

# The California State Lifeguard's 75<sup>th</sup> Anniversary Celebration &

## USLA National Lifeguard Championships

AUGUST 2025, HUNTINGTON STATE BEACH





# TABLE OF CONTENTS

## SPONSOR PITCH DECK



**01** Introduction

**02** Objective

**03** The Junior Lifeguards

**04** The Cal State Lifeguards

**05** Surf City, USA

**06** The Schedule

**07** Sponsor Packages

**08** Testimonials

**09** Audience

**10** Budget

**11** Locations

**12** Contact



# THE BEST WEEK EVER

AUGUST 2025

---

The “Best Week of Lifeguarding” is coming to Huntington Beach, when two major events meet at Huntington State Beach for the first time ever. This will truly be an event you don’t want to miss.

## 75th ANNIVERSARY CELEBRATION

The California State Lifeguards’ 75th Anniversary Celebration Event hosted by the California State Lifeguard Association and California State Parks is happening Aug 3-5, 2025.

## 2025 NATIONAL CHAMPIONSHIPS

The United States Lifesaving Association’s 2025 National Lifeguard Championships hosted by our Junior Lifeguard Association will be held Aug 6-9, 2025. Witness hundreds of professional and junior lifeguards from across the nation compete on the sand and in the surf.





# OBJECTIVE

JOIN US

Groups and organizations gathering for a week of competitive competition and celebration of ocean public safety and 75 years of Lifeguarding roles in California. Our goal is to obtain additional collaborations and sponsorships for this full week of events with a multitude of branding and outreach opportunities.





# THE GOAL

FOR THE KIDS



## Huntington State Beach Junior Lifeguard Association, a 501(c)(3)

Through fundraising and corporate sponsors, the goal is to build a permanent structure for the Junior Lifeguard Operations at Huntington State Beach to finally call home. The event donations, sponsorships, and sales profits will benefit the future of this valuable community youth program.



# CA STATE LIFEGUARDS

BEACHES WE SERVE:

---



**We are the largest Lifeguard Service in the United States, with roughly 1,000 Lifeguards and over 300 miles of ocean coastline which include:**

Salt Point State Park  
Sonoma Coast State Beach  
Monterey State Beaches  
Santa Cruz State Beaches  
Oceano Dunes State Recreation Area  
Santa Barbara State Beaches  
Ventura State Beaches  
Leo Carrillo State Beach  
Point Mugu State Park  
Bolsa Chica State Beach  
Huntington State Beach  
Crystal Cove State Beach  
Doheny State Beach  
Trestles State Beach  
San Onofre State Beach  
Carlsbad State Beach  
Cardiff State Beach  
San Elijo State Beach  
Torrey Pines State Beach  
Silver Strand State Beach







# SURF CITY, U.S.A.

## THE MECCA

**ICONIC** Huntington Beach, the home of the US Open of Surfing, with 11-15 million visitors annually, is one of the biggest West Coast venue allowing for events of this size.

### 75th ANNIVERSARY CELEBRATION

This once-in-a-lifetime celebration will honor the current and former lifeguards for their commitment to excellence, service, and saving lives of the people of California and its visitors.

### 2025 NATIONAL CHAMPIONSHIPS

Four days of intense athleticism in the ocean and on the sand with competitions including surf swim races, iron men & women races, run races, and relays. It is the beach version of the Olympics combined with X-Games but the competitors are not millionaire professional athletes; they are Lifeguards.



# SCHEDULE

## 75TH ANNIVERSARY CELEBRATION

AUG  
3

### SUNDAY

#### Reception, Dinner, Historical Movie

A night to reconnect, talk stories, honor our past and celebrate the future of our service.

**Anticipated attendance 2,500**

AUG  
4

### MONDAY

#### Robert J. Isenor Award Ceremony

The first-ever award ceremony for the Robert J. Isenor recipients honoring Lifeguard Legends over 75 years of service.

Dinner and live music included.

**Anticipated attendance 2,500**

AUG  
5

### TUESDAY

#### 'Still Watching' A Storyteller's Panel

A night of lifeguard passion, stories, and conversation with notable Lifeguards who are paving the way. Dinner and live music included.

**Anticipated attendance 2,500**





# SCHEDULE

## USLA NATIONAL LIFEGUARD CHAMPIONSHIPS

AUG  
6

### WEDNESDAY

#### Competition Day 1

Junior Lifeguards and U19 Championships.

Welcome dinner

**Anticipated attendance 5,500**

AUG  
7

### THURSDAY

#### Competition Day 2

Open Competitor & Team Heats, Masters Finals

**Anticipated attendance 4,000**

AUG  
8

### FRIDAY

#### Competition Day 3

Open Competitor & Team Heats, Finals

Nighttime Beach Flag Finals

**Anticipated attendance 5,500**

AUG  
9

### SATURDAY

#### Competition Day 4

Open & Team Final Championship Events

Award Ceremony & Closing Party

**Anticipated attendance 7,000**





QTY  
3

## **\$15,000+ Proud Sponsor**

Presence at both the 75th event & USLA Championships

Limited branding on:

- Commemorative posters, fliers, banners, merchandise
- 7 days of activation opportunities
- Social media exposure & engagement

QTY  
6

## **\$10,000 Featured Dinner Sponsor**

Provide dinner for attendees of:

- Any one night of the 75th Anniversary Celebration
- Any one night of the National Championship Competition

And limited branding on:

- Commemorative posters, fliers, banners, merchandise
- 1 night activation opportunity
- Social media exposure & engagement

QTY  
30

## **\$5,000 Honor Sponsor**

Presence at both the 75th event & USLA Championships

Limited branding on:

- Commemorative posters, fliers, banners, merchandise
- Social media exposure & engagement

# SPONSOR PACKAGES

## PARTNERSHIP BUY IN



## In-kind Donations

In-kind product donations will be considered for door prizes, raffles, awards, etc. Very limited branding opportunities.



# VENDOR OPTIONS

## BRAND ACTIVATION

### VENDOR BOOTH \$2,500

Four days at the USLA National Lifeguard Championships will be an excellent event to activate your brand with samples, promotional materials, prizes, giveaways, etc..

- 10' x10' on-site exhibit space on the beach
- Possible reach of 10K+ individual contacts.
- 1/4 Page Ad in Event Program
- Logo/Link on website and event app
- Insert in Competitor Packet

### PROGRAM AD \$1,000

- 1/4 Page Ad in Event Program
- Logo/Link on website and event app
- Insert in Competitor Packet

**Contributions of any amount are welcome and will be recognized.**





# TESTIMONIALS

LARGE EVENTS IN OUR PARKS



**Hosting large events, coordinating, and branding is our jam.**

Live Nation

World Surf League

West Coast Boardriders

Xterra Triathlons

Ironman Pro Series

Beach Moto Classic

Surfercross

United States Lifeguard Championships

Surf City Surf Dog Contest

Stand Up Comedy Events

Wet Electric

Coastal Country Jam



# AUDIENCE

## CALIFORNIA IMPACT & BEYOND

---



### Audience Reach

75th Anniversary Celebration will target the lifeguards, families, friends, & supporters of the largest Lifeguarding service in California.

Ages 16-75+

The USLA National Championships will draw Junior and professional Lifeguard athletes from all over the USA.  
Ages 7-80+

Social Media Accounts of attendees: 80% and over.  
Official Department and Association Accounts  
150-250K followers combined

Advertising Visibility: Extreme Foot Activations

### US Open of Surfing

**Surfing's largest event** is also happening in Huntington Beach in August. The competitive surf world comes to Huntington along with thousands of spectators.  
Attendance 700,000





# BUDGET & FINANCES

EVENT COST, EST. \$300,000

Partnered sponsors like you are essential to offsetting these estimated costs for the “best week of lifeguarding ever.”

**\$300k**

**\$180k**

Food & Beverage

**\$10k**

Tent & Shade Struct.

**\$25k**

Reyn Spooner Shirts

**\$10k**

Merchandise

**\$30k**

Guest Give-aways

**\$10k**

A/V Rentals

**\$13k**

Apparel

**\$8k**

Awards

**\$10k**

Event Venue

**\$4k**

Promotions



# 75TH EVENT LOCATION

## HUNTINGTON STATE BEACH, CA

**August 3rd**  
**The 75th Anniversary**  
**Magnolia Sand Venue**

Reception, dinner, speeches,  
historical movie, live music.



**August 4th**  
**Award Ceremony**  
**Hyatt Regency**

Robert J. Isenor Award ceremony,  
dinner, live music.



**August 5th**  
**Lifeguard Storyteller Panels**  
**Huntington Beach House**

'Still Watching: Lifeguard  
Storytellers', dinner, live music.





# CHAMPIONSHIPS LOCATION

## HUNTINGTON STATE BEACH

**Aug 6th, 2025**

### **Junior Lifeguard Championships**

Water Courses & Sand Courses  
Tower 12 - Tower 14



**Aug 7-9, 2025**

### **Lifeguard Championships**

Water Courses & Sand Courses  
Tower 12 - Tower 14



**Aug 9th, 2025**

### **Championship Award Ceremony & Closing Party**

HB Beach House





# CONTACT

## MEET OUR TEAM



Neil Macready  
Fundraising Director  
213-280-9115  
[namacready@gmail.com](mailto:namacready@gmail.com)



Jon Hernandez, Anniversary Event Lead  
San Clemente State Lifeguard Assoc.  
949-533-6093  
[jonniesweet@yahoo.com](mailto:jonniesweet@yahoo.com)



Ryan Gates, Anniversary Event Coordinator  
Crystal Cove State Lifeguard Assoc.  
949-415-9741  
[rgates504@yahoo.com](mailto:rgates504@yahoo.com)



Mike Silvestri, Anniversary Event Coordinator  
California State Lifeguard Assoc.  
760-978-7991  
[silvestrim433@gmail.com](mailto:silvestrim433@gmail.com)



Gus Avila, Championship Event Lead  
Huntington State Beach Junior Lifeguard Assoc.  
949-280-2653  
[eljefe@aol.com](mailto:eljefe@aol.com)



Chris Egan, Championship Event Coordinator  
Orange Coast Junior Lifeguard Director  
714-200-7891  
[cegan\\_us@yahoo.com](mailto:cegan_us@yahoo.com)



# THANK YOU

● FOR YOUR INTEREST



---

California State Lifeguard Associations  
2025