

Queen of the Point



Malibu 2024

The Lady Longboard Revolution
Continues

Jun 28-30, 2024

Surf Competition begins
June 29 @ 7a

Malibu Surfrider Beach

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QUEENS AT MALIBU

Queen Of The Point (QOTP) Malibu is set for June 28-30, 2024, at Malibu Surfrider Beach. Our all-woman longboard competition emboldens women and girls of all ages to display their prowess, unity, and joy of longboarding to compete for the coveted QOTP crown. This event not only showcases the exceptional talent and spirit of female surfers but also emphasizes the importance of community and resilience within the sport.

Getting involved with the Queen of the Point presents a prime opportunity for businesses and brands to align with an organization dedicated to the spirit, resilience, and future of women's longboard surfing. Sponsors joining this movement will play a crucial role in supporting a platform that celebrates female athletes, promotes gender equality, and contributes to the growth of women's surfing on a global scale. This partnership is an invitation to be part of a significant event that champions the achievements and potential of women in longboarding, driving the conversation forward on women in sports and challenging existing inequities.

EVENT ACTIVITIES



Competition

Our 2-day competition adopts a "round robin" format, ensuring every competitor surfs a minimum of two heats, allowing ample opportunity to showcase their skills and ensuring a fair and comprehensive evaluation of their talents in the waves.



Lifesaving Workshop

Surfer Awareness of Lifesaving Techniques or SALT, a workshop led by LA County Lifeguards, will teach surfers crucial first aid and water rescue techniques, bolstering safety and confidence in the water.

Opening & Closing Ceremonies

The event opens with a vibrant ceremony celebrating surf culture and closes by honoring our athletes' achievements, encapsulating a weekend of competition and community.



MARKETING / ATTENDANCE STATISTICS

Event statistics based on the last 4 US-based competitions In Malibu & Ventura. Media Insights calculated over the last 90 days.



Competitors

100+

Divisions

11

Finalists

64

Spectators

300+

Age Range

5-70



Followers

5.1K

Reach

37.8K

+9.8%

Interactions

8.7K

+40.1%

Impressions

206K

+7.7%



Business Comparison

Published Content Last 28 Days

244 Higher than others

Followers Similar to others

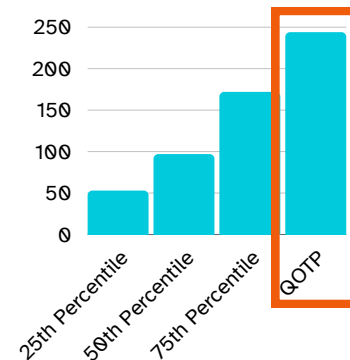
5.1K Typically: 6.9K

Follows Similar to others

312 Typically: 213

Interactions Similar to others

3.3K Typically: 2.4K



NEED FOR SPONSORS



Operating Costs

The total estimated operating costs for organizing Queen Of The Point (QOTP) events can reach up to \$50,000. This budget encompasses venue rental, safety protocols, equipment and infrastructure, logistical requirements like permits and insurance, and marketing activities to enhance participation and visibility. Efficiently managing these expenses is key to our commitment to celebrate and promote women's longboard surfing.

Brand Visibility and Engagement

Sponsoring QOTP offers brands a unique platform to engage directly with a passionate and diverse community of surf enthusiasts, athletes, and families. This partnership not only enhances brand visibility among a highly engaged audience, but also aligns companies with the values of empowerment, health, and environmental stewardship, reinforcing their commitment to positive social impact and active lifestyles.

Benefit To Women Everywhere

Supporting offers a unique opportunity to champion women's empowerment and inclusivity in sports, directly contributing to the growth and visibility of female athletes in longboard surfing across the globe.

BUDGETING


Funds
Needed
\$50,000

Income

| Source of Funds | Amount |
|----------------------|-----------------|
| Internal Funding | \$20,000 |
| External Funding | \$30,000 |
| Total Funding | \$50,000 |

Expense

| Item of Expense | Amount |
|------------------------|-----------------|
| Day-Of Operating Costs | \$30,000 |
| Marketing Costs | \$10,000 |
| Gap | \$10,000 |
| Total Expenses | \$50,000 |



SPONSORSHIP BENEFITS

Sponsoring QOTP directly supports female empowerment in surfing, promoting inclusivity and positive community impact.



Day of Branding

Visual & audio branding throughout the event proper.



Website Link

Brand logo with link on the QOTP website.



Social Promotion

Acknowledgement of partnership on QOTP's social media channels.



First Refusal Rights

Right of first refusal for future events





Branding Opportunities

1 Swag

| | Cost |
|----------------------|---------|
| Tote Bags | \$2,000 |
| T-shirts | \$4,000 |
| Water Bottles / Mugs | \$1,700 |
| Product Giveaways | TBD |

2 Onsite

| | |
|--------------------------|-----------|
| Flags / Banners | TBD |
| Competitor Jerseys | \$3,000 |
| Awarding Step-and-Repeat | TBD |
| Announcements & Mentions | min \$500 |
| Livestream | \$10,000 |

3 You Tell Us!

Let us know what you have In mind...
<https://queenofthepoint.com>

SPONSORSHIP PACKAGES

Benefits To All Tiers

- Opportunity to provide banners and other signage for placement onsite, enhancing visibility.
- Invitation to opening and closing ceremonies, as well as receiving day-of mentions throughout the competition.

PREMIER PACKAGES

PLATINUM

\$10,000

- **Covers:** Major event needs like live streaming and significant portions of apparel costs.
- **Visibility:** Logo on live stream broadcasts, event shirts, totes, water bottles, competitor jerseys, and prominent website placement. Option to provide beach signage for additional visibility.
- **Additional Benefits:** VIP access, speaking opportunities, and primary placement in all promotional materials.

GOLD

\$5,000

- **Covers:** A substantial portion of apparel costs or the full cost of another significant category like water bottles or competitor jerseys.
- **Visibility:** Logo on selected event apparel, water bottles, or competitor jerseys, depending on the sponsorship focus. Inclusion in live stream mentions, website, and social media.
- **Additional Benefits:** Option to provide beach signage, access passes for company representatives, and secondary placement in promotional materials.

SPONSORSHIP PACKAGES

Benefits To All Tiers

- Opportunity to provide banners and other signage for placement onsite, enhancing visibility.
- Invitation to opening and closing ceremonies, as well as receiving day-of mentions throughout the competition.

SUPPORTING PACKAGES

SILVER

\$1,000

- **Covers:** Contributions towards the costs of smaller, yet impactful items like water bottles or partial support for apparel.
- **Visibility:** Logo on smaller event materials (based on contribution size), website, and social media mentions.
- **Additional Benefits:** Acknowledgment during the event and the option to contribute towards beach signage in a smaller capacity.

BRONZE

\$500

- **Covers:** Helps with miscellaneous costs, contributing to the overall success of the event.
- **Visibility:** Logo on the event website and social media acknowledgment.
- **Additional Benefits:** Recognition as a community supporter in event communications.

CUSTOMIZABLE PACKAGES

- For businesses seeking a tailored approach to sponsorship, we offer the flexibility to customize packages within our established tiers.

SPONSORSHIP PACKAGES

Benefits To All Tiers

- Opportunity to provide one banner for placement onsite.
- Invitation to opening & closing ceremonies and day-of mentions.

IN-KIND PACKAGES

ULTIMATE IMPACT

200 units

- **Covers:** Product for all participants, staff, and sponsors, ensuring comprehensive brand integration throughout the event.
- **Visibility:** Prime logo placement across event materials, beach signage, live broadcasts, and social media, with special award ceremony mentions.
- **Additional Benefits:** Inclusion of products in swag bags, maximizing brand exposure to a dedicated and engaged audience.

PRIME INFLUENCE

80 units

- **Covers:** Support for all 60 finalists with product contributions, enhancing their competitive experience.
- **Visibility:** Logo display on event materials, website, social media, and beach signage for broad brand exposure.
- **Additional Benefits:** Acknowledgment in event communications, connecting your brand with core community values.

SELECT SUPPORT

48 units

- **Covers:** Product contributions for competitors in 4 divisions or finalists in 8 divisions, directly impacting participant engagement.
- **Visibility:** Brand recognition through event website, social media, and select event signage.
- **Additional Benefits:** Highlighted in specific division communications, enhancing brand alignment with athlete achievement.

ESSENTIAL CONTRIBUTOR

24 units

- **Covers:** Support for competitors in 2 divisions or finalists in 4 divisions, fostering grassroots athlete development.
- **Visibility:** Brand exposure on event digital platforms and targeted social media mentions.
- **Additional Benefits:** Inclusion in division-focused acknowledgments, connecting your brand with community spirit.

WOMEN IN SURF

Global Participation: Out of an estimated 35 million surfers worldwide, about 7 to 10.5 million are women, making up 20-30% of the total. This number has been growing steadily over the years.

Demographic Trends: Women surfers are diverse in age, with a notable presence in the 18-34 age group. This young, active demographic is attractive to brands targeting health-conscious, lifestyle-oriented consumers.

Geographic Distribution: Female surfers are widespread, especially in the United States, Australia, Brazil, Portugal, and France, with emerging markets in India and China.

Competitive Landscape: The ranks of professional female surfers have expanded, notably with the World Surf League's support and the landmark move to equal prize money in 2019, boosting the sport's investment and recognition.

Recreational Surfing: A large segment of women enjoy surfing recreationally, fueling the sport's growth and influencing spending on gear, clothing, and travel.





WHAT WE BELIEVE IN

Equity

We believe in creating an equitable environment where all individuals, regardless of sex or race, are given equal opportunities to thrive and succeed. Queen of the Point is built on the foundation of fairness and inclusivity, ensuring every participant feels valued and respected.

Integrity

Integrity is at the core of our operations. We are committed to being transparent, accountable, and reliable in all our dealings. At Queen of the Point, we stand by our word and ensure that our actions consistently reflect our values and mission.

Truth

Truth-telling is vital for progress and healing. We believe in confronting and shedding light on injustices within the surf community and beyond. By embracing truth, Queen of the Point aims to foster a culture of honesty and openness, paving the way for positive change and development.

ABOUT US

Queen of the Point is dedicated to making longboard surfing accessible, enjoyable, and positive for women of all ages through coaching, teaching, and drama-free competitions. Our purpose is to foster a safe and body-positive environment that supports female athletes in achieving their dreams. By providing a platform that celebrates their passion and skills, we aim to empower women athletes and elevate the conversation about women in sports, addressing the inherent inequities that exist within the sporting world.

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