Print Name: _____

Please return this page via fax to 407-895-0051 or email to slanza@kidneyfla.org

Please Invoice my Company for a sponsorship of _____

Enclosed is a check for a sponsorship of _____

Please make check payable to:
The National Kidney Foundation of Florida
5756 S. Semoran Blvd, Orlando, FL 32822

**For questions, please contact the NKF of Florida office at 321.298.4437
National Kidney Foundation of Florida Federal Tax ID # is 59-2190073**