



Avila Beach Junior Lifeguard Program

Sponsorship Opportunities

Our sponsorship packages provide **8 months** of direct exposure and promotional opportunity.

ABJG Brand Value Details

Participants

- 2 Sessions per season with 220 children per session
- That is 220 T-Shirts and 220 Sweatshirts per session
- Approximately 500 "Mobile Sponsor Billboards" per summer

Target Audience

- Kiddos ages 6 - 17 years of age.
- Adults 27 - 45 years of age
- Email Contacts - As of 2/25/25 we have 1244 email contacts
 - Local Cities
 - 324 are specific to San Luis Obispo
 - 88 from Arroyo Grande
 - 33 from Pismo Beach
 - 24 from Atascadero
- 572.4 = Average number of 6 email campaigns OPENED
- 46.6 = Average number of CLICKS per last 6 email campaigns. Links associated with ABJG registration information.

Communications

- ABJG Parent Daily Email - The medium through which we communicate stories, updates, and sponsor offers to our parents.
 - Emailed to ALL of our contacts:
 - 1 per week beginning January 15th
 - Everyday at the start of each session (30 days direct to contacts)
 - This provides eight 8-months of sponsor exposure and advertising opportunity.
 - New Programming. New Advertising Opportunities
 - In 2025 we are offering new programming (JG Boot Camp and Fall Paddle Club)
 - This will provide 2 additional months of direct-to-target audience advertising opportunity. That's 10 months of advertising.



Sponsorship Opportunities

Sponsorship Levels - *We currently have 7 spots available for Gold - Platinum.*

- **TITLE:** \$1500 (**SOLD OUT.** Mahalo Geo Solutions.)
 - T-Shirt/Hoodies
 - Logo/Link/Description on Site Sponsor Page
 - Minimum 4-Instagram Posts per month between February - November
 - Hyperlinked Logo placed at the bottom of ABJG Parent Daily email
 - Rotating "Brought to You by" on ABJG Parent Daily emails,
- **Platinum:** \$1200
 - T-Shirt/Hoodies
 - Logo/Link/Description on Site Sponsor Page
 - Minimum 4-Instagram Posts per month between February - November
 - Hyperlinked Logo placed at the bottom of ABJG Parent Daily email
 - Rotating "Brought to You by" on ABJG Parent Daily emails,
- **Gold:** \$800
 - T-Shirt/Hoodies
 - Logo/Link/Description on Site Sponsor Page
 - Minimum 2-Instagram Posts per month between February - November
 - Hyperlinked Logo placed at the bottom of Executive Director's email
 - This email is used for communicating with individual families.
- **Silver:** \$600
 - T-Shirt/Hoodies
 - Logo/Link/Description on Site Sponsor Page