

NAUTICA®
2014 USLA NATIONAL
LIFEGUARD CHAMPIONSHIPS
VIRGINIA BEACH, VA



NATIONAL LIFEGUARD
ALUMNI REUNION
Celebrating USLA's
50th Anniversary

The 2014 Nautica USLA National Lifeguard Championships are coming to the Virginia Beach Oceanfront August 6 – 9. One thousand to fifteen hundred lifeguard and junior guard competitors from around the country and around the globe will descend on the beach between 28th and 30th streets for 4 days of intense competition and lifesaving celebration. In addition, 2014 marks the 50 year anniversary of the United States Lifesaving Association and we plan to celebrate with old and new guards alike during the week of the championships.

The first day of the Championships is devoted to Junior Guards. USLA Junior Guard participants' ages nine to seventeen years old will compete in four different age group divisions. Events include a swim, run-swim-run, paddle board, ironguard, beach flag, distance run and swim relay competition. The next three days are devoted to the professional lifeguard competition. The best guards will showcase the talents that make them the premiere watermen/women in the country. From swimming and running races to dory boats, surf skis and land line relay races, the event is pure eye candy for the outdoor sport enthusiast or those that appreciate athletes who use their skills on a daily basis to save lives.

The week long festivities will open on Tuesday as the athletes pour in from around the country to sign in and practice in the Virginia Beach Surf. Vendors will be allowed to open their booths to the athletes, coaches, families and other visitors to Virginia Beach unaware of the free show they can watch throughout the week. Officials and VIPs will meet Tuesday night at Doc Taylor's for course assignments and renewing old friendships. Wednesday, after the Junior Guards have collected their championships, a competitor, alumni and officials parade will march down the Boardwalk to a welcome ceremony at 24th St. Park followed by fireworks that evening.

Competitors will have a beach picnic Thursday night and be able to catch national recording artists Carbon Leaf at a free concert on the stage in the 31st St. Park. Sponsors and VIPs will also be fed inside at the Virginia Beach Hilton Resort at 31st St. Friday night will find many at a special gathering of alumni lifesavers, friends and family at the Old Coast Guard Station's, USLA "ON GUARD" for 50 Years exhibit while enjoying food and beverages. This is a must attend for anyone who ever staffed a stand, worked a beach or made a rescue! Saturday, the championships will conclude with individual and team awards on the beach and then true lifeguard celebrations at the hottest party spots along the Virginia Beach oceanfront.

This event is set to be televised in a two-hour program to air on the Universal Sports Broadcast Network a minimum of four times in September. The program will showcase the skills and competitiveness of our nation's finest first responders while highlighting Virginia Beach as a home for outdoor sports and fun, sun and safe beaches!

Please join us to honor the lifesavers who sit on the edge of their seats to protect those who visit our beaches every day

August 6 – 9, 2014, 27th thru 30th Street on the Virginia Beach Oceanfront
Website: usla.org/nationals
Facebook: www.facebook.com/2014USLACompetition
Contact: Tom Gill email vbla@outlook.com, phone (757) 580 7391

The VBLA is a 501C3 Non-Profit chapter of the United States Lifesaving Association. The United States Lifesaving Association (www.usla.org) is America's nonprofit professional association of beach lifeguards and open water rescuers. USLA works to reduce the incidence of death and injury in the aquatic environment through public education, national lifeguard standards, training programs, promotion of high levels of lifeguard readiness, and other means.



Opportunity:

PRESENTING SPONSOR OF THE NAUTICA 2014 NATIONAL Lifeguard Championships and National Lifeguard Reunion

When you sign on as the Presenting Sponsor of this year's Championships, you will receive the following Sponsor Benefits:

- *Your company name/logo/signage prominently displayed on event course
- *Your company name/logo/signage prominently displayed at all six individual events within the NAUTICA 2014 National Lifeguard Championships (Junior Guard Lunch, Welcome Parade/Ceremony, 50 Years of USLA exhibit, Awards Stage, VIP/Sponsor/Officials Reception, National Lifeguard Reunion)
- *On-site exhibit (location in high traffic area) from which to merchandise, sample and sell (with event approval) Event to provide 8 ft table and two chairs if necessary.
- *Full Page Program Ad in glossy, full color collectible, event guide
- *Inclusion on event Web-site Logo/link (need link here)
- *insert in competitor packet (est. 1200)
- *Six tickets to VIP/Sponsor Reception at the Hilton Resort on Thursday, August 7, 2014
- *customized campaign to include email blast to competitors (1200), email blast to event database, inclusion in event Press Releases (minimum of five), company message included on event social media sites Facebook and Twitter , mention in broadcast media promotion.

(sponsorships can be customized using some or all of the above benefits, and/or creating new opportunities that accomplish your individual marketing goals)

Investment:

\$10,000

Terms: ½ payable by June 1st, 2014

½ payable prior to August 6th, 2014

Please make check payable to VBLA – USLA Nationals, 2014

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Opportunity:

CO-SPONSORSHIP OF THE NAUTICA 2014 NATIONAL Lifeguard Championships and National Lifeguard Reunion

When you sign on as the Co- Sponsor of this year's Championships, you will receive the following Sponsor Benefits:

- *Your company name/logo/signage prominently displayed on event course
- *On-site exhibit (location in high traffic area) from which to merchandise, sample and sell (with event approval) Event to provide 8 ft table and two chairs if necessary.
- *Half Page Program Ad in glossy, full color collectible, event guide
- *Inclusion on event Web-site Logo/link (need link here)
- *insert in competitor packet (est. 1200)
- *Four tickets to VIP/Sponsor Reception at the Hilton Resort on Thursday, August 7, 2014
- *customized campaign to include email blast to competitors (1200), email blast to event database, inclusion in event Press Releases (minimum of five), company message included on event social media sites (Facebook and Twitter), mention in broadcast media promotion (negotiations underway with Entercom and WVEC).
- *sponsorships can be customized using some or all of the above benefits, and/or creating new opportunities that accomplish your individual marketing goals)*

Investment:

\$6,500

Terms: ½ payable by June 1st, 2014

½ payable prior to August 6th, 2014

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Opportunity:

EXHIBITOR OF THE NAUTICA 2014 NATIONAL Lifeguard Championships and National Lifeguard Reunion

When you sign on as an Exhibitor of this year's Championships, you will receive the following Sponsor Benefits:

*On-site exhibit (location in high traffic area) from which to merchandise, sample and sell (with event approval);
Event to provide 8 ft table/2 chairs if necessary.

*1/4 Page Program Ad in glossy, full color collectible, event guide

*Two tickets to VIP/Sponsor Reception at the Hilton Resort on Thursday, August 7, 2014

*listing on event Web-site with link (need link here)

(sponsorships can be customized using some or all of the above benefits, and/or creating new opportunities that accomplish your individual marketing goals)

Investment:

\$2000

Terms: payable by August 1st, 2014

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Opportunity:

PROGRAM SPONSOR OF THE 2014 Nautica USLA National Lifeguard Championships and Lifeguard Reunion

Two Thousand programs will be printed for the championships. When you sign on as a Program Sponsor of this year's Championships, you can receive the following Sponsor Benefits:

*Ad in the program according to rate.(location in high traffic area) from which to merchandise, sample and sell (with event approval); **Event to provide 8 ft table/2 chairs if necessary.**

*Opportunity to place insert or item in Competitor Packet**

*listing on event Web-site with link

(sponsorships can be customized using some or all of the above benefits, and/or creating new opportunities that accomplish your individual marketing goals)

Investment:

Full Page: \$850

½ Page: \$450

¼ Page: \$250

Business Card: \$150

Special Pages

Restaurants / Bars of Virginia Beach: A map of the best places to eat and drink for the competitors. Map placement, special offer for competitors and insert in the packet. **Investment - \$300**

VA Beach Guard Muster Page: Let everyone know you or your family member staff(ed) the stands and saved lives. Name and years served will be recognized. **Investment - \$25**

Terms: payable by August 1st, 2014

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