



# THE CORE SCHOLASTIC SURF LEAGUE

The Core Scholastic Surf League (CSSL) is Northern California's premiere youth surfing league, located in Surfer Magazine's No. 1 surf town in the nation, Santa Cruz CA. The success of the surf league is due to the ever-increasing participation of schools that now include 14 High schools and Middle schools, with over 400 participating registered student athletes from Aptos to Half Moon Bay. In 2011, the High School and Middle School surf league will be kicking off its' tenth season, that will include five competitions at the areas most desired surfing locations, and projects another highly successful year in conjunction with the ever increasing popularity of the sport.

The benefit to each sponsor will be an opportunity to make a difference in the lives of the children of our community, as the sport of surfing empowers students to have self-confidence, improve ocean awareness, develop lasting friendships, and become positive members of our communities. With statewide budget cuts to local school sports, the CSSL's mission is now even more vital in being able to provide students the ability to participate in both a team and individual sport.



## Sponsor Levels:

### Presenting Sponsor: \$8,000

As the Major Presenting Sponsor of the 2011/12 Core Scholastic Surf League "Your Company logo" will be placed most prominently in all league marketing including:

- \* All team t-shirts & team sweatshirts.
- \* Centrally displayed on the homepage of league website with a link to your companies web site, along with your company logo in all e-blasts to league members and coaches.
- \* 10x10 booth space at each event (tent provided by presenting sponsor) for product give-away, display and unique activities promotion
- \* Banners prominently placed at each event site
- \* Brand mentions during each event via event announcer's commentary
- \* Brand mentions in all press releases and additional PR

### Official Sponsor: \$4,000

Sponsor logo placement in all league marketing collateral including:

- \* All team t-shirts & team sweatshirts
- \* On sponsor page of league website with link to your website
- \* Company logo in all e-blasts to league members and coaches
- \* Banner placement at each event site
- \* Brand mentions during each event via event announcer's commentary



## **Product Sponsor: \$2,000 (or equivalent in product at wholesale value)**

Sponsor logo placement in league marketing collateral including:

- \* All team t-shirts & team sweatshirts
- \* On sponsor page of league website with link to your website
- \* Banner placement at each event
- \* Brand mentions at each event via event announcer's commentary

## **Community Sponsor: \$500 (or equivalent in product at wholesale value)**

Sponsor logo placement in league marketing collateral including:

- \* On sponsor page of league website with link to your website
- \* Brand mentions at each event via event announcer's commentary

## **Additional Sponsor Benefits**

- \* Access to youth market and surfing/ocean sports community
- \* Event coverage in the Santa Cruz Sentinel
- \* Strong community involvement-based publicity
- \* One of many fundraising/public awareness events that provide your company the opportunity for increased visibility and brand name association with the CSSL
- \* Positive brand association by students, parents and members of the community
- \* All donations are tax deductible

Direct all product, money (checks made out to: The Core), logos, and questions to:

Kim Clary – CSSL Executive Director and Event Coordinator  
3123 Dee St. SC 95062 831-227-4204 [kim@thecoresc.org](mailto:kim@thecoresc.org) or [kim@kimclary.net](mailto:kim@kimclary.net)  
[www.thecoresc.org](http://www.thecoresc.org)



## **SCHOLASTIC SURE LEAGUE**

### **11/12 CSSL Tentative Event Schedule:**

**Sept. 17 The Lane Jr Hi**

**Sept 18 The Point HS**

**Oct 22 HMB HS**

**Oct 23 HMB Jr Hi**

**Nov 19 Platforms Jr Hi**

**Nov 20 Manresa HS**

**Dec 3 Hook HS**

**Dec 4 Point**

**Jan 28 Hook HS**

**Jan 29 Point**

**Feb 4 The Lane HS**

**Feb 5 The Hook Jr Hi**