

SALTY DOG



2019 SPONSORSHIPS

SALTY DOG PADDLE

Salty Dog Paddle is America's leading nonprofit surf and SUP brand. Since 1977 it has raised more money for animals than any other clothing or surf brand in the world. As a 501(c)(3) public charity all donations whether in-kind or monetary are tax-deductible.

ABOUT THE CHARITY

Originally founded in 1977 as a for-profit surf brand in Florida, salty dog paddle became a volunteer public charity that has raised over 1 million dollars over 42 years for injured animals throughout America and has been recognized on Wikipedia as the most notable animal organization in Florida. According to Facebook, it is the most popular watersports charity in America and according to Amazon, it is the most popular nonprofit surf brand in the USA as of 2018.

As a volunteer-based nonprofit, many celebrities have come to support the organization as volunteers including the Prince of Italy, Lorenzo Borghese, Animal Advocate Georgina Bloomberg, Recording Artist Kendra Erika, Race Car Driver Colin Thompson, Playboy Covergirl Vikki Lenola, Monkey in Paradise Vodka founder Alex Kuwton, Pro Golfer Peter Uihlein, CBS Reporter Paul Mueller, Delray Beach Mayor Cary Glickstein, reality TV star Zach Rance, Country Singer James McCoy Taylor, recording artist Drew Cole, TV Host Derek Peth, and Model Courtney Quinn, Blogger Chelsea Gates, philanthropist Arthur Benjamin, and many others.

The charity has received endorsements from the ASPCA, HSUS, American Dog Rescue, and Animal Aid USA.

The charity raises money through water sports activities and through the sale of its clothing and apparel called "Salty Swag," available on Amazon. Water sports activities include stand-up paddleboarding and surfing whether it be lessons, guided eco tours, or rentals. The cost of these goods and services is offset by corporate sponsorships, so the charity can pass on all of the proceeds they receive directly to the animals they support.

Current major sponsors include California Board Company, Scott Burke, Glide, Better Surf than Sorry, Cafe Don Pablo Coffee, Fetch my Vet, and Gratitude paddleboards.

Although the brand was originally called Salty Dog Surf, the name was changed in the early 1990s when standup paddleboarding became popular and replacing the suffix of "surf" with "paddle" was a double meaning with dog paddle. The name "Salty Dog," itself originates with the US Navy and Marines who are referred to as Salty Dogs (Marines are also known as Devil Dogs). Many of the volunteers who lead the charity are members of the Navy, Marine Corps, and Coast Guard as well as veterans.

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In 2014 under the direction of the current Executive Director and US Marine veteran, Clinton Cimring, along with US Navy Veteran, Hillary Dawson the business was transformed into a nonprofit and became an IRS recognized 501c3 public charity the following year (2015).

The charity features a different severely injured animal each month to sponsor referred to as a “Salty Dog” and has promised to donate 100% of any and all proceeds (not just profits) directly to the veterinarian treating the animal - they do not keep any portion for themselves and can guarantee transparency of funds this way.

During each month the charity hosts many events and fundraisers in South Florida where it is headquartered in order to raise money for their Salty Dog of the month including dog-friendly Yappy Hours, Puppy Paddle’s, Full Moon Paddle’s, standup paddle races, Hang Twenty dog surfing contests and an annual fundraiser called Barks, Babes, & Bros, which is a themed celebrity bachelor and bachelorette auction to benefit injured rescue dogs. Since becoming a nonprofit, the charity has raised over \$100,000 through these activities and has saved over 100 severely injured animals including Smokey (renamed Fenrir) the mascot for the largest rescue in Palm Beach County Florida called Peggy Adams League of Rescues. Besides the medical care of animals, the charity has also helped adopt out over 1,000 animals at its partner rescues and shelters since becoming a nonprofit in 2014.

The charity’s current mascot (2018-present) is a black lab mix named Destiny. Destiny was featured on every major news outlet from September - November 2018 in America and their Development Director, Samantha Dishman, appeared on Good Morning America to discuss Destiny’s story. Destiny is the epitome of a salty dog since her former owner dragged her a half mile along a highway while tied to a pickup truck. Due to the extent of her injuries, no rescue in South Florida was willing to help her, which is why Salty Dog stepped in. Despite the severity of her injuries, Destiny made a full recovery and is the embodiment of what the charity stands for in rescuing salty dogs.

BOARD OF GOVERNORS AND ADVISORS

HONORARY BOARD MEMBERS

Prince Lorenzo Borghese
Georgina Bloomberg
Ryan Van Fleet
Rebecca Trovitch
Amy Woodworth
Arthur Benjamin

BOARD OF GOVERNORS

Professor Lianna Hartwell, Esq.
Dr. Clinton W. Cimring, Esq.
Bill Dishman

Holly Whitford
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BOARD OF ADVISORS

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Dr. Sy Woon, DVM

2019 SPONSORSHIPS

SPONSORSHIP OPPORTUNITIES

\$1,500 Platinum Sponsorship (fully tax-deductible)

- Booth and/or large banner at 3 signature events per year
- Endorsement by 2 celebrity supporters including those mentioned above
- Sponsor name and/or logo will be prominently included on all printed materials included with Amazon.com sales for 1 year (~60 items per month)
- Sponsor logo on the *SaltyDogPaddle.org* homepage for 1 year (receives over 100K visits per month)
- 6 dedicated social media posts about sponsorship between March – December, 2019
- Your own marketing collateral included in all swag shipments for 1 year (flyers/postcards)
- Sponsorship of “Dog Friendly Meetup” and “SUP South Florida” on Meetup.com
- Logo printed on all Team Salty Dog rash guards at surf & SUP races / competitions (Team Salty Dog won 1st Place at Palm Beach Paddlefest 2019 and Delray Beach Surf Fest 2018)
- Decals included on competition surfboards and paddleboards (must supply matte finish decals)
- Stickers included on all fleet rental surfboard/paddleboards (50 in inventory)
- Prominent mention in 3 email blasts to list of over 10K subscribed donors and clients

\$1,000 Gold Sponsorship (fully tax-deductible)

- Booth and/or large banner at 3 signature events per year
- Endorsement by 1 celebrity supporters including those mentioned above
- Sponsor name and/or logo will be prominently included on all printed materials including postcards and flyers included with Amazon.com sales for 7 months (~60 items per month)
- Sponsor logo on the *SaltyDogPaddle.org* homepage for 6 months (receives over 100K visits per month)
- 4 dedicated social media posts about sponsorship from March – December, 2019
- Your own marketing collateral included in all shipments on Amazon.com for 7 months (flyers/postcards)
- Sponsorship of “Dog Friendly Meetup” and “SUP South Florida” on Meetup.com
- Logo printed on all Team Salty Dog rash guards at surf & SUP races / competitions (Team Salty Dog won 1st Place at Palm Beach Paddlefest 2019 and Delray Beach Surf Fest 2018)
- Decals included on competition surfboards and paddleboards (must supply matte finish decals)
- Stickers included on all fleet rental surfboard/paddleboards (50 in inventory)
- Prominent mention in 2 email blasts to list of over 10K subscribed donors and clients

2019 SPONSORSHIPS

\$500 Silver Sponsorship (fully tax-deductible)

- Booth and/or large banner at 1 signature event per year
- Endorsement by Pro Surfer/Paddler volunteers including @SGTMindyV @SultrySamurai etc.
- Sponsor name and/or logo will be prominently included on all printed materials included with Amazon.com sales for 5 months (~60 items per month)
- Sponsor logo on the *SaltyDogPaddle.org* homepage for 3 months (receives over 100K visits per month)
- 2 dedicated social media posts about sponsorship from March – December, 2019
- Your own marketing collateral included in all shipments on Amazon.com for 5 months (flyers/postcards)
- Sponsorship of “Dog Friendly Meetup” and “SUP South Florida” on Meetup.com
- Decals included on competition surfboards and paddleboards (must supply matte finish decals)
- Stickers included on all fleet rental surfboards/paddleboards (50 in inventory)
- Prominent mention in 1 email blast to list of over 10K subscribed donors and clients

2019 SPONSORSHIPS

SPONSORSHIP COMMITMENT FORM

Name _____ Date _____

Organization _____

Address _____ City _____ ST _____ Zip _____

Work Tel (_____) _____ Home Tel (_____) _____

Fax (_____) _____ E-Mail _____

PLEASE SELECT SPONSORSHIP LEVEL:

Platinum Sponsor - \$1,500

Gold Sponsor - \$1,000

Silver Sponsor - \$500

I am unable to participate, but please accept my donation of \$ _____, 100% of which will benefit Injured rescue dogs (we do not keep any portion).

Please charge my credit card: Visa MasterCard American Express Discover

Amount to charge _____

Account Number _____ Expiration Date _____

CVV Number ("Card Verification Value") _____

ZIP code _____

Name on Card _____ Date _____

Authorized Signature _____

I will pay total amount due by check. Please make payable to **SALTY DOG PADDLE** and mail to:

Salty Dog Paddle, PO BOX 2943 Palm Beach, FL 33480-2943

Telephone (561) 777-5999, e-mail: charity@SaltyDogPaddle.org, www.SaltyDogPaddle.org