

CELEBRATING 47 YEARS



**SPONSORSHIP
OPPORTUNITIES**

2025 SAN CLEMENTE OCEAN FESTIVAL



NOW WITH OVER

40,000 VISITORS

BECOME A SPONSOR



OVER 40,000 VISITORS

The San Clemente Ocean Festival is an incredible opportunity to engage with over 40,000 visitors from the surrounding counties. For 2025, we are proud to offer several elite sponsorship opportunities including:

- › 30th Annual Button's Woodies on the Pier
- › 14th Annual Dolphin Dash
- › Surf Competitions
- › Lifeguard Competitions
- › Beach Concert
- › Swim Caps
- › Competitor Jerseys

“THE GREATEST SHOW ON SURF”

All eyes will be on San Clemente this July—make sure your brand gets noticed. Sign up for one of our elite programs today. Ask us about the many other ways you and your brand can get involved with the “THE GREATEST SHOW ON SURF”.

For more information, please contact us at

949.440.6141 | ExecDirector@OceanFestival.org

JULY 19-20
2025
oceanfestival.org



LIFEGUARD & BEACH



MAIN EVENTS

Our main events showcase the skills of ocean lifeguards, master swimmers, paddle board racers and runners.

Attracting top competitors from around the U.S. and overseas, the Ocean Festival hosts the following waterman/waterwoman events:

- ★ Ironman
- ★ Ironwoman
- ★ Dory Boat Races
- ★ Surf Ski Races
- ★ Beach Flags
- ★ Paddleboard Relays
- ★ 5K Beach Run
- ★ Run-Swim-Run
- ★ One Mile Ocean Swim
- ★ Junior Lifeguard Races
- ★ Open Ocean Paddle
- ★ Rescue Relay



Ask about
sponsoring our
swim caps!





SURF

CELEBRATE OUR SURF CULTURE

San Clemente is a hub of American surf culture, supporting a global industry and budding talent that shreds. It's a must-visit destination for surfers and visitors from around the globe. We host international surf competitions that feature up-and-coming Groms, our local talent, and international pros. We can provide your organization with unique opportunities to showcase your brand onsite and online.



Ask about
sponsoring our
rash guards!

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FAMILY ACTIVITIES



FUN FOR ALL AGES

The San Clemente Ocean Festival is a family-focused event attracting visitors and participants from nearby counties such as Orange, San Diego, Riverside, LA, and San Bernardino as well as nationally and internationally

Our family festivities include a free concert, sand sculpting competition, fishing derby, and much, much more.

- ★ 5K Beach Run
- ★ 14th Annual Dolphin Dash
- ★ Great Rubber Duck Race
- ★ FREE Family Beach Concert
- ★ Sand Sculpting Competition
- ★ City Lifeguard's Pancake Breakfast
- ★ Youth Pavilion Performances
- ★ Ocean Art Show
- ★ 30th Annual Button's Woodies on the Pier



Visit OceanFestival.org to learn about the history of SCOF



EXPO



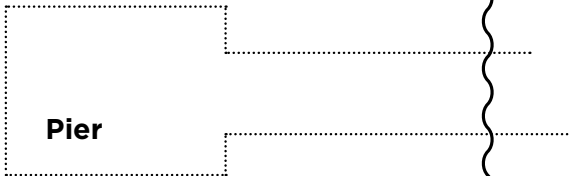
PREMIUM BEACH SPACE

Top-Tier sponsors are provided premium beach space. Locations provide a unique opportunity to engage directly with festival attendees. Spaces are available for both north and south of the Pier—depending on your preference.



NORTH OF THE PIER

- ★ Lifeguard & Beach Events
- ★ Surf Events
- ★ Free Family Beach Concert
- ★ Lifeguard's Pancake Breakfast



SAN CLEMENTE PIER

- ★ 30th Annual Button's Woodies on the Pier



SOUTH OF THE PIER

- ★ 14th Annual Dolphin Dash
- ★ Sand Sculpting Competition
- ★ Family Activities & Entertainment





MARKETING



★ **Oceanfestival.org**

Everything Ocean Festival, including links to all sponsors.

★ **Social Media**

Facebook and Instagram posts with up-to-date news and culture.

★ **Radio**

KABC, KLOS and KWVE have provided announcements, and pre-event interviews as well as onsite promotion during the event.

★ **Direct Mail**

Sent to event participants, sponsors, supporters, surf industry professionals & VIPS.

★ **Event Posters**

Distributed to sponsored shops and key outlets.

★ **City Banner**

Features our event banner with top-tier sponsor logos displayed prominently in downtown San Clemente.

★ **Rash Guards and Swim Caps**

Competitors wear during athletic events and keep post-event.

★ **Publications**

Numerous local publications including OCR, SC Times, The Local DISH, The San Clemente Journal and American Lifeguard Magazine.



Presenting Sponsor



Shark Sponsor



Marlin Sponsors



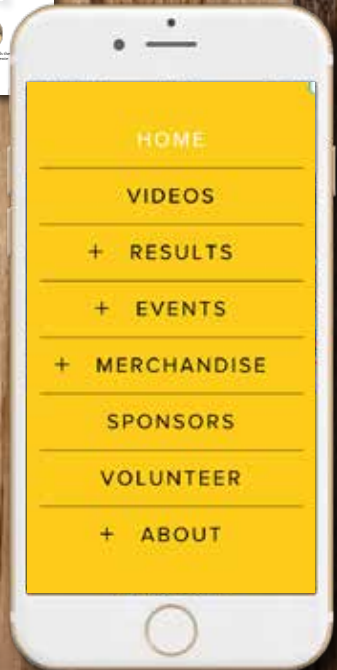
July 20th & 21st

T-SHIRTS ARE AVAILABLE AT

DeNault's Hardware, Miki's on Del Mar, The San Clemente Store @ Outlets & at the base of the Pier -
 May 25, 26, 27 June 1, 2, 8, 9, 15, 16, 22, 23, 29, 30
 July 6, 7, 13, 14

FREE ADMISSION

FREE PARKING and FREE SHUTTLE available from Outlets at San Clemente.
 Lots of Fun for All Ages!
 Family Activities & Live Entertainment
 More information: (949) 440-6141 or visit our website: www.oceanfestival.org



PUBLICITY



LOCAL, REGIONAL & NATIONAL

Traditionally covered by a multitude of local, regional, and national news media outlets.

- ★ Orange County Register
- ★ San Clemente Journal
- ★ SC & Dana Point Times
- ★ City of San Clemente Magazine
- ★ The Local DISH
- ★ So-Cal Safari
- ★ KWVE
- ★ Competitor Magazine
- ★ Examiner
- ★ Orange Coast Magazine
- ★ Festivals.com
- ★ SUPEvent.com
- ★ SUPRacer.com
- ★ Westways
- ★ Woodie Times

DEMOGRAPHICS

THE NUMBERS

Despite its phenomenal growth over the last **five** decades, the San Clemente Ocean Festival still continues to deliver an outstanding athletic, cultural and family-oriented event.

2

Days

800

Participants

40,000

Spectators

**HOSTING COMPETITORS FROM 4 - 78
AND SPECTATORS FROM 0 - 99+**



Orange
County

TOTAL POPULATION

3,151,184*

MEDIAN FAMILY INCOME

\$90,400[†]

AVG. EVENT TEMP

77°

*<https://usafacts.org/>

GIVING BACK

JULY 19-20
2025
oceanfestival.org

SUPPORTING OUR COMMUNITY'S LIFEGUARDS, BEACHES AND ENVIRONMENTAL PROGRAMS + LOCAL COLLEGE-BOUND STUDENTS

Since 1993 we have had the privilege of supporting local groups, organizations and college-bound students, through donations and scholarships totaling over \$440,000! Our main focus is on ocean safety, education and the environment.

SAN CLEMENTE OCEAN FESTIVAL BENEFACTORS

- ▼ City of San Clemente Marine Safety
- ▼ California Junior Lifeguard Scholarships
- ▼ City of San Clemente Aquatic Scholarships
- ▼ Boy's & Girls Club, South Coast
- ▼ Ocean Institute 'Adopt-A-Class' San Clemente High
- ▼ Community Outreach Alliance (COA)
- ▼ College & Trade School Scholarships
- ▼ Pier Pride (Educational Sign)

