

The California State Lifeguard's
75th 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



\$300k

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.”

\$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



Jon Hernandez, Anniversary Event Lead
San Clemente State Lifeguard Assoc.
949-533-6093
jonniesweet@yahoo.com



Ryan Gates, Anniversary Event Coordinator
Crystal Cove State Lifeguard Assoc.
949-415-9741
rgates504@yahoo.com



Mike Silvestri, Anniversary Event Coordinator
California State Lifeguard Assoc.
760-978-7991
silvestrim433@gmail.com



Gus Avila, Championship Event Lead
Huntington State Beach Junior Lifeguard Assoc.
949-280-2653
eljefe@aol.com

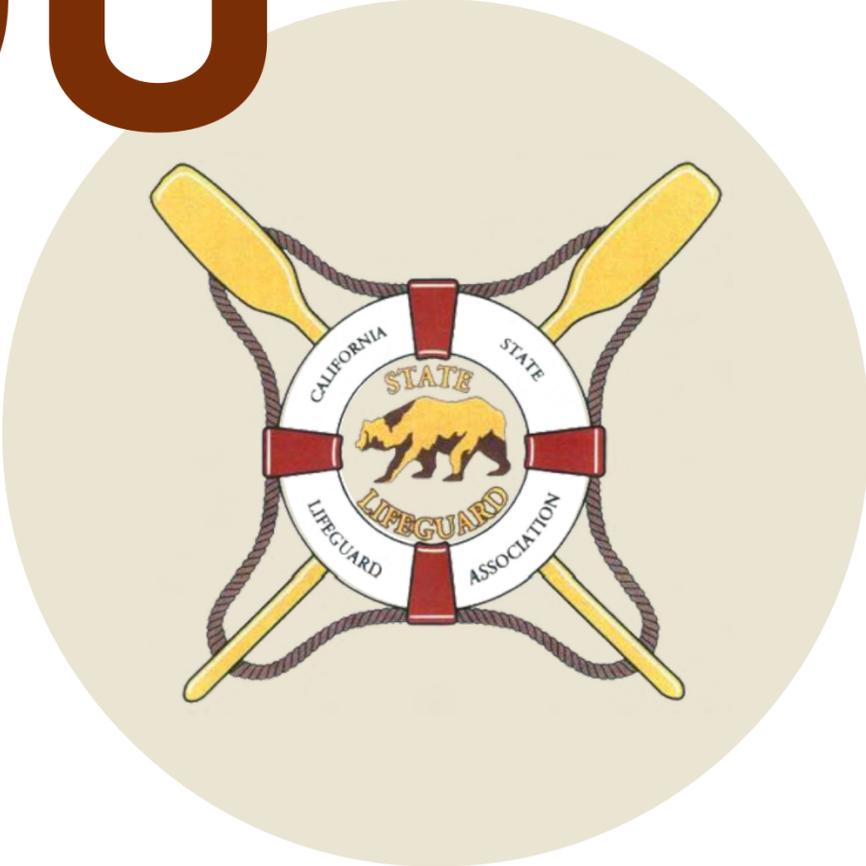


Chris Egan, Championship Event Coordinator
Orange Coast Junior Lifeguard Director
714-200-7891
cegan_us@yahoo.com



THANK YOU

● FOR YOUR INTEREST



California State Lifeguard Associations
2025