2023 Summit Sponsorship Overview

A CHANGE IN THE TIDE

> **An explosion of innovative technologies, new constructions, and worldwide interest has detonated in the artificial surfing space.**
>
> **Surfline.com**

photo courtesy of Surf Lakes

photo courtesy of Surf Loch

WHY SURF PARKS

35m Amount of people who practice surfing globally

$50b Current global surf market & growing

30% Projected surf industry growth rate

The Surf Park industry is growing by an estimated

10X in the next **10 YEARS**

PROJECTED INDUSTRY GROWTH

photo courtesy of Surf Loch

SURF PARKS TAP INTO THE $4 TRILLION WELLNESS TOURISM INDUSTRY

ATTRACTING NEW CONSUMER AUDIENCES

Reaching new surfers on nearly every continent, with **lower barriers to entry** than than traditional ocean surfing, the surf park industry is **projected to outpace spend in the traditional surfing market by 2040.**

WSL has **13.7 MILLION** total social followers and is **#3 MOST ENGAGED SPORT** behind NBA & NFL.

Olympic sport designation has spurred **GROWTH** (**125+ national governing bodies for surf)** with surfing now ranking as **TOP 3 ASPIRATIONAL SPORT** for Millennials and Gen Z.

PROJECTED INDUSTRY GROWTH

NEW DESTINATIONS

Approx. **150+ new surf projects** under consideration

By 2030, surf parks will represent **$2 BILLION USD** in infrastructure investments.

WELCOME TO SURF PARK CENTRAL

- We are an organization focused on the growth and advancement of **SURFING BEYOND THE OCEAN.**
- Our mission is to **EDUCATE, CONNECT, AND BUILD A COMMUNITY** to foster and promote the development of surf parks around the world.
- We bring together **INDUSTRY LEADERS, DEVELOPERS, INVESTORS, AND STAKEHOLDERS** to create opportunities for collaboration and innovation.
- We keep the industry informed and connected through our **INSIDERS MEMBERSHIP, NEWSLETTERS, EVENTS, & THE ANNUAL SURF PARK SUMMIT.**

Our annual SURF PARK SUMMIT is the only event that brings the key industry stakeholders from around the world together.

WHY SURF PARK SUMMIT

- **Make connections and grow your business** with industry leaders and those actively involved in bringing projects to market
- **Establish thought leadership** and be top of mind when it comes to your products, services and expertise in the industry
- **Win new work & close more deals** in the fastest growing sector of active sports & wellness tourism industries

> *You want to come here to connect with suppliers, investors and other developers, and that is exactly what happens!*
>
> ***Aaron Trevis, CEO***
> ***SURF LAKES***

WHY SURF PARK SUMMIT

THE #1 EVENT FOR NETWORKING & DEAL MAKING IN THE SURF PARK INDUSTRY

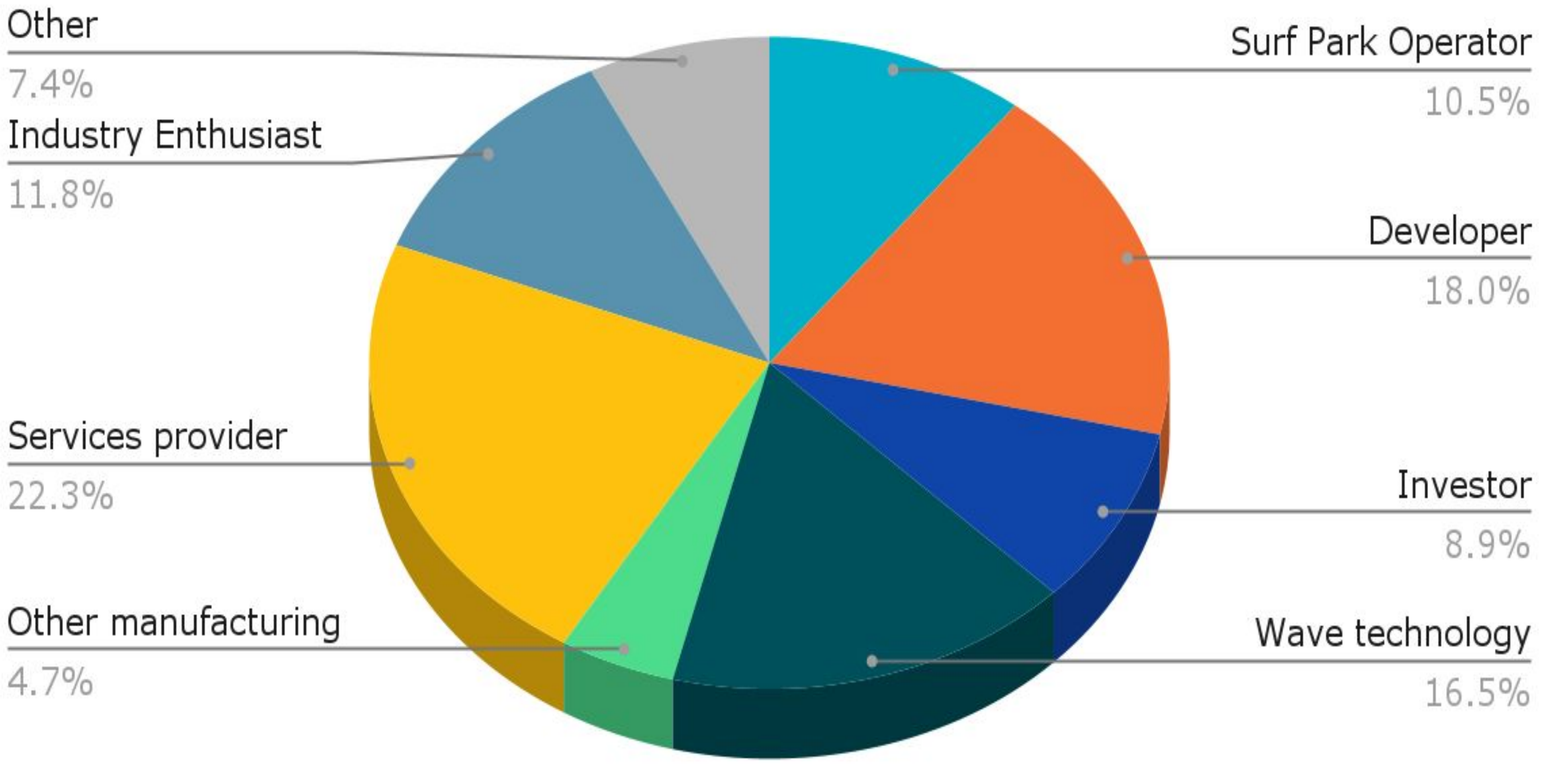
$2BN Dollar value of projects sourced through Surf Park Summit

100% Amount of attendees who stated they made valuable connections

- **SEPTEMBER 18-20TH**, San Diego, California.
- Held at the nationally renowned **SCRIPPS FORUM** overlooking the Pacific Ocean.
- **300+** executive and c-level decision makers.
- Focused on the **DEVELOPMENT AND OPERATIONS** of surf parks.

SURF PARK SUMMIT

THE FUTURE OF SURFING OUTSIDE THE OCEAN



Audience Breakdown

*2022 numbers

- **40%** of attendees are **CURRENTLY INVOLVED** in the development, operation and investment of new & existing surf parks.
- **84%** of attendees are **ACTIVE PLAYERS** involved in the development & advancement surf parks

WHO ATTENDS

- DEVELOPERS
- INVESTORS
- OWNERS
- OPERATORS
- DESIGNERS
- ENGINEERS
- ARCHITECTS
- WAVE TECH MANUFACTURERS
- TICKETING SOFTWARE
- CONSTRUCTION
- RETAIL
- FOOD & BEVERAGE
- ANCILLARY PARK SERVICES
- PRODUCT SUPPLIERS

SURF PARK SUMMIT

THE FUTURE OF SURFING OUTSIDE THE OCEAN

SPONSORSHIP

WHY SPONSOR

BEING PART OF SURF PARK CENTRAL'S SUMMIT PROVIDES

- An exclusive opportunity for each sponsor to get their products and services directly in **FRONT OF KEY DECISION MAKERS**
- Optimal **NETWORKING OPPORTUNITIES** with potential partner organizations that will help facilitate and grow your brand awareness and connections throughout the industry.

THE VALUE OF SPONSORSHIP

- **SHOWCASE** your product & service to developers & surf park owners/operators.
- **NETWORK** with c-suite industry influencers and generate awareness with new potential customers.
- **DEMONSTRATE EXPERTISE** and industry knowledge.
- **GENERATE NEW LEADS** and close new business opportunities.

SPONSORSHIP OPPORTUNITIES

SPC DIGITAL REACH

2.6M
Annual Impressions

300K
Social Followers

8K
Newsletter Subscribers

- We offer a range of **SPONSORSHIP PACKAGES TO SUIT YOUR NEEDS.**
- Packages include **BRONZE, SILVER, GOLD, PLATINUM, AND TITLE**, each offering a different level of exposure and benefits.
- We create **CUSTOMIZABLE SPONSORSHIP OPPORTUNITIES** that meets your specific needs and objectives.
- We also offer **RETAILER SHOWCASE AND SAMPLING OPPORTUNITIES**

SPONSORSHIP BENEFITS

We provide every sponsor with a full breadth of sponsorship benefits to **SUPPORT YOUR SPECIFIC GOALS.**

BASED ON SPONSORSHIP LEVEL:

- Registrations to Summit
- VIP Event Access
- INSIDERS Membership
- On-site Branding
- Display Booth
- Presentations
- Network Sessions
- Cocktail Hours
- Speaking Opportunities
- Digital Marketing
- Round Table Discussions
- Panel Sessions
- Product Showcases
- Workshops
- Sampling
- Private Meeting Space

photo courtesy of Surf Lakes

PAST SPONSORS

SURF LAKES

WTI
WATER TECHNOLOGY INC.

Surfline

ENDLESS SURF

GAST
CLEARWATER

AO Architecture. Design. Relationships.

ADG
AQUATIC DEVELOPMENT GROUP
EPICSURF

BEACH STREET
DEVELOPMENT

BAR architects & interiors

PROSWELL

FIREWIRE

CLOWARD H2O
WATER PERFECTED

AMPED.
INSURANCE

URBN SURF

NABLAFLOW

SUSTAINABLE SURF

Colliers Project Leaders
A Division of Colliers Engineering & Design

AQUATIC
DESIGN GROUP

pico PLAY
Creating Fun

PUSHparks.

SURF PARK MANAGEMENT

SE
Sea Engineering, Inc.

WAVE GARDEN

UNIT SURF POOL

photo courtesy of Surf Lakes

WHAT PEOPLE ARE SAYING

We expect that we're going to be delivering projects at the rate of six to ten projects a year starting in 2024. **Very exciting times!**

- Fernando Odriozola, Cofounder, ***Wavegarden***

This was **my third time attending the event and each year it proves to be a worthy investment** towards my surf park vision and project.

- *Chris Gallardo, Founder, CEO,* ***Inland Surf***

It's **the only worldwide event** dedicated to the surf park industry with parks & speakers coming from all around the world.

- *Zoé Pfeiffer, Destination Development,* ***Alaia Bay***

There is a **really good energy here** and a whole lot of people who have developed some real relationships.

- Bryan Dickerson, Founder, ***Wave Pool Mag***

SURF
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