

6th Annual King of the Bay

Kiteboarding and Windsurfing Championship
June 23, 24, 25 - 2006 - Foster City, California

The King of the Bay offers 5 different sponsorship packages and levels to meet the needs of its sponsorship constituency:

1. Title Sponsor
2. Presenting Sponsor
3. Media Sponsor
4. Industry Sponsor
5. Community Sponsor

Title Sponsor \$20,000

For the first time ever, King of the Bay will offer a single position of Title Sponsor to a national brand seeking to align itself with the kiteboarding and windsurfing community and action sports lifestyle and demographic. The promotion package includes the following:

- Name and logo in national print advertising
- Name and logo in regional print advertising
- Name and logo on official event poster, brochures and flyers
- Name and logo on competitor jerseys and soft goods
- Name and logo on www.kingofthebay.com website
- Name and logo on www.helmsports.com website
- Name and logo on www.kiter.com website
- Name and logo prominently displayed on the back of official t-shirt
- Name and logo on the official event banner
- Name and logo on On-site signage
- Name included on all press announcements
- Name mention on local and regional spot radio promotions
- Present at all media interviews
- On-site mentions during live commentary
- Full-page ad in official King of the Bay event program
- VIP 10x20 tent for product display and client meetings
- Name and logo on prominent infrastructure signage
- VIP event passes and guest passes (20)
- Exposure on local, regional or national newscasts
- Television and radio spots during recorded King of the Bay show
- Competitor interview with banner displayed in background
- First right of refusal for 2007 event title sponsorship

To confirm your sponsorship contact:

steve@kiter.com

(650) 400-7752

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Presenting Sponsor \$5,000

Several positions are still open for national and regional retail and service brands that serve consumer markets represented by the competitors, spectators and action sports demographic in general.

- Name and logo in national print advertising
- Name and logo in regional print advertising
- Name and logo on official event poster, brochures and flyers
- Name and logo on www.kingofthebay.com website
- Name and logo on www.helmsports.com website
- Name and logo on www.kiter.com website
- Name and logo on on-site banners
- Name and logo on event t-shirt
- Half-page ad in official King of the Bay event program
- 10x10 booth VIP product booth
- On-site mentions during live commentary
- VIP passes and guest passes (10)

Media Sponsors \$1000

Media Sponsors are national and local print, radio and TV sponsors that want to take advantage of an innovative opportunity to support, cover, or be associated with an action-oriented, high-visibility event that will offer increasing recognition and well-planned marketing opportunities. Also includes corporate brands that wish to donate print or broadcast advertising.

- Name or logo in national print advertising
- Name or logo in regional print advertising
- Name and logo on official event poster, brochures and flyers
- Name and logo on www.kingofthebay.com website
- Name and logo on www.helmsports.com website
- Name and logo on www.kiter.com website
- Name included on all press materials
- Name or logo displayed on the back of official King of the Bay t-shirt
- Name or logo on selected on-site banners
- Selected on-site mentions during live commentary
- Quarter-page ad in official King of the Bay event program
- VIP passes and guest passes (10)
- Exposure on local, regional or national newscasts

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Industry Sponsors \$1000

Industry Sponsors are the vendors and retailers that offer products that serve the competitors and enthusiast spectators in at the King of the Bay. These sponsors may offer in-kind value in equipment supporting the event.

- Name and logo in national print advertising
- Name and logo in regional print advertising
- Name and logo on official event poster, brochures and flyers
- Name and logo on www.kingofthebay.com website
- Name and logo on www.helmsports.com website
- Name and logo on www.kiter.com website
- Name and logo displayed on the back of official t-shirt
- VIP 10x20 tent for product display and client meetings
- Name and logo on prominent infrastructure signage
- VIP event passes and guest passes (5)
- Exposure on local, regional or national newscasts

Community Sponsors \$500

Community Sponsors are the local vendors, retailers and service companies that serve the competitors and enthusiast spectators in at the King of the Bay. These sponsors may offer in-kind value in products and services supporting the event.

- Name and logo in national print advertising
- Name and logo in regional print advertising
- Name and logo on official event poster, brochures and flyers
- Name and logo on www.kingofthebay.com website
- Name and logo on www.helmsports.com website
- Name and logo on www.kiter.com website
- Name and logo displayed on the back of official t-shirt
- VIP 10x20 tent for product display and client meetings
- Name and logo on prominent infrastructure signage
- VIP event passes and guest passes (5)
- Exposure on local, regional or national newscasts

Sponsors or media partner please click HERE www.kingofthebay.com to download your King of the Bay logo and link to promote on your site and electronic materials.

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Press and Media exposure – King of the Bay has been packaged and marketed to create maximum impact in the press. Our PR team has been actively engaged with the following media prior to the event:

Industry:

Kiteboarding Magazine
Windsurfing Magazine
SBC Kiteboarding
SBC Windsport
Transworld
lkitesurf.com
lwindsurf.com
kiteboarder.com

Local:

San Francisco Chronicle
San Francisco Examiner
San Jose Mercury News
Sam Mateo Times
The Wave
The Metro
SF Weekly
The Guardian
107.7 the Bone

National:

USA Today
New York Times
LA Times
Sports Illustrated
EXPN
ESPN
MTV
Fox Sports
Outdoor Life Network
Revolution

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