

Marina Del Rey

OUTRIGGER CANOE CLUB

est. 1967



ALOHA

It's the sponsorships and contributions from businesses like yours that foster a community filled with ohana* and opportunity.

Marina Del Rey Outrigger Canoe Club (MDROCC) is a paddling club based at Mother's Beach in Marina Del Rey, CA. We are a member-run 501(c)(3) non-profit organization, and your Tax-deductible sponsorships / donations enable MDROCC to offer access to recreational and competitive paddling to our community throughout the year.

Mahalo for your consideration.

*Part of Hawaiian culture, ohana means family (in an extended sense of the term, including blood-related, adoptive, or intentional)



1967

YEAR MDROCC
WAS FOUNDED

1

HOME RACE - KAHANAMOKU KLASSIC
4K+ PADDLERS + SPECTATORS
200+ CREWS



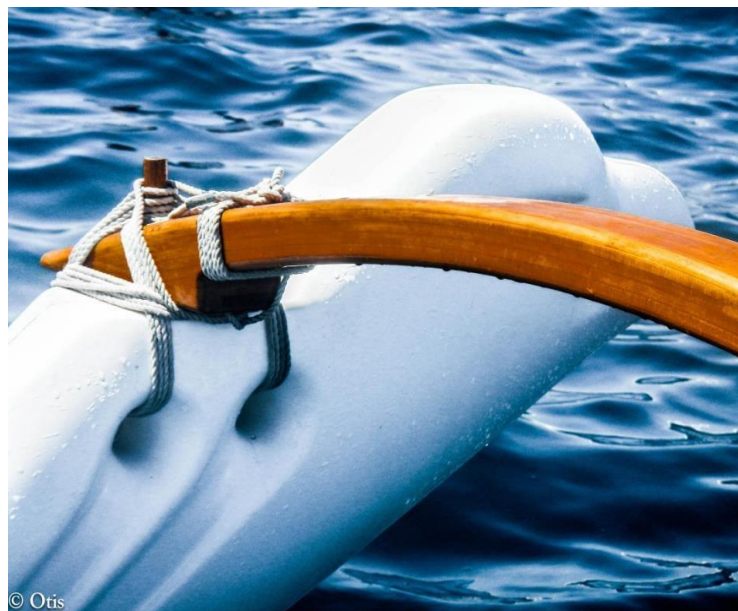
9

SCORA
RACES IN
2023



200+

ACTIVE MEMBERS IN 2022
161 MEN / WOMEN PADDLERS
34 KEIKI / JUNIOR PADDLERS



300+

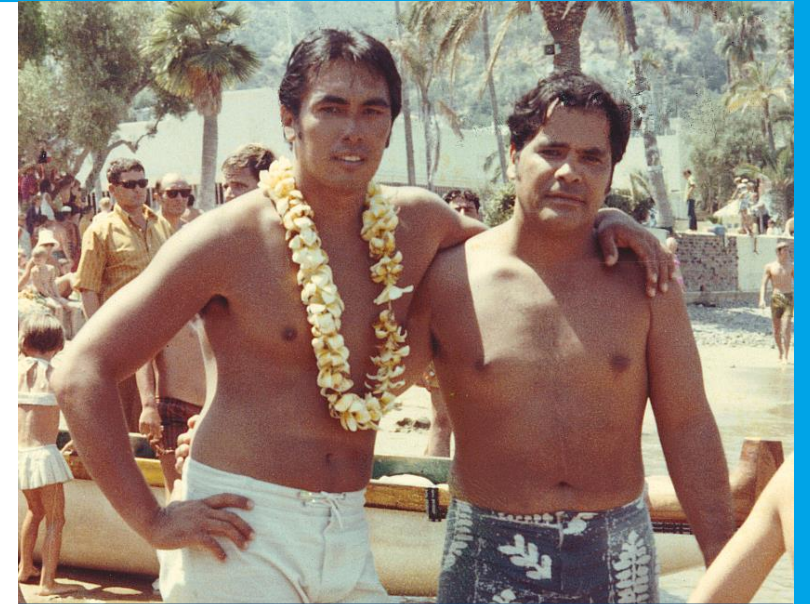
ACTIVE
MDROCC
ALUMNI

ABOUT US

Founded in 1967 by Steve Kekuewa and Sandy Kahanamoku (nephew of the late and great Duke Kahanamoku).

MDROCC is a non-profit, private organization dedicated to giving people from all walks of life the opportunity to enjoy the sport of outrigger canoe paddling. The club is managed by a volunteer Board of Directors, and supported by membership fees, sponsorships, and donations. All sponsorships and donations are tax deductible and go directly to our programs.

As a member of the Southern California Outrigger Racing Association (SCORA), we strive to share our wealth of culture and athletic camaraderie with the community at large.



COMPETITIVE SEASON PROGRAMS

MAR - SEPT

KEIKI (AGES 7-14)
JUNIORS (AGES 14 - 19)
WOMEN'S NOVICE
WOMEN'S OPEN
MEN'S NOVICE
MEN'S OPEN

2023 RACE SCHEDULE

During the race season, MDROCC competes in all SCORA sanctioned races. We also host a home race (Kahanamoku Klassic) that launches from Mother's Beach in the Marina Del Rey on June 3rd.

In addition to SCORA races, crews from MDROCC may travel to participate in other races including:

- ANOTHER DAM RACE (PARKER, AZ)
- THE GORGE OUTRIGGER CANOE RACE (STEVENSON, WA)
- MOLOKA'I HOE (MOLOKAI - OAHU, HI)
- MONTEREY BAY CROSSING (SANTA CRUZ - MONTEREY, CA)
- NA PALI CHALLENGE (KAUAI, HI)
- NA WAHINE O KE KAI (MOLOKAI - OAHU, HI)
- PAILOLO CHALLENGE (MAUI - MOLOKAI, HI)

DATE	SCORA RACE	LOCATION
MAY 13	CRYSTAL PIER	SAN DIEGO
MAY 20	RIG RUN	SANTA BARBARA
JUN 3	KAHANAMOKU KLASSIC	MARINA DEL REY
JUN 10	VENTURA OUTRIGGER CHALLENGE	VENTURA
JUN 17	IRONMAN OUTRIGGER CHAMPIONSHIPS	SAN DIEGO
JUL 15	BATTLE OF THE BAY	LONG BEACH
AUG 12	WHITEY HARRISON 9-MAN	DANA POINT
AUG 26	PAOPAO 9-MAN	OCEANSIDE
SEP 9-10	CATALINA CROSSING US CHAMPIONSHIPS	NEWPORT BEACH & AVALON

SPONSORSHIP OPPORTUNITIES

Marina Del Rey
OUTRIGGER CANOE CLUB
EST. 1948

SPONSOR OPPORTUNITIES

Why should you become a MDROCC sponsor?

We are a fun, lively, athletic group. Club attributes include:

- Split of men & women (55% /45%)
- Large age range (7 – 70)
- Diverse audience
- Affluent
- Brand loyal
- Spend money on recreation, retail, F&B, travel, auto, etc.
- Sustainability minded
- Community oriented (75% of members in West LA)
- Exposure to all SCORA paddlers
- Social / digital media reach 3K+





SPONSORSHIP OPPORTUNITIES

Each sponsorship package is customized to meet specific objectives of each partner. Listed below are key assets that can be bundled to create your ideal package.

TEAM

- Logo on unlimited canoes
- Logo on spec canoes
- Logo on race jersey
- Social posts
- Website inclusion + ad link
- E-mail / social campaign
- FB / IG challenge

HOME RACE

- Vendor booth / product sampling
- Raffle – product / service donation
- Silent Auction – product / service donation
- Logo on merchandise
- Opportunity provide a Logo on trophies
- Recycling initiative

SUSTAINABILITY

- Recycling initiative
- Hydration Systems
- Beach Clean Ups

ADDITIONAL

- Corporate Challenge
- Club Seminars
- Fitness Clinics

CANOE BRANDING

Sponsor 8 Unlimited class canoes and 4 spec / Bradley class canoes. Branding featured on both sides of the canoes.

Unlimited Class Canoes

- Paddled 6 days / week in the Marina
- Paddled at all 9 of the SCORA races
- Trailered to races outside of SOCRA season

Spec / Bradley Class Canoes

- Paddled 6 days / week in the Marina
- Paddled 6 of the SCORA races by our Keiki, Junior, & Novice crews



RACE JERSEY BRANDING

Official team race jerseys are required to be worn by all Keiki, Junior, Novice and Open paddlers at each of the 9 SCORA races.

Each year, MCROCC creates a new team jersey with opportunities to weave your brand into the look and feel of the uniform.



SOCIAL / DIGITAL

Sponsorship of MDROCC will deliver engaging social / digital opportunities including:

- Mutually agreed upon qty of social posts
- Social challenge campaign
- Inclusion in our 'Businesses we Love' campaign
- Website logo, ad, and link
- E-mail campaign
- Storytelling content development

MAHALO TO OUR DONORS!



WAIĀKEA®

HAWAIIAN VOLCANIC WATER

Kahanamoku Klassic

KAHANAMOKU KLASSIC

MDROCC hosts a SCORA-sanctioned race on June 3rd and is annually touted as a paddler favorite thanks to our sponsors & vendors. This permitted take-over of Mother's Beach hosts:

- 2.5K+ Paddlers
- 1.5K+ Spectators
- 30+ Outriggers Clubs (from SCORA, & AZ, NV, HI, Tahiti)

Opportunities include:

- 10x10 vendor / sampling space*
- Food & beverage tent for breakfast / lunch
- After party location
- Raffle – product / service donation
- Silent auction – product / service donation
- Logo on race packet & website
- Social post on FB, Instagram w/ tag

Note: Los Angeles Beaches & Harbor requires a check to be cut onsite for taxes on goods sold
* Tents not provided by MDROCC



SUSTAINABILITY

MDROCC has made a commitment to protect the environment in which we paddle and to strive for zero waste within our club, at our home race, and at every race we attend. This means carpooling, bringing reusables, composting, recycling, and picking up after one another.

Opportunities include:

- Beach clean ups (1x / quarter)
- Hydration stations on beach (1 home race) & in escort boat (3 races with 3 escort boats)
- Recyclable endeavors at races (9 races)
- Reusable products at 9 races
- Rideshare
- Storytelling



CORPORATE CHALLENGE

Bring your colleagues to the beach and test their skills in the canoes. We'll set up a one-day corporate challenge, provide coaching / skills training, chat about the importance of ocean sustainability, and then get you on the water to race your colleagues for the ultimate bragging rights back in the office.

Challenge Overview:

- 4 – 6 hours
- 24 people max
- Paddle instruction
- Mini-race
- Ocean sustainability discussion
- Beach clean up



FITNESS CLINICS / NUTRITION SEMINARS

Are you a brand with a fitness, nutrition, or hydration element at your core? Do you have a product you'd like tested? Could you customize a fitness program to support our paddlers strength? We have 300+ paddlers, ranging in ages from 7 - 70. We're always looking for new ways to build community within our club, and further develop our strength and endurance.

Fitness Clinics:

- 1x / quarter
- Access to Men, Women, Junior, & Keiki
- 2 - 4 hours in duration
- Product discussion
- Product trial
- Custom fitness program





SPONSORSHIP LEVELS

All levels are customizable, with some assets limited to premier & select level partners. We'll work along side you to help craft the most impactful partnership for your brand.

PREMIER

- Category exclusivity
- Logo on canoes
- Logo on race jerseys
- Logo on home race merch
- Home Race:
 - 10x20 Booth* / product sampling
 - Raffle / silent auction – product / service donation
 - Logo on trophies
- Corporate challenge + beach cleanup
- Sustainability initiative
- Club clinic / seminar / sampling
- Social / digital campaigns

SELECT

- Home Race:
 - Logo on home race merch
 - 10x10 Booth* / product sampling
 - Raffle / silent auction – product / service donation
- Corporate challenge + beach cleanup
- Sustainability initiative
- Club clinic / seminar / sampling
- Social / digital campaigns

KAHANAMOKU KLASSIC

- 10x10 vendor booth* / product sampling
- Raffle – product / service donation
- Silent auction – product / service donation
- Logo inclusion on race materials
- Social post

*Booth not provided



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CONTACT US

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MAHALO

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