2019 Florida Pro Surf Contest

FLORIDA PRO

• SEBASTIAN INLET •

The weeklong 2018 Florida Pro Surf competition was held at Sebastian Inlet State Park on *Florida's Space Coast*, reinforcing the area's prominence as a world-class surfing destination. Florida's Space Coast boasts the many great wave breaks which produced world champion surfers Kelly Slater, C.J. Hobgood, Lisa Andersen and Frieda Zamba; as well as many other world class pro surfers including our latest young phenom - Caroline Marks.

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Our 2018 Sponsors

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COCOA BEACH SURF COMPANY

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FLORIDA SURFN
SURFING'S EVOLUTION & PRESERVATION FOUNDATION

LINE 39

THE IMPACT OF
Professional Surfing and Your Brand

World Surf League Overview

In 2017, **12,831,946** users came through the WSL site, with an average duration of just over **16-minutes** spent on the site.

103,614,063	**201,057,214**	**73% male to 26% female**
total sessions from those users.	page views out of those sessions.	based on those users.

Top 5 Countries (in order): United States, Brazil, Australia, France, Portugal

Device (users)

Mobile (iPhone) : 6,467,006

Laptop : 5,313,202

Mobile (Android) : 1,087,346

Event Traffic

What kind of coverage can be expected during the Florida Pro Surf Competition?

OVERALL WSL EVENT TRAFFIC	883,701 users	**QS-SPECIFIC EVENT TRAFFIC**	330,071 page views
	3,097,005 sessions		101,415 webcast views
	5,237,601 page views		18mins 20sec avg watch time

Marketing Impressions

35 million

Billboard Impressions

175,000

Email Impressions

20,000 opens (11.42%)

1,214 clicks (6%)

2018 Digital & Social Impressions

Web Banners

Surfline Banner Clicks:
450,000 total

Social Interaction

300,000 clicks
with 13,000 likes,
comments & shares

PR Impressions

$35,000 earned media
and 29 Media Placements

Instagram

912 posts
Using #FloridaPro
and #FlaProSurf

Social Engagement

3,000 new fans
with a 100,000 organic reach

Meet Some of Our Influencers:

48.5k likes

99.9k followers

CJ Hobgood

Former WSL World Championship surfer &
Florida Pro Surf – Event Ambassador

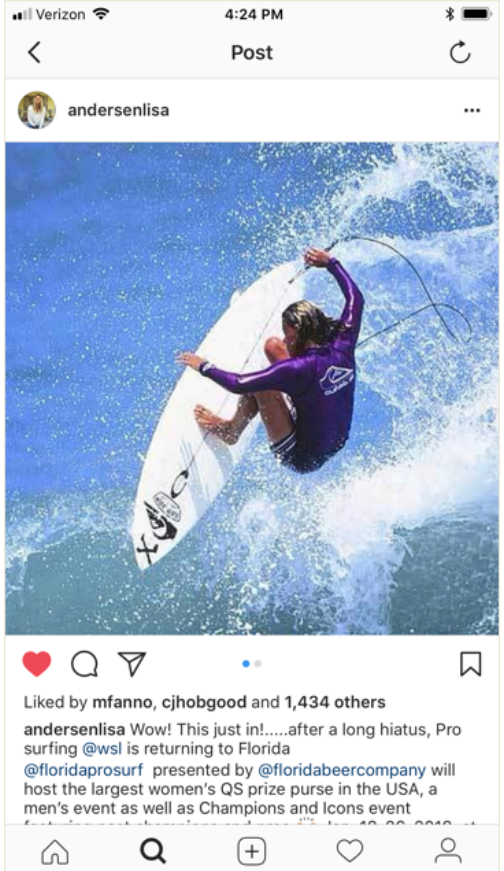
CJ Hobgood is a Space Coast native and professional surfer for over 16 years on the Championship tour with major wins including: 2001 WSL World Championship; ASP Rookie of the Year; U.S. Open in Surfing; O'Neill World Cup of Surfing and numerous top finishes around the world. CJ was also WSL Women's World Champion, Carissa Moore's surfing coach in 2017.

8.3k likes 33.7k followers

Cory Lopez

Professional surfer

Cory's major wins include: three-time X Games Gold Medalist; U.S. Open of Surfing Champion; Billabong Pro Tahiti Champion; Globe SI Pro Champion; Gold & Silver Medalist at the Olympic (IOC) recognized ISA World Championships (Costa Rica 2010; China 2012) and numerous top finishes around the world.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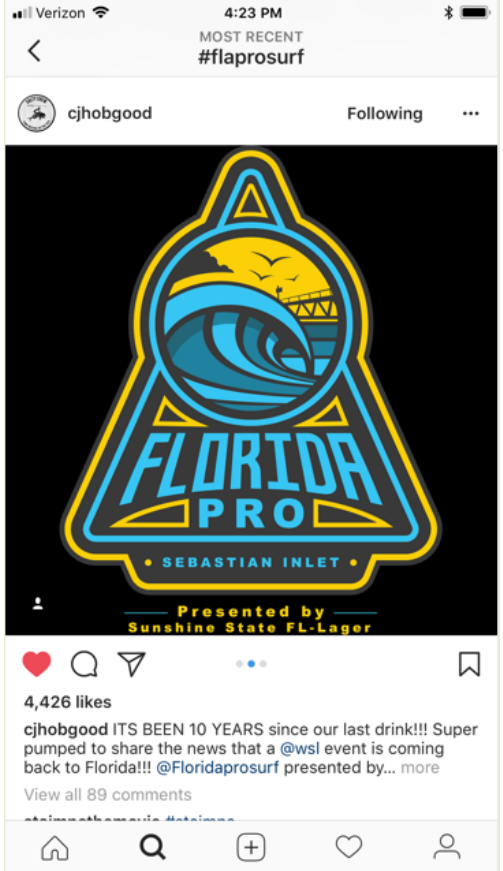
Post
andersenlisa
Liked by mfanno, cjhobgood and 1,434 others
andersenlisa Wow! This just in!.....after a long hiatus, Pro surfing @wsl is returning to Florida @floridaprosurf presented by @floridabeercompany will host the largest women's QS prize purse in the USA, a men's event as well as Champions and Icons event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MOST RECENT
#flaprosurf
cjhobgood
Following
FLORIDA PRO
SEBASTIAN INLET
Presented by
Sunshine State FL-Lager
4,426 likes
cjhobgood ITS BEEN 10 YEARS since our last drink!!! Super pumped to share the news that a @wsl event is coming back to Florida!!! @Floridaprosurf presented by... more
View all 89 comments

Verizon
4:23 PM
MOST RECENT
#flaprosurf
corylopez
Follow
2,552 likes
corylopez Super pumped to share the news that a @wsl event is coming back to Florida!!! @Floridaprosurf presented by @floridabeercompany at Sebastian... more
View all 49 comments

“On behalf of WSL North America, I’d like to extend our most sincere gratitude and appreciation for hosting us this week. It’s been an awesome time and a great expansion for the Women’s QS. Most of the girls had never been to Florida and their first experience was certainly a memorable one. We couldn't be more excited about our new event partnership with Space Coast Tourism, Ron Jon and Florida Beer Co. We’re looking forward to returning to kick off 2019.”

Brian Robbins, WSL Tour Manager

The **2019 Florida Pro** event hosts a World Surf League qualifying series event - the women's event is a QS 6000 and the men's a QS 1500. Both will have equal prize money with a total purse of $75,000, plus a $15,000 prize purse for a "Champions & Icons" non-sanctioned contest. The target dates are January 10-19, 2019. All proceeds benefit the Florida Surf Museum (a non-profit 501-3c).

2019 Sponsorship & Media Buy Tiers:

- Presenting - $50k
- Title:
  - Womens QS6000 - $35k
  - Mens QS1500 - $25k
- Event & Activation – $20k* **customizable*
- Sustaining - $10k
- Local Partner - $5k
- Community - $1k

Presenting Sponsor – ($50k):

- Combination of static & digital billboards in Florida & Georgia for 3 months - $50k
- Integration of YOUR BRAND into the 2019 Florida Pro logo
- Airing of TV spots (:15 or :30 sec videos) and/or mentions on live streaming broadcast of the contest, which will run daily when the contest runs.
- “Wave of the Day presented by Your Brand” will be broadcast daily on WSL live stream and Instagram Story
- 2019 Merchandise sold (hats, shirts) will display YOUR BRAND logo
- Paid Facebook & IG ads referring to the event as “2019 Florida Pro presented by YOUR BRAND” - $20k
- Lead generation campaign w/branded giveaway to be given away at event*** (we will provide leads to presenting sponsor) - $5k of paid advertising driving traffic to lead gen form

Presenting Sponsor (continued) -

- Snapchat filter for entire event - $1k
- Email blast and banner ads through Surfline.com (92k subscribers) - $10k
- Email blast through SCOT (100k)
- YOUR BRAND on the FloridaProSurf.com website
- Presence on-site and in VIP area & 20 VIP badges
- Integration into organic Florida Pro social media strategy
- Potential Influencer Marketing (with former and current Pro Surfers)
- Thank you video for sponsors, which will air on social
- Logo on surfer's competition jerseys and buoys in the water

Earned Media:
In 2018, there were 29 news stories & articles with a value of $35k in earned media about the Florida Pro.

Title Sponsor:

- Womens QS6000 - $35k
- Mens QS1500 - $25k

Our Title Sponsor’s name will become the contest name for that particular event and will be written and mentioned as such (ex. “YOUR BRAND Florida Pro Womens QS6000”).

Title Sponsor:

- Brand name in Event Title in every mention or written instance
- Digital Billboard package on Space Coast with logo
- Providing air time and mentions during event webcast
- Paid Facebook ads -$10k value
- Email blast through SCOT (100k)
- Influencer Marketing (with former and current Pro Surfers)
- Instagram & Facebook posts
- VIP badges/presence at the event

Event & Activation Sponsorship:

There will be numerous custom opportunities to sponsor the Florida Pro - one of those ways is to be an Event & Activation sponsor, which includes being a sponsor of the Florida Pro Surf, Florida Pro Music Festival, the VIP/Media Party and/or create your own activation during our Event window. Are you a bathing suit brand that would like to do a fashion show on the beach? We can make that happen!

- Prices range from $20k to $5k depending on the level of presence desired at any or all of the event activations.

Sustaining Partner - ($10k):

This is the opportunity for your product to be the “Official _____ of the Florida Pro.” We will provide brand exclusivity to these special categories.

- Airing of TV spots (:15 or :30 sec videos) and/or mentions on live streaming broadcast of the contest, which will run daily when the contest runs. - $5k value
- Facebook & IG paid advertising including your brand - $5k value
- Presence at the event in the VIP area and on the Beach Café deck/balcony to interact with consumers
- Logo on the FloridaProSurf.com website
- Thank you video for sponsors, which will air on Facebook
- VIP tickets
- Integration into organic Florida Pro social media strategy (*where applicable)
- Possible influencer interaction with your brand via social media (*where applicable)

Local Partner - ($5k):

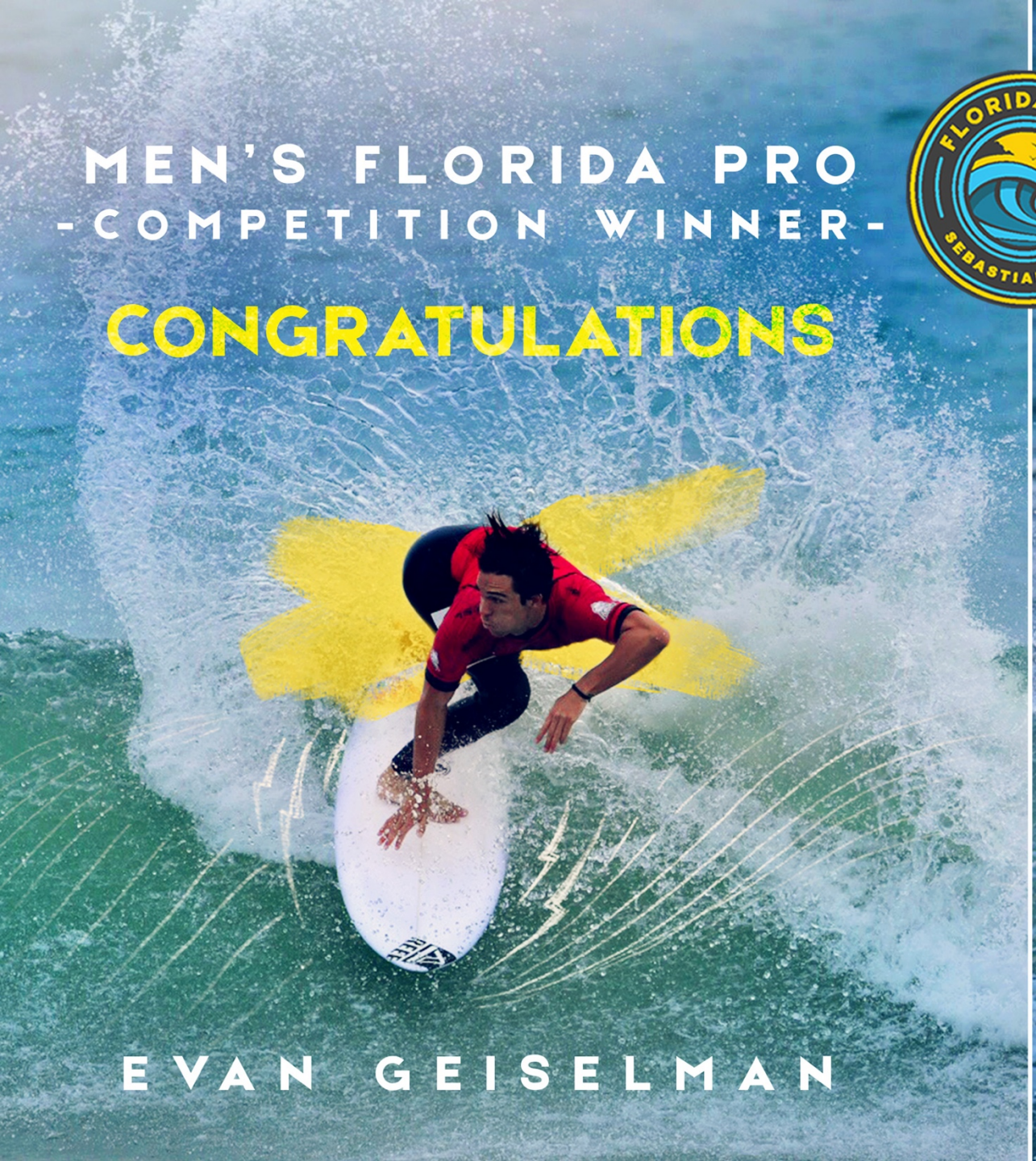
- Facebook & IG paid and advertising including your brand
- Logo and click thru on the FloridaProSurf.com website and tower banner
- Thank you video for sponsors, which will air on Facebook
- 4 VIP tickets
- A Florida Pro swag bag filled with t-shirt, hat and other fun Florida Pro merchandise
- Integration into organic Florida Pro social media strategy (*where applicable)
- Possible influencer interaction with your brand via social media (*where applicable)

Community Partner - ($1k):

- Logo and click thru on the FloridaProSurf.com website
- Sponsor “thank you” video promoting your brand or product, which will air on Facebook
- A Florida Pro swag bag filled with t-shirt, hat and other fun Florida Pro merchandise
- Integration into organic Florida Pro social media strategy – FB & IG (*where applicable)
- Possible influencer interaction with your brand via social media (*where applicable)

Timeline:

- Renewal letters & contracts for current sponsors – May 1
- Commitment Letters for new sponsors – Aug 15
- Final Agreements – August 31
- Artwork due to Florida Pro Event Committee – September 1
- Announcement Date – September 6* **coinciding with Surf Expo Orlando*
- Full Media Launch – October 1


MEN'S FLORIDA PRO
-COMPETITION WINNER-
CONGRATULATIONS
EVAN GEISELMAN

WOMEN'S FLORIDA PRO
-COMPETITION WINNER-
CONGRATULATIONS
CAROLINE MARKS