



# 2010 Sponsorship Package



## *Slater Brothers Invitational*





## 2010 Sponsorship Package



### **Sponsorship Support The Slater Brothers Invitational in Support of the World Skin Cancer Foundation October 21-24, 2010**



It is with great pleasure that we invite you to sponsor the Slater Brothers Invitational in Cocoa Beach, Florida. In the past, this event has raised thousands of dollars for The World Skin Cancer Foundation to provide free cancer screenings and educational programs concerning skin cancer. Our goal with this event is to continue to promote a healthy lifestyle, provide skin cancer screenings, and to help prevent skin cancer through educational awareness to people around the world. Your tax deductible sponsorship will help promote your business while supporting this important cause.

The Slater Brothers Invitational has brought thousands of spectators to converge on this exciting event, hosting amateur and professional athletes in surfing and skateboarding. This year, we will have our 2<sup>nd</sup> annual *Surfing with the Stars* which was a great hit last year and allowed kids the opportunity to surf with their favorite professional surfers. The event will also include a mini vert ramp exhibition with high-profile skate professionals which has been very popular among the spectators in past years. Also, for the first time, we will have a 5k fun run that anyone can participate in.

For more information on the Slater Brothers Invitational, please contact April Peters at 321-243-2389 or Julie Stine at 407-538-6402.

Best Regards,

Sean and Stephen "Skippy" Slater  
Founders  
Slater Brothers Invitational



## 2010 Sponsorship Package



### **ABOUT THE WORLD SKIN CANCER FOUNDATION** ([www.worldskincancerfoundation.org](http://www.worldskincancerfoundation.org))

Skin cancer is the most commonly diagnosed human cancer and has reached epidemic proportions in the United States and around the world. The proven cause of more than 90% of skin cancers is unprotected exposure to UV light from the sun and artificial sources. Although the issue of the sun protection has been cited as an important health priority by major health organizations, insufficient attention is given to the subject in public health education.

The World Skin Cancer Foundation is a not for profit group which was founded in Cocoa Beach, Florida, to educate the public regarding the detrimental effects of unprotected sun exposure. Outdoor activities are increasingly popular and contribute to healthy lifestyles and the prevention of disease. To most effectively reduce long-term sun damage to the skin while enjoying these pursuits, healthy habits of sun protection need to be established at a young age and continued throughout life. Therefore, the WSCF targets individuals who will most benefit from this message - individuals with outdoor lifestyles and children. While the focus is on these groups, this important information will also reach the general public and profit the community as a whole.

The World Skin Cancer Foundation message will emphasize SAFER sun enjoyment and focus on teaching about strategies and tools to allow beneficial outdoor activities in moderation with sun protection. Through sponsored sporting activities such as sponsored surf contests and skateboard exhibitions, sun protective practices will be demonstrated and emphasized. Media ads, public service announcements, public speaking engagements and presence at festivals and gatherings will be used to disseminate sunscreen samples and sun wise information. Free skin cancer screenings will be offered as a public service and to provide those without access to medical care an opportunity to be examined and educated. Finally, through promoting the incorporation of UV awareness education into school curriculums and programs, an effort will be made to inform the youth about sun damage and change cultural views of sun exposure and tanning.

As studies have demonstrated, such educational techniques are beneficial and effective in changing personal practices and health attitudes. The World Skin Cancer Foundation is committed to effecting such valuable changes in Brevard County, the United States, and communities around the world.

### **WHAT THE SLATER BROTHERS INVITATIONAL EVENT WILL HELP THE WORLD SKIN CANCER FOUNDATION PROVIDE:**

- Sun Smart Beach & Parks Signage Program to Encourage Sun Safety
- An Online Curriculum
- Free Skin Cancer Screenings at Events
- Skin Cancer Prevention Educational Materials

## EVENT FACTS

1. Slater Brothers Invitational Kick-off Party – Thursday, October 21
2. Friday night event party at Coconuts with featured artist Donovan Frankenreiter
3. Longboard Invitational Surfing Competition (24 competitors)
4. Shortboard Invitational Competition (36 competitors)
5. *Surfing with the Stars* (three person team competition pairing two surfers with one celebrity surfer on each team) – Sunday, October 24.
6. 5k Beach Fun Run – Saturday, October 23
7. Professional Mini Vert Ramp Skateboarding Exhibition/Competition (**Presented by Grind for Life [www.grindforlife.org](http://www.grindforlife.org)**)
8. Event will be streamed as a live Webcast
9. Part of the proceeds from this event will benefit the World Skin Cancer Foundation and Grind for Life ([www.grindforlife.org](http://www.grindforlife.org))

**When:** October 21-24

**Where:** Coconuts on the Beach in Cocoa Beach, FL.





## 2010 Sponsorship Package

### Sponsorship Packages

#### Title Sponsor - \$20,000

Slater Brothers Invitational Pro events provide cash prizes and will be distributed among different divisions within each event.

Shortboard Pro Invitational

Longboarding Longboard Invitational

Vert Ramp Professional Exhibition/Competition

5K Fun Run

The Title Sponsor will receive following benefits.

#### ADVERTISING INCLUDES:

- :: Television advertisement throughout Central Florida
- :: Radio spots on Central Florida radio stations
- :: Event T-Shirts with logo prominently displayed : 300 plus units
- :: Logo prominently displayed on Vert Ramp
- :: Name prominently displayed on Rashguards
- :: Event Posters 24" x 36" at various in-store locations
- :: 1000 Flyers distributed with logo prominently displayed
- : Announcements: Minimum of 2 an hour
- :: Signage (client supplied) prominently displayed center stage at all events
- :: Sponsor prominently displayed on the Slater Brothers Charity Web page with link for one year
- :: Newspaper, magazine and Internet coverage throughout the U.S.
- :: Capability to promote product at all events
- :: (15) VIP Passes to Saturday evening party
- :: Up to 10 banners at event (client supplied)
- :: Up to 8 tents at event (client supplied)
- :: Logo on competitors trophy



## 2010 Sponsorship Package

### Sponsorship Packages

**Pro Event Sponsors for the Slater Brothers Invitational:** This sponsorship will have prominence on the Web site, tents and banners at Slater Brothers Invitational and on the clothing and poster art. (3 spots available)

*Pro events provide cash and will be distributed among different divisions within each event.*

Shortboard Pro Invitational  
Longboarding Longboard Invitational

#### **\$5,000 Cash for Each Sponsor**

**As a Pro Event Sponsor for the Shortboard Pro or Longboard Pro Invitational, you will be provided the following:**

- :: Your name prominently displayed on all event materials (tees, posters, forms, website and media)
- :: Up to 6 banners at the event (client supplied up to 4' x 6' banners)
- :: Up to (4) 10' x 10' tents (client supplied)
- :: (8) Tickets to Slater Brothers Invitational Fundraiser Party
- :: Television and Web coverage

#### **\$5,000 Cash Sponsor for Mini Vert Ramp**

- :: Your name prominently displayed on mini vert ramp and all event materials (tees, posters, forms, website and media)
- :: Up to 6 banners at the event (client supplied up to 4' x 6' banners)
- :: Up to (4) 10' x 10' tents (client supplied)
- :: (8) Tickets to Slater Brothers Invitational Fundraiser Party
- :: Television and Web coverage

#### **Surfing with the Stars Team Sponsor - \$1,000 plus air travel expenses for their celebrity surfer.**

Companies will sponsor a team of 3 people. There will be one celebrity surfer on each team. Each company will send (at their expense) a celebrity surfer they sponsor who will be teamed-up with two individuals under the age of 18. There will be up to 10 teams for this event.

- :: Team sponsors will have their own rashguards with their logo for each team.
- :: Up to 2 banners at the event (client supplied up to 4' x 6' banners)
- :: Up to (2) 10' x 10' tents at the event



## 2010 Sponsorship Package

### Sponsorship Packages

#### Cash Sponsorship of \$1,000 to \$2,499

- :: Your name displayed on event materials (Posters, flyers, and Slater Brothers Charity and World Skin Cancer Foundation Web sites)
- :: 2 banner spaces with one premium position (client supplied)
- :: 2 tickets to the VIP party
- :: 1 tent (client supplied)

#### Cash or Product Sponsorship -\$500-\$999 (Product sponsorships must have a wholesale value)

- :: Your name displayed on event materials (Flyers, and Slater Brothers Charity and World Skin Cancer Foundation Web sites)
- :: 1 banner (client supplied)
- :: 1 tent (client supplied)

#### What other types of sponsorships are available?

**Cash Donations**-This form of sponsorship pays for items like trophies, tee-shirt and sweatshirt screen-printing, artist's fees, port-o-potties, dumpsters for trash, competitor jerseys, permit fees, and other equipment rentals like the P.A., generator, scaffolding, etc.

**Logistical Support**-Any event such as this requires great volunteer support, and we would welcome any help with registration, security/parking, setup, takedown, beach cleanup, and of course assistance with running the contest itself during the event.

**Equipment Support**-Do you have any equipment you could donate for use for the event including: scaffolding, port-a-potties, generators, tables and chairs, public address system, large tents, etc.

**Raffle Items**-Can you provide higher-value single items such as surfboards, wetsuits, boardbags, artwork, food coupons, gift certificates, clothing, hotel/vacation rental accommodations, rental or other retail products or services.

**Contestant Bag Items**-In the contestant bags there is traditionally the heat sheet, a bar of wax and the contestant's contest tee-shirt and some stickers. Your business would have the option of including a sticker or small item.

*All of the sponsors will be thanked repeatedly by our MC's during the contest and will be linked on a sponsor's page on the website. Any sponsor wishing to compete in the event will receive a complimentary entry to the contest.*

#### All sponsors contributing less than \$500 will receive the following:

- :: Your name displayed on event materials (Flyers and Web sites)
- :: (1) 10' x 10' tent at both events (client supplied)



# 2010 Sponsorship Package

## Sponsorship Commitment Form

- Presenting Sponsor - \$20,000
- Shortboard Pro Cash Sponsor - \$5,000
- Longboard Pro Cash Sponsor - \$5,000
- Cash Sponsorship - \$1,000 - \$2,499
- Cash or Product Sponsorship - \$500-\$999
- Vert Ramp Sponsorship - \$5,000
- Tent Space - \$150
- Banner Space - \$50
- Other sponsorships including: Cash Donations, Logistical Support, Equipment Support, Raffle Items, Contestant Bag Items. Please specify below:

Total Amount Donated: \$\_\_\_\_\_ (For product, please use wholesale value amount.)

Conditions or restrictions of donation: \_\_\_\_\_

Delivery or pick-up information (please check preference):

- Delivery    Contribution Enclosed    Pick-up (limited to Brevard County)

Yes, I would like to be a sponsor of the Slater Brothers Invitational 2010!

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

Title: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Authorized Signature: \_\_\_\_\_

Please Print: \_\_\_\_\_

**Payment Methods:** You may pay by check or money order to **The World Skin Cancer Foundation, at 1 South Orlando Ave., Suite B, Cocoa Beach, Florida, 32931.** Note: If paying by check or money order, please note the event and sponsorship level on the check or money order.

**Product Shipment:** Please send products to the Slater Brothers Foundation at :  
**The Slater Brothers Foundation at 1 South Orlando Ave., Suite B, Cocoa Beach, FL 32931**

**Receipts:** Your sponsorship to this event will benefit the non-profit organization of the World Skin Cancer Foundation and Grind for Life. You will receive a receipt for your donation for your tax records.