

SPONSORSHIP & PARTNER
OPPORTUNITIES



PRESENTED BY
LAVA GIRL
SURF





ABOUT NYCWSFF

The New York City Women's Surf Film festival, a project of Lava Girl Surf, celebrates the filmmakers and female wave riders who live to surf, highlighting their sense of adventure, connection to the ocean and love for their own communities and those they discover.

In Rockaway Beach, New York, we'll share through film the spirit and inspiration of women wave riders from around the globe. Surfing is our passion. As women surfers, we share a special connection through our mutual love for the ocean and the creative energy sparked by celebrating our adventure stories. The New York Women's Surf Film Festival aims to generate awareness of this special subculture and the local businesses that support them.



ABOUT LAVA GIRL SURF

Lava Girl Surf was founded in 2012 with the first New York Women's Surf Workshop. The annual event began as a series of off-water workshops to encourage women to explore the fundamental elements of the sport.

Lava Girl Surf has now since evolved to celebrate the art of filmmaking and the stories being told around the world of women surfers. Through surfing, education, storytelling and art, Lava Girl Surf creates community and inspires women's lives.



THE FESTIVAL DIRECTOR

DAVINA GRINCEVICIUS *Co-Founder Lava Girl Surf*

Davina is the director of NY Women's Surf Film Festival and the co-founder of Lava Girl Surf. A native from Melbourne, Australia, Davina relocated to New York City 9 years ago and currently resides in Rockaway Beach. Her passion for surfing, shooting film and building community, mixed with a background in marketing, advertising, and social media, inspired her to launch Staska NY, a boutique film production agency working with established and startup businesses. Led by the same principles of Grincevicius' other endeavors, Staska NY creates online content for lifestyle and fashion brands, documents events, travels and surfing cultures, and builds community.



FESTIVAL SCHEDULE

FRIDAY AUGUST 12TH

Pre-festival party including a Q&A with filmmakers and notable surfers along with select screenings from last year's festival.

SATURDAY AUGUST 13TH

The night of the FILM FESTIVAL

Screening of a variety of short and feature surf films from around the world.

Exhibition by Australian surf photographer Francis Miller.

SUNDAY AUGUST 14TH

A morning paddle out with filmmakers and notable surfers including Erin "Worm" Ashley, world champion long boarder Linda Benson and more.

VENUE

ROCKAWAY BEACH SURF CLUB

- Full bar with a capacity of 300
- 60,000 patrons visit the club every month
- Tacoway Beach serving Mexican fare
- Outdoor, 10' x 12' movie screen
- 3 indoor monitors that link to the outdoor screen simultaneously
- 2-minute walk from beach 90th Street station and A train; 5 minutes from the boardwalk

SIGNAGE CAPABILITIES INCLUDE

- Outdoor Signage with a viewing potential of 60,000+ patrons every month
- Entrance wall approximately 16' x 10', can be seen by passing cars and passengers on the A train
- Coming attraction commercial advertisements displayed on flat screen monitors inside
- Branded banners onsite
- Placement options to be discussed further. There are a number of options available such as the surfboard lockers next to the screen and a banner directly underneath the projector.





IN THE PRESS

The NYC Women's Surf Film Festival
has been featured:

The New York Times



Rockaway
SUMMER



Surf Collective
-NYC-



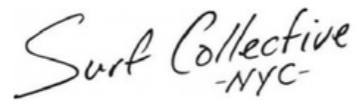
DNAinfo New York



SOME OF OUR PARTNERS



Bumble and bumble.



SOCIAL MEDIA IMPRESSIONS

POSTERS

We will print just over 200 posters that will be distributed in Rockaway Beach, Long Island, Brooklyn and Manhattan.

The number of impressions for the posters placed inside Rockaway Beach Surf Club by patrons in one month:

60,000

FACEBOOK

IMPRESSIONS FOR 2015 NYCWSFF* Utilizing our partners' social media followers and network, we look to gain a great number of impressions.

A Facebook event page will be created and shared among the NYC community. We will also include online Facebook ads in the month leading up to the event.

60,500+

TWITTER

Combined Followers. Utilizing our partner's social media followers and network we look to gain a great number of impressions.

20,500 +

INSTAGRAM

Combined Followers. Utilizing our partner's social media followers and network we look to gain a great number of impressions.

30,000 +

*ONE MONTH

OUR AUDIENCE

- With 600+ audience and event attendees throughout the festival and 20,000+ followers on social media, our demographic is extremely valuable and influential.
- Our audiences are surfers and non-surfers alike. Their lifestyle revolves around surfing and/or various water activities.
- Most are Soul Surfers (a surfer who surfs for the sheer pleasure of surfing rather than competing) and consider surfing to be something spiritual and pure.
- Water people: these people just love being near the ocean and the beach culture, even if they are many miles from it. This group of people gains a sense of balance and joy from being a part of nature and the beach community.
- Passionate about wellness, they make healthy life choices and recognize the benefits of an organic diet, yoga and Pilates.
- The target audience travels at least 1-2 times a year to a surf destination, either exploring new locations or heading back to their favorite spot.
- 60% Women 40% Male
- Ages 21-45
- 66% highly educated (college and graduate school education)
- \$75,000 median household income
- Residents of New York City and surrounding boroughs
- Avid social media users



**PUBLICITY &
BRAND AFFINITY**

JOIN US AS A SPONSOR AND BENEFIT:

- The NYWSFF is the ONLY active Surf Film Festival held in New York and the ONLY Surf Film Festival dedicated to women surfers in the world.
- The 3 Day Event is free to the public so we are expecting high number of guests each day.
- There is rapidly growing population of women surfers and only a handful of events and online publications that cater to this segment.
- With more than 4 million visitors last year, Rockaway Beach provides the entire New York City with a place to enjoy the waterfront and beat the summer heat. Our outdoor posters and signage will reach these millions during the months of summer.
- The 2015 NYWSFF enjoyed press coverage and media sponsorship from publications representing over 2,500,000 viewers/readers, including core media partners New York Times, The Inertia, DNA Info New York, Grind TV, Eastern Surf Magazine, Surf Collective NYC, The Surfer's View, Brooklyn View, Rockaway Times, The Wave, Dirtbag Darling and More.

PRESENTING

SPONSOR

2016 NYCWSFF CATEGORY

EXCLUSIVITY

\$\$\$\$

- :60 commercial before each event (includes production of ad)
- “Presented by [logo]” on all NYCWSFF branded materials, including online advertisements, press releases, posters, programs and video trailers
- “Presented by [logo]” on NYCWSFF t-shirts
- :60 commercial loops on screens inside the bar for two weeks leading up to the festival
- Prominent logo placement on outdoor banner at entrance (in view of foot traffic/road and A train line)
- Branded banner on display inside the venue
- Speaking opportunity at opening ceremony
- Logo on step and repeat banner
- Logo on gift bags
- Opportunity to include giveaways in gift bags
- Mention in press release as event’s presenting sponsor and inclusion of company boilerplate
- Full page ad in event program
- Prominent homepage banner ad with click thru for 2 months and logo included on website for a year on NYCWSFF.com & LAVAGIRLSURF.com
- Side banner ad on websites for two months
- Mention and link on “Thank You” page (unlimited)
- Sponsor mention/Story, ad block in email marketing
- Sponsor mention/story highlighted on social media
- Other opportunities for sponsor-only branded elements at sponsor’s expense

STOKED

SPONSOR

2016 NYCWSFF CATEGORY

\$\$\$

- :30 commercial before each event (excludes production of ad)
- 2nd tier logo on all NYCWSFF branded materials (online advertisements, press releases, poster, program & video trailer)
- Speaking opportunity at pre party
- :30 commercial loops on screens inside at the bar for two weeks leading up to the festival
- Logo placement on outdoor banner at entrance (in view of foot traffic/road and A train line)
- Logo on step and repeat banner
- Logo placement on gift bags
- Opportunity to include giveaways in gift bags
- Mention as sponsor in press release
- Half-page ad in event program
- Website banner ad with click thru for two months and logo on website for a year, thank you page (unlimited)
- Ad block and logo/name listed in email advertising
- Sponsor mention/story highlighted on social media
- Other opportunities for sponsor = only branded elements at sponsor's expense

SWELL

SPONSOR

2016 NYCWSFF CATEGORY

\$\$

- :10 commercial before each event (excludes production of ad)
- 3rd tier logo on all NYCWSFF branded materials (online advertisements, press releases, poster, program and video trailer)
- :10 commercial loops on screens inside at the bar for the nights of the event
- Logo placement on outdoor banner at entrance (in view of foot traffic/road and A train line)
- Opportunity to include giveaways in the gift bags
- Mention in press release
- Quarter age ad in event program
- Ad block and sponsor name/logo listed in email marketing
- Sponsor name/logo listed on social media

FRIEND OF

THE FESTIVAL

LOCAL BUSINESS

SUPPORTER

\$

- 4th-tier logo on all NYCWSFF branded materials (press releases, program & video trailer)
- Include giveaways in the gift bags
- Press release - Secondary boiler one line
- Program 1/8 Page Ad
- Website NYWSFF.com & LAVAGIRLSURF.com: Logo/link included on website for a year, thank you page (unlimited)
- E-Mail Marketing - Sponsor name/logo listed
- Social Media - Sponsor name/logo listed

DONATIONS & MEDIA SPONSORS

- Sponsor listed in event program
- Logo/link included on website for a year, thank you page (unlimited)
- Sponsor name/logo listed in email marketing
- Sponsor name/logo listed on social media

NEXT STEPS

The NYC Women's Surf Film Festival works intimately with each of its partners and sponsors, and strives to create a unique, customized experience for each brand. Please contact us to discuss your brand's sponsorship opportunities for the 2016 NYC Women's Surf Film Festival.



Davina Grincevicius
Founder & Festival Director

lavagirlsurf.com | nycwomenssurffilm.com
(917) 697 1988
info@lavagirlsurf.com

