



30TH ANNUAL NKF RICH SALICK PRO/AM SURF FESTIVAL



Presented by the Florida Space Coast

COCOA BEACH, FLORIDA September 4th – September 7th, 2015 • www.nkfsurf.com



SPONSORSHIP PROPOSAL





National
Kidney
Foundation™ | of
Florida

1040 Woodcock Road, Suite 119
Orlando, FL 32803
800.927.9659 • 407.894.7325
FAX 407.895.0051
www.kidneyfla.org

3280 Ponce De Leon Blvd.
Coral Gables, FL 33134
305.648.9004 • FAX 305.648.9005

401 Meade Ave
Cocoa Beach, FL 32931
321.784.5661

Dear Business Leader,

We are proud to offer you an exclusive opportunity to sponsor our 30th Annual NKF Rich Salick Pro Am Surf Festival that will be held Labor Day Weekend at the Cocoa Beach Pier. (September 4th – September 7, 2015)

You will be joining some of the biggest names in surfing including Ron Jon Surf Shop, Angel Anarchy Eyewear, Ocean Potion along with key businesses such as Regions Bank, Capri Sun, Chobani, Verizon, Jeep and Kashi to name a few.

Our success in this event allows us to raise much needed funds to support the kidney patients in our community and implement programs like our Early Detection Kidney Screening which we offer free to the community. Also the NKFF's Patient Aid Program delivers vital financial aid for food, medicine and transportation to and from dialysis for kidney disease patients in need. We are advocates in the State and Federal legislatures for all kidney and ALL transplant issues and raising awareness that organ donation is a priority with over 118,000 people on the transplant waiting list and 96,000 that are waiting for kidneys alone. With 73 million Americans at risk for kidney disease our efforts are urgently needed to raise awareness for this "Silent Killer".

Our fundraising goal for this year is to raise a record \$150,000, of which we hope you will be contributing a part.

So join us as we celebrate 30 years of surfing for a cause. For promotional purposes, I hope to hear from you as soon as possible so that we can include your logos in our pre-event marketing. If you need additional information please do not hesitate to call.

Kind Regards,

Phil Salick, Co-Founder
NKF Rich Salick Pro Am Surf Festival
321-848-1507

Savanna Pitard
Surf Festival Event Coordinator
321-298-4437; spitard@kidneyfla.org

2015 Sponsor Levels

Title Sponsor (1) \$50,000

- Name as part of event title
- Speaking time at opening and awards ceremonies
- Special gift and presentation during awards ceremony
- Media interviews available during event
- Primary logo placement on all promotional materials to include: Posters, Entry forms, and Event T-shirts.
- Full page color advertisement in Eastern Surf Magazine, Space Coast Living, Brevard Live, and Florida Today
- Participant in Clear Channel Marketing Campaign
- Prominence as title sponsor in the following: Press Releases, Radio Promotions, Television Promotions, Banner Space
- Full page advertisement in patron book
- VIP beach event access
- Ticketing for sponsor and guests at all Festival activities

Presenting Sponsor (2) \$25,000

- Name as exclusive presenting sponsor
- Speaking time at opening and awards ceremonies
- Special gift and presentation during awards ceremony
- Media interviews available during event
- Primary logo placement on all promotional materials to include: Posters, Entry forms, and Event T-shirts.
- Full page color advertisement in Eastern Surf Magazine, Space Coast Living, Brevard Live, and Florida Today
- Participant in Clear Channel Marketing Campaign
- Prominence as title sponsor in the following: Press Releases, Radio Promotions, Television Promotions, Banner Space
- Full page advertisement in patron book
- VIP beach event access
- Ticketing for sponsor and guests at all Festival activities

Paddle Board Presenting \$25,000

- Name as exclusive presenting sponsor
- Speaking time at opening and awards ceremonies
- Special gift and presentation during awards ceremony
- Media interviews available during event
- Primary logo placement on all promotional materials to include: Posters, Entry forms, and Event T-shirts.
- Full page color advertisement in Eastern Surf Magazine, Space Coast Living, Brevard Live, and Florida Today
- Participant in Clear Channel Marketing Campaign
- Prominence as Paddle Board title sponsor in the following: Press Releases, Radio Promotions, Television Promotions, Banner Space
- VIP beach event access
- Ticketing for sponsor and guests at all Festival activities

Media Sponsor (3) \$25,000

- Secondary logo placement next to or under title sponsor on all promotional materials to include: Poster and Event T-shirt
- Exclusive media sponsor
- Prominence in the following: Press Releases and Banner placement
- Tent space for event coverage
- Badge and ticketing to all events

Banquet Sponsor **\$15,000**

- Recognition as Presenting sponsor at Taste of Brevard & Silent Auction
- Prominent logo placement on all promotional materials to include: Posters and Event T-shirts
- Prominent Banner Display at Festival and Banquet events
- Event space for product promotion
- Prominent sponsor board at banquet events
- Ticketing for sponsor and guests and all Festival events

Product Sponsor **\$10,000**

- Recognition as Product sponsor throughout event
- Prominent logo placement on all promotional materials to include: Posters and Event T-shirts
- Prominent Banner Display at Festival and Banquet events
- Event space for product promotion
- Prominent sponsor board at banquet events
- Ticketing for sponsor and guests and all Festival events

Beer Sponsor **\$10,000**

- Recognition as Beer sponsor throughout event
- Prominent logo placement on all promotional materials to include: Posters and Event T-shirts
- Prominent Banner Display at Festival and Banquet events
- Event space for product promotion
- Prominent sponsor board at banquet events
- Ticketing for sponsor and guests and all Festival events

Soft Drink, Water, or Sports Drink Sponsor **\$10,000**

- Recognition as Product sponsor throughout event as well as exclusivity
- Prominent logo placement on all promotional materials to include: Posters and Event T-shirts
- Prominent Banner Display at Festival and Banquet events
- Event space for product promotion
- Prominent sponsor board at banquet events
- Ticketing for sponsor and guests and all Festival events

Men's Pro Sponsor **\$10,000**

- Recognition as Men's Pro sponsor throughout event
- Prominent logo placement on all promotional materials to include: Posters and Event T-shirts
- Prominent Banner Display at Festival and Banquet events
- Event space for product promotion
- Prominent sponsor board at banquet events
- Ticketing for sponsor and guests and all Festival events

Women's Pro Sponsor **\$5,000**

- Recognition as Women's Pro sponsor throughout event
- Prominent logo placement on all promotional materials to include: Posters and Event T-shirts
- Prominent Banner Display at Festival and Banquet events
- Event space for product promotion
- Prominent sponsor board at banquet events
- Ticketing for sponsor and guests and all Festival events

Sponsorship Levels

Operations Sponsor **\$5,000**

- Recognition as Operations Sponsor throughout the Event
- 20 x 20 tent space on the beach to promote your company
- Prominent logo placement on all promotional materials to include: Posters and Event T-shirts
- Prominent Banner Display at Festival and Banquet events
- Event space for product promotion
- Prominent sponsor board at banquet events
- Ticketing for sponsor and guests and all Festival events

“Luke Mackin” Jr Men’s Pro Sponsor **\$3,500**

- Recognition as Jr Mens Pro sponsor throughout event
- Prominent logo placement on all promotional materials to include: Posters and Event T-shirts
- Prominent Banner Display at Festival and Banquet events
- Event space for product promotion
- Prominent sponsor board at banquet events
- Ticketing for sponsor and guests and all Festival events

Men or Women Longboard Pro Sponsor **\$3,000**

- Recognition as Longboard Pro sponsor throughout event
- Prominent logo placement on all promotional materials to include: Posters and Event T-shirts
- Prominent Banner Display at Festival and Banquet events
- Event space for product promotion
- Prominent sponsor board at banquet events
- Ticketing for sponsor and guests and all Festival events

VIP Sponsor **\$2,500**

- Recognition as VIP sponsor throughout event
- Prominent logo placement on all promotional materials to include: Posters and Event T-shirts
- Prominent Banner Display at Festival and Banquet events
- Event space for product promotion
- Prominent sponsor board at banquet events
- Ticketing for sponsor and guests and all Festival events

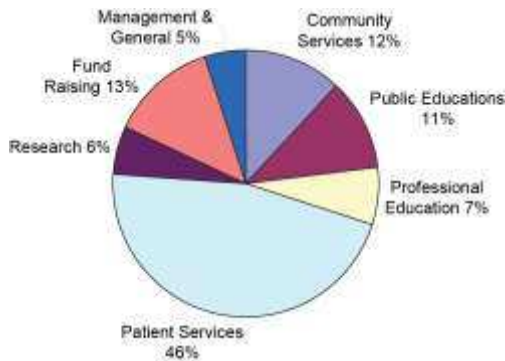
Double Amateur Division Sponsor **\$2,500**

- Sponsors men and women of any Division
- 10 X10 tent in main stage area all throughout the 3 day Surfing Festival
- Recognition on Press Releases
- Opportunity to hang company banner on main stage of scaffolding
- Logo placement on all promotional materials. (posters/t-shirts)
- Recognition from main stage throughout contest, especially during division heats
- Option to present trophies during Awards ceremony.
- Recognition on NKFSURF.com

Amateur Division Sponsor **\$1,000**

- Sponsors a single division.
- Logo placement on all promotional materials. (posters/t-shirts)
- Recognition from main stage throughout contest especially during division heats
- Option to present trophies during Awards ceremony.
- Option to hang company banner in event area
- Recognition on NKFSURF.com

Marketing Advantages of the NKF of Florida Surf Festival



The National Kidney Foundation of Florida Surf Festival is an entertainment extravaganza that combines world class surfing competition and beach activities with food, drink, and music. All proceeds from the event go to the National Kidney Foundation of Florida, a 501(c)(3) public charity to support programs in patient services, research, public and professional education, and organ donation. The NKF of Florida is proud to say that 83 cents of every dollar raised by the foundation goes directly to patient programs and services.

The format of the event is an outdoor, large scale festival featuring sanctioned pro and amateur surfing competition, continuous live music, radio personalities, live broadcasts, a silent auction, giveaways, and much more. The event target market is surfing fans of all ages, families with children ages 5-13, and young adults 25 and up, with 75% of attendees coming from Brevard County.

Corporations and the overall public have a major stake in Florida's health and the prevention of kidney disease. The 27th Annual NKF of Florida Surf Festival is a unique way to reach a major market segment and assist in educating the public about causes and prevention of kidney disease.

Specifically, the Surf Festival is designed to:

1. Bring sponsor products and services to the attention of the public;
2. Assist companies in marketing their products and services directly to the public, building revenues and repeat purchases, strengthening market share and building consumer familiarity;
3. Expand media coverage and provide more media options for event sponsors through an active and ongoing radio and print media promotional effort;
4. Provide a new marketing outlet and an event to showcase products and services of sponsors;
5. Place the name of the event sponsors and their products before the approximately 50,000 attendees;
6. Assist in identifying sponsors as companies which are active participants in health issues among their employees and in their communities.

The Surf Festival is a unique platform for astute, sophisticated marketers who have the spirit and insight of marketing innovation. Sponsorships are available only on a first come first served basis. Most sponsorship levels have exclusivity rights with respect to certain product categories and the right of first refusal. Special sponsorships may be created upon request of individual companies.

Many companies make products and provide services which can be marketed to the Surf Festival target audience. Specific products which have participated in the past include sun care products, sunglasses, soft drinks, tropical drink mixes, bottled water, swimsuits, sport drinks, surfboards and related equipment, water sports equipment, insurance companies, financial institutions, restaurants, health and exercise products, and others. Past sponsors have included Capri Sun, Pantene, Verizon, Jeep, Kashi, Angel/Anarchy, Honest Tea, to name a few.



Surfing Network, Adam Wilkins takes a wave during his 2nd of the Cocoa Beach News' Pro-Am at the 20th Anniversary NKF Pro-Am Surfing Festival. Photo by the author.



20TH ANNIVERSARY NKF PRO-AM SURFING FESTIVAL



Surf fest still strong

NKF celebrates 20 years of raising funds

By Bill Lichtenstein



Orbetta jumps up waves for 20th NKF Surf Festival

By Mark J. Lipp

The biggest crowd of surfers ever seen at the festival took place on Saturday, Sept. 10, as the event celebrated its 20th anniversary. The festival was held at the Cocoa Beach News' Pro-Am Surfing Festival, which is a world-class surfing event that has been held at the festival site since 1990. The festival is a two-day event that is held at the festival site, which is a world-class surfing event that has been held at the festival site since 1990. The festival is a two-day event that is held at the festival site, which is a world-class surfing event that has been held at the festival site since 1990.



UNIDENTIFIED SURFER



WAVE RADIATION



Upfront



It does double duty at NKF

Adrian Wilkins will be featured at the festival.

Balboa, Hoffman at event in men's surf. The 20th anniversary of the festival was held at the festival site, which is a world-class surfing event that has been held at the festival site since 1990. The festival is a two-day event that is held at the festival site, which is a world-class surfing event that has been held at the festival site since 1990.



Surf's Up!

THE 20TH ANNUAL NKF Pro-Am Surfing Festival will be held Labor Day weekend, September 2 to Monday, September 3 at Cocoa Beach News' Pro-Am Surfing Festival.

The event kicks off on Friday night with a regatta party at Cocoa Beach from 6 to 11 p.m. Members of the Surfing Hall of Fame, Bob Cook, Jay and Don Macdon, Wyland Oakley and more will be in attendance.



Surfing competitions will begin on Saturday at 7 a.m. All professional division competitors will be held on the amateur surfers' quarter and semi-finals, depending on the number of entries. Finals will be held on the professional party.

Courtesy shuttle, provided by Creative Management Technology, will begin at 10 a.m., leaving every 15 minutes between Cocoa Beach High School and Cocoa on the Beach. The last shuttle will leave Cocoa at 4 p.m.

Other events throughout the day include live broadcasts from Clear Channel radio stations, events by Jerry's Right Surfboards/CMT surfboards, messages for donations by Cocoa Beach Wilkeson Center Beach Spa, workshops for donations by Zig and Surf School demonstrations and lessons on the beach. Live entertainment will start at noon. A bikini contest will also be held on the beach to kick off the event.

Saturday night the Isle of Breeze

and Surf Auction will begin at the Cocoa Beach County Club at 6:30 p.m. A \$20 donation is requested of the donor. Samples from Biscotti's finest pastries will be available at the Surfing Hall of Fame reception sponsored by Cell Clothing Company. Auction items include original artwork, fishing charts, surfboards and gift certificates.

Surfing competition continues Sunday, and the finals will be held Monday. Courtesy shuttle will run at the festival times all three days.

For more information call 407-690-0000 or visit www.kbfest.org.



Surfing festival reaches 20

The 20th anniversary of the festival was held at the festival site, which is a world-class surfing event that has been held at the festival site since 1990. The festival is a two-day event that is held at the festival site, which is a world-class surfing event that has been held at the festival site since 1990.

He took last year's big event

Richard Hoffman was brimming with optimism.

"You know, last year wasn't our best one," he said. "We kind of got outlived by a business, but this year, we're not going to have a hurricane and everything is going to be great."

Professional and amateur



The Origin of the NKF of Florida Surf Festival

The Surf Festival began years ago as a small event to benefit chronically ill dialysis patients. It was the heartfelt commitment of former professional surfer, Rich Salick and his twin brother Phil, who put his life on the line in 1974 by donating a kidney to save Rich's life.

Rich was a member of the original Dewey Weber Surf Team in the late 1960's, the US Surfing Team in 1972, and qualified as a member of the World Surfing Team in 1973. Shortly after signing professional contracts to endorse and promote surfboards with a prominent California based company, he had a violent decline in his health. Faced with dialysis treatments to save his life, his ability to do the things he loved vanished. Rich had spent much of his life surfing around the globe, but he couldn't walk one block from his home to the shores of Cocoa Beach.

Phil gave Rich his new lease on life on September 17, 1977 at the University of Florida's Shands Teaching Hospital. After a rugged first year adjusting to medications, his health began to improve. Shortly after his recovery, Rich started thinking about surfing again, something his doctors told him he would never do. Because the transplanted kidney was placed in the abdominal cavity on the right side, his doctors told him it would be difficult to protect it from injury. Rich visited Cypress Gardens and asked about "ensolite," the material used to make water ski jackets.

From this inspiration, he developed a padding system to protect his transplanted kidney and went on to surf against the advice of his doctors. However, there was one doctor who encouraged him, Dr. Robert Cade. Dr. Cade, more famous as the inventor of Gatorade, was one of the physicians that gave Rich the go ahead to surf again. Rich's return to surfing was slow and painful as many of the movements he had become so accustomed to making were now very strenuous. He fought his way back to eventually surf larger waves and even decided to re-enter competition. In his first effort at competing he garnered second place overall and won his next surfing event. That first place trophy still sits in the dialysis unit at the University of Florida where Richard spent 8 hours a day, 3 days a week on life saving dialysis machine. He has never forgotten his time there, and has dedicated much of his life to support transplant and dialysis patients.

Richard even went on to surf professionally again and is recognized by Contemporary Dialysis Magazine as the first athlete ever to return to his sport at the professional level after a kidney transplant. Richard was also the recipient of the prestigious "Nancy Katin Award" given to one surfer in the world each year, voted upon by the presidents of the Worldwide Surfing Associations and Federations.

Rich and Phil were so grateful about their recovery; they wanted to do something for other kidney patients. They started a series of surfing contests called the Florida Team Invitational. The proceeds went directly to patients in the local dialysis centers. It was an interesting scene when the twins showed up with a brown grocery bag full of cash for immediate patient needs, like medications, food, and transportation of patients to dialysis treatments. The first formative tournament was a shop versus shop competition between Rich and Phil's company, Salick Surfboards and their good friends at the Ocean Avenue Shop. It raised \$125.00.

The man they met next was influential in the growth of the surf festival. Dr. Craig Tisher was the new Chief of Nephrology at the University of Florida and was reviewing files of his departments' patients. He came across numerous news articles about an unusual transplant recipient doing things never heard of by a transplant recipient and actively raising money for patients, traveling around the country talking about recovery, wellness after transplantation, and organ donation. Dr. Tisher at the time was also the Region II Vice President of the National Kidney Foundation. He suggested a competitive surfing tournament on a national level and queried Rich on this possibility. This was the beginning of the National Kidney Foundation Pro-Am Surfing Program.

Unfortunately, at this time Rich encountered another severe test. Due to a reoccurrence of IGA Nephropathy, a type of Glomerulonephritis, he was going to lose his transplanted kidney which had been a perfect match for 12 years and allowed him to do so many wonderful things.

The second surgery was put off until a donor was found. Rich's older brother, Channing, wanted to be the donor. Years earlier, Channing was not a strong match, but over time there had been many advances with immunosuppressive medication and he was now soundly considered. Unfortunately, in 1999 after having the second transplant for twelve years, the IGA Nephropathy reappeared and Rich needed a third Transplant from his younger brother Wilson.

Rich continues to work for Transplant and Dialysis patients and was honored as the National Chairman of the National Kidney Foundations Patient and Family Council 2000. At the 2000 US Transplant Games, Rich was awarded the coveted "Making Lives Better Award" voted by his transplant and professional peers. At the 2000 NKF Professional Staff Association meeting at Mt. Hood Oregon, Rich was presented the "Charles T. Weber Award" for Humanitarian Efforts," one of only two awards given by the National Professional Staff Association. His real "dream" came true as he was a 2000 inductee into the "Surfing Hall of Fame" as an "East Coast Legend". The Surfing Tournament that Richard and Phil Salick hoped would help people has now become one of the greatest financial and motivational tools of the National Kidney Foundation of Florida.

The first official NKF of Florida Pro-Am event, with the help and encouragement of Dr. Tisher and Spero Moutsatsos, raised \$67,000. Media attention for the festival grew along with sponsorships and, to date, this event has raised over five million dollars for patient programs provided by the NKF of Florida. Thousands of people attend the five-day event which features name entertainment, surfing competition, food and music, and a banquet and silent auction. Hundreds of prizes are given away including trips and surfboards from many manufacturers.

The NKF of Florida Surf Festival is the largest charity surfing competition in the world. Held over Labor Day weekend, the festival has been attended by several hundred thousand people throughout its 29 year history. All proceeds go to the NKF of Florida to support programs in patient services, research, public and professional education, and organ donation. In addition to raising funds, the festival strives to increase awareness of kidney disease with an emphasis on prevention and support for organ donation and transplantation.

30th Annual NKF Rich Salick PRO-AM Surfing Festival
Sponsor Commitment Form

- \$50,000 - Title Sponsor
\$25,000 - Presenting Sponsor
\$25,000 - Paddle Board Presenting
\$25,000 - Media Sponsor
\$15,000 - Banquet Sponsor
\$10,000 - Product Sponsor
\$10,000 - Beer Sponsor
\$10,000 - Soft Drink, Water, or Sports Drink Sponsor
\$10,000 - Men's Pro Sponsor
\$5,000 - Women's Pro Sponsor
\$5,000 - Operations
\$3,500 - "Luke Mackin" Jr Men's Pro Sponsor
\$3,000 - Men or Women Longboard
\$2,500 - VIP Sponsor
\$2,500 - Double Amateur Division Sponsorship (Select 2 divisions)
\$1,000 - Amateur Division Sponsorship (select 1 division)

Amateur Divisions

- Super Menehune Girls
Super Menehune Boys
Menehune Girls
Menehune Boys
Boys
Jr. Womens
Jr. Mens
Womens
Mens
Masters
Sr. Womens
Sr. Mens
Grand Masters Women
Grand Masters Men
Jr. Womens Longboard
Jr. Mens Longboard
Womens Longboard
Mens Longboard
Bodyboard
Sr. Womens Longboard
Sr. Mens Longboard
Legends Shortboard
Legends Longboard
Pollywog

Yes! I would like to sponsor the 29th Annual Surf Festival

Contact Name: _____

Title: _____ Company: _____

Address: _____

City: _____ ST: _____ Zip: _____

Phone: (____) _____ Fax: (____) _____

E-Mail: _____ Website: _____

Authorized Signature: _____

Please Print Name: _____

Please return this page via fax to 407-895-0051 or email to spitard@kidneyfla.org

- Please Invoice my Company for a sponsorship of _____
Enclosed is a check for a sponsorship of _____

Please make check payable to:
The National Kidney Foundation of Florida
1040 Woodcock Rd, Ste 119, Orlando, FL 32803

For questions, please contact the NKF of Florida office at 321.784.5661
National Kidney Foundation of Florida Federal Tax ID # is 59-2190073