



**12<sup>th</sup> Annual Shark Bite Challenge  
April 11 & 12, 2015**

**Sponsorship Packet**

The Shark Bite Challenge is a fundraiser for the Friends of the Island Parks, a Non-Profit Organization that supports the efforts of Caladesi and Honeymoon Island State Parks.

The Shark Bite Challenge is a three-day paddling festival that highlights stand up paddleboarding, outrigger canoeing, paddling clinics, paddle fishing tournaments, and competitive paddling. It attracts about 300 racers from local areas and from around the country.



### The History of the Shark Bite Challenge:

The idea of the Shark Bite Challenge was incepted by paddling friends Karen & Rob Mirlenbrink and Mike & Luana Moran in 2003. They all had been competing in paddlesports for about 5 years, and felt that paddling races should embrace more of a friendly, home-town type atmosphere, rather than a super-competitive one. They also felt that races should also embrace the entire paddling community, rather than just one subset of paddlers. They approached the manager of their favorite local paddling spot, Honeymoon Island State Park, and set a date to hold the first “Caladesi Kayak Challenge” to benefit the Friends of the Island Parks, the citizen support organization that supports the financial efforts of Honeymoon Island and Caladesi Island State Parks in Dunedin, Florida.



The venue could not have been more perfect. The state parks provided easy water access, some of the most beautiful beaches in the country (Caladesi Island was ranked #1 beach in the U.S. in 2005), as well as some of last remaining undeveloped, natural beaches in the county. The charity, Friends of the Island Parks, was working hard to raise money for items like beach wheelchairs, new

lawnmowers, new VHF radios for the rangers, an Environmental Education Center and new boundless playground in the park. Honeymoon Island is Florida’s most visited state park, with far over one million visitors per year. The park and the Friends work very hard to keep the beaches as natural and pristine as possible.

The first year of the “Caladesi Kayak Challenge” was a one day event, and hosted a variety of paddlers from surfski’s, to sea kayaks, to plastic roto-molded sit-on-tops in a 4-mile and 8-mile race. Eleven years later, after a name change to the Shark Bite Challenge that honors the local, famed wildlife, the event features 3 days of distance and technical races for kayaks, surfski’s, SUP, paddleboards and more, 6-person outrigger canoe races, stand up paddleboarding clinics, sea kayaking symposiums, a paddle fishing tournament, kids’ events, a vendor village with paddlecraft demos, and a great post-race party.



In 2013, the Shark Bite Challenge hosted over 250 paddlers from all over the United States, from Florida, to Chicago, to Hawaii. The event is a sanctioned WPA Region 5 Points Series Sanctioned Race, and is well recognized by the City of Dunedin, the Florida State Parks System and the Clearwater/St. Petersburg Sports Commission.

Rob, Karen, Mike and Luana, the founders of the Shark Bite Challenge & Paddlefest, continue to organize their event, and are very proud that their event has become what they always dreamed it could be.



November 16, 2014

Dear Business Owner/Manager:

We wanted to take a moment of your time to introduce you to an exciting and unique sponsorship/advertising opportunity for your business. As you may or may not be aware, the Friends of the Island Parks, a non-profit organization ([www.islandparks.org](http://www.islandparks.org)), has been locally known to support the efforts of Caladesi and Honeymoon Island State Parks. Every year for the past 9 years, the Friends of the Island Parks have hosted the Shark Bite Challenge, a competitive and educational paddling event that spotlights the beautiful waters and beaches of the parks. This year the Shark Bite Challenge will celebrate its 10<sup>th</sup> year anniversary on April 13 & 14th, and our plan is to make it the biggest and best Shark Bite ever!

You may be asking yourself, “Competitive Paddling”? In recent years, competitive styles of stand-up paddleboards, kayaks, and canoes have become increasingly popular. Competitive races are becoming the rage in most beach-front towns. The Shark Bite Challenge offers two days of racing, spotlighting crafts such as Hawaiian Outrigger Canoes, Stand Up Paddleboards, Surfski’s (competitive kayaks), as well as recreational crafts like sit-on-top kayaks. The event will draw over 200 participants from all over Florida and across the country. This year, the Shark Bite Challenge is thrilled to host out-of-state teams and participants, including the Philadelphia Outrigger Canoe Club, as well as professional stand up paddleboarders from around the country. The Shark Bite Challenge is also one of only 8 World Paddle Association sanctioned races in the state of Florida for 2015.

Outrigger Canoes come from a long tradition in Polynesian Culture, and are quite a site to see. Originally used as transportation across the Pacific Ocean by the ancient islanders, these canoes hold a significant cultural and sport heritage to the Hawaiian Islands. Each canoe is 45-foot long and weighs up to 400 pounds. In addition, each canoe fits six paddlers. In addition, Stand Up Paddleboarding is the #1 water sport across the globe at the moment, and the Shark Bite Challenge plans of entertaining over 100 of these athletes. In addition, the event is slated to entertain sloughs of Stand Up Paddleboarders with events like distance races, obstacle courses, sprint challenges, guided trips, and skills clinics. Kayaking will be featured, hopefully in the form of sea kayaking clinics and kayak racing. In 2012, the Shark Bite was excited to host the Achilles International Kayak Team, a group of handicapped athletes that travelled from NYC just to participate in the Shark Bite Challenge. The Achilles Group from NYC, as well as the new Achilles Florida program, will be participating in 2015.

With the increasing popularity of paddlesports and the growth of the Shark Bite Challenge, we are anticipating a record-setting attendance. With many of the participants coming into Dunedin from out of town, many will find themselves visiting local Dunedin businesses. Plus, we have planned parties and events in the evenings of April 11<sup>th</sup> and 12<sup>th</sup> that will bring participants to downtown Dunedin and encourage them to visit local businesses and participate in other local events.

This is where the Shark Bite Challenge is asking for your help. Along with the current race participation, we are soliciting sponsors for our event. We ask you to please take a look at the very reasonable sponsorship opportunities available. We hope that you find interest in what we have to offer. Please keep in mind that all of these levels are negotiable, and we also accept in-kind sponsorships. If you are interested or have any questions regarding becoming a sponsor the Shark Bite Challenge, please contact Karen Mirlenbrink at (727) 510-3493. We are excited about this opportunity and hope that you will be too. We look forward to hearing from you soon! On behalf of the Shark Bite Challenge, thank you for your time and consideration.

Sincerely,  
Karen Mirlenbrink  
Shark Bite Challenge, Event Organizer  
[www.sharkbitechallenge.com](http://www.sharkbitechallenge.com)



# Sponsorship Levels

The Shark Bite Challenge is accepting in-kind sponsorships for items and services that we will need on the day of the event. The value of the product/service will serve as the level of sponsorship. Some of these items needed include:

- Give-aways for participants' swag bags
- Bottled Water and/or Beverages for lunchtime festivities (non-alcoholic)
- Photography
- Dessert for lunchtime festivities
- Support boats (with drivers)
- Venue for post-event gathering on Saturday, April 14<sup>th</sup>

The Shark Bite Challenge seeks monetary sponsorship to help pay for costs including:

- T-shirts and awards
- Event sanctioning and insurance
- Funding for post-event gathering on Saturday, April 14<sup>th</sup>
- Internet access (WIFI) to power timing system on the beach during the events
- Lunch on the beach for participants on the day of the events

## Sponsorship Levels

\$50 – “Black Tip Shark” Sponsorship

- Logo on event T-shirts
- Logo on posters

\$100 – “Black Tip Shark” Sponsorship

- Logo event T-shirts
- Logo on posters
- Tent in Coral Reef Vendor Village

\$250– “Lemon Shark” Sponsorship

- Medium Logo on Race Jersey and event T-shirts
- Medium Logo on posters
- Tent in Coral Reef Vendor Village
- Listing on Shark Bite Challenge and Island Earth Day websites, and publicity opportunities when available
- Advertising and publicity opportunities (sponsor can provide additional promotional items at events and be listed on a sponsor sheet in competitor's packets at events).

\$500- “Hammerhead” Sponsorship

- Large Logo on Race Jersey and event T-shirts
- Company Banner at event
- Large Logo on Posters
- Tent in Coral Reef Vendor Village
- Listing on Shark Bite Challenge and Island Earth Day websites, and publicity opportunities when available
- Advertising and publicity opportunities (sponsor can provide additional promotional items at events and be listed on a sponsor sheet in competitor's packets at events).

\$1000 - “Bull Shark” Sponsorship

- All advertising and promotional opportunities as Company name listed as Sponsor of Event
- Large Title Logo on event T-shirts
- Company Banner at event
- Tent in Coral Reef Vendor Village
- Top listing on Shark Bite Challenge and Island Earth Day websites, and publicity opportunities when available
- Advertising and publicity opportunities (sponsor can provide additional promotional items at events and be listed on a sponsor sheet in competitor's packets at events).