

CRONULLA SURF FESTIVAL

MARCH 2026

SPONSORSHIP PROPOSAL

THE FUTURE LOOKS BRIGHT



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CRONULLA SURF FESTIVAL

A VIBRANT CELEBRATION OF SURF, COMMUNITY, AND COASTAL CULTURE.

Launched in 2023, the Cronulla Surf Festival is a vibrant, family-friendly celebration of surf culture and community spirit, nestled at Cronulla Beach. Spearheaded by local surf legend and multi world record holder Blake Johnston of the Cronulla Surfing Academy, the Festival was created from a passion for community and connection - a day for everyone to come together, both on and off the water, to embrace each other and the coastal culture that makes our home unique.

With surf competitions, board demo, live music, exhibitions and family activities, the Cronulla Surf Festival captures the essence of the Sutherland Shire's lifestyle. Proudly supported each year by our local community, council and businesses, the event has quickly become a highlight on the annual events calendar - one that perfectly reflects the Shire's values and celebrates its long and proud surf history, while supporting and growing its future.

"COMMUNITY IS AT THE HEART OF EVERYTHING WE DO, AND THE CRONULLA SURF FESTIVAL IS A BEAUTIFUL CELEBRATION OF CONNECTION, CREATIVITY, AND OUR LOVE OF THE OCEAN."

BLAKE JOHNSTON

OUR MISSION

The Cronulla Surf Festival exists to unite our community through the shared joy of surf culture and the healing power of the ocean. We celebrate inclusivity, connection, and local spirit while raising awareness and vital support for youth mental health. By bringing people of all ages and abilities together on the sand and in the sea, we aim to inspire resilience, spread positivity, and ensure that everyone feels they belong.

OUR VALUES

Inclusivity & Unity

Welcoming all ages and abilities; special needs sessions; inclusive motto.

Community & Connection

Surf culture, family-friendly activities, shared ocean experience.

Mental Health Advocacy

Fundraising for youth mental health to ensure our future looks bright.

Ocean Healing Power

Paddle out symbolises unity, healing, and ocean's therapeutic force.

Local Leadership/Accountability

Driven by Blake Johnston's vision and personal advocacy.



“The Cronulla Surf Festival captures everything that’s special about this community - the energy, the connection, and the way people show up for one another. It’s more than a festival, it’s a celebration of what it means to belong.
Jaz, local resident



2025 FESTIVAL IMPACT AT A GLANCE



1,027 participants in the World Record Paddle Out for youth mental health



\$54,000 raised to fund mental health workshops in local Shutherland Shire schools



6000+ young people directly supported through funded programs to date



96% of attendees when asked, reported feeling more connected to their community



16 local vendors, food trucks, and market stalls featured



Showcasing a vast variety of local business with **25 partners** supporting



Surfboard demo day with **17 participating surf brands**



10 live music performances from local and emerging artists



MEDIA & MARKETING REACH IN 2025

Strong media coverage reaching a National audience of **5 MILLION+ PEOPLE**

Press & PR

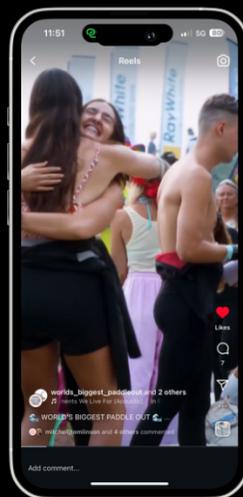


TV editorial reach = **4,495,000**

Radio reach = **689,000**

Combined Media Reach = 5,184,000

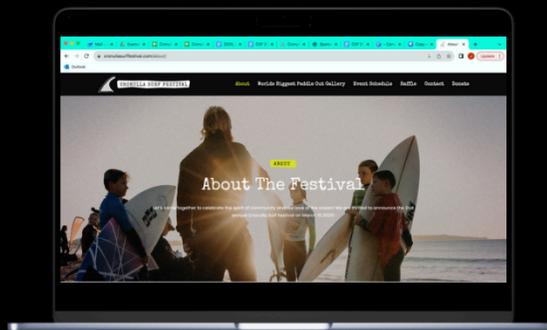
Social Media



Organic social post reach over **535k**

Over **950k** impressions

Direct Marketing



EDM open rate **64.80 %**

(industry average 21.5% to 35.63%)



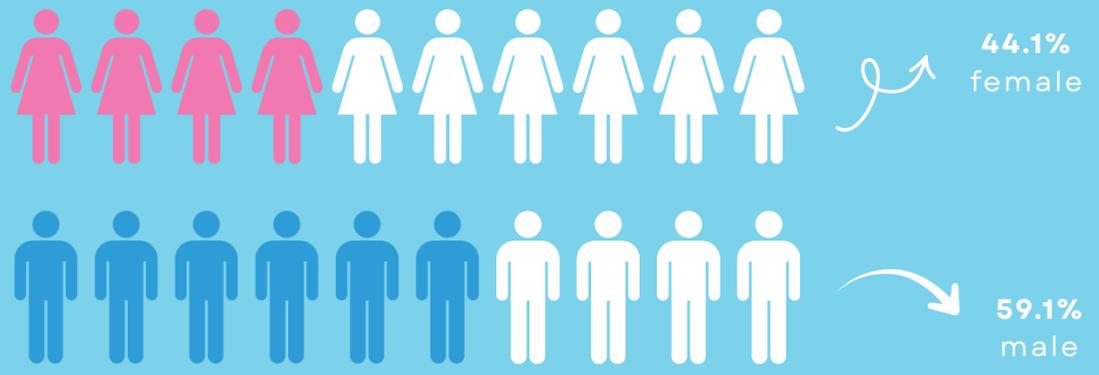


AUDIENCE SNAPSHOT

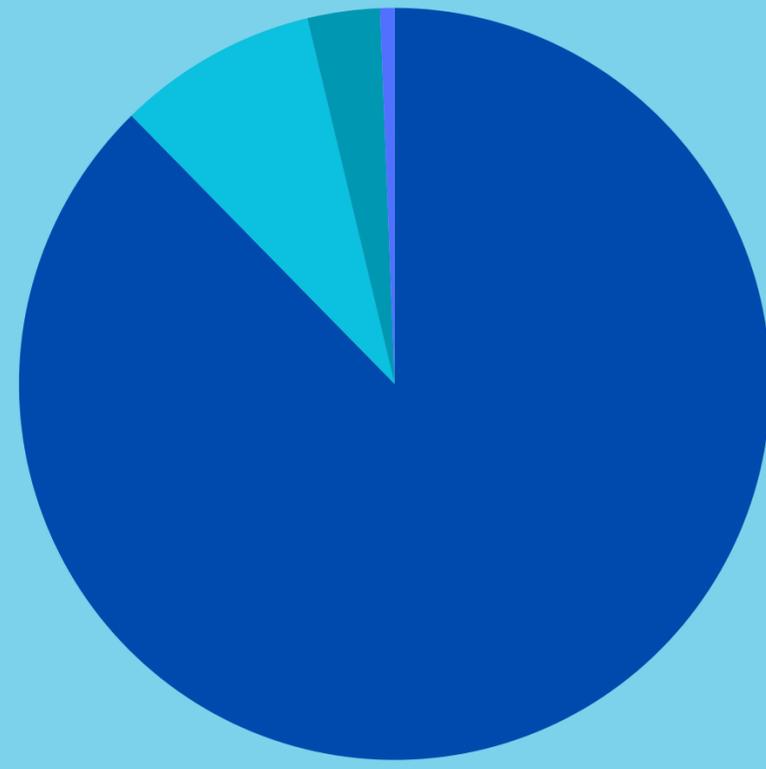
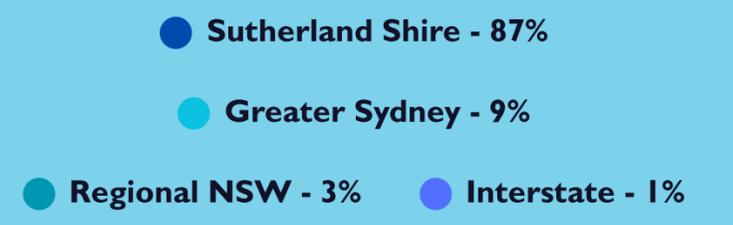
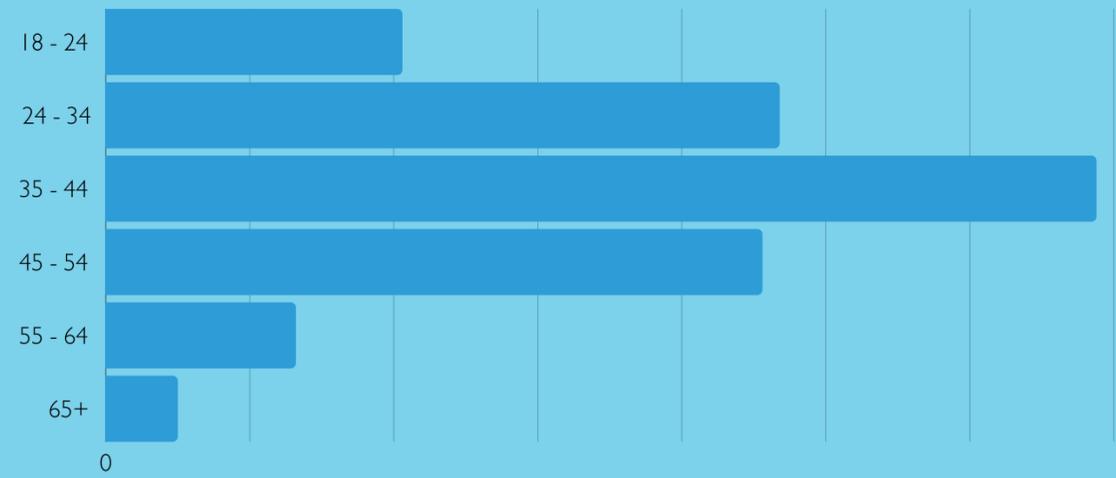


Total attendance *15,000 PEOPLE* over across the event in 2025.

Demographics by Gender



Demographics by Age Group 18+



What our audience says about us:

FUN

COMMUNITY FOCUSED

INSPIRING

INCLUSIVE

OCEAN LOVE

GOOD VIBES

HAPPY

INSPIRATIONAL

NEEDED

POSITIVE



CSF SCHEDULE OF EVENTS

YOGA ON THE BEACH

LEARN TO SURF CLINICS

FOOD TRUCKS

FAMILY FUN ZONE

ONE WAVE GROM COMP

BOARD DEMO DAY

VINTAGE BOARD DISPLAY

LIVE MUSIC

CRONULLA BEACH &
DUNNINGHAM PARK

14 MARCH 2026

Friday 13 March

6am One Wave Paddleout

10am School Workshop

7pm Pannel discussion

Saturday 14 March

6am Yoga on the beach

8am One Wave Grom Comp

10am Family Fun Zone

Market Stalls

Learn to Surf Clinics

Tag Team Surf Comp

Vintage Board Exhibition

Surfboard Demo day

Food trucks

Photography competition

Swellbeing Workshop

2pm Live Music

6pm Night Surfing Event

7pm Sealevel cocktail party



“Year after year CSF brings our community together, celebrates our coastal lifestyle and creates unforgettable moments.
Gav Ottaway
Ray White Sutherland Shire

OUR 2025 PARTNERS



Presented by





NEW IN 2026 NIGHT SURFING EVENT

We're so excited to announce that the Cronulla Surf Festival is set to reignite one of the most iconic moments in Australian surf history - paying homage to the legendary 1984 Beaulieu's Night Surfing event that lit up Cronulla Beach and the global surf scene. Back then, it was the first of its kind, a spectacle that brought together surf culture, innovation and community under the glow of floodlights.

In 2026, we'll be hosting Australia's only night surfing event! Bringing back the magic - bigger, brighter, and even more connected.

"This celebration will not only spotlight Cronulla Beach on the world stage once again, but also honour the living legends who helped shape Australian surfing, trailblazers who inspired generations to chase waves and dreams. It's more than just a competition - it's a tribute to our roots, our people, and the timeless spirit of surfing that continues to define Cronulla."

Blake Johnston

Founder, Cronulla Surf Festival





WHY PARTNER WITH US

AMPLIFY YOUR BRAND PRESENCE WHERE THE ENERGY IS.

Events are a great way for brands and businesses to spread awareness and generate an incredible amount of exposure.

Supporting the 2026 Cronulla Surf Festival offers businesses a unique opportunity to connect with a passionate and engaged community, build brand awareness, and demonstrate their commitment to values that matter to modern consumers.

REACH

EXPOSURE POTENTIAL

Direct exposure to a highly engaged audience

Strengthen community presence and customer touchpoints

We are grassroots - personal, trusted and real.

We create meaningful, authentic connections with our community that continues to grow.

BRANDING

BRAND ALIGNMENT WITH LIFESTYLE & AUDIENCE

Brand association with creativity, innovation & lifestyle

Showcase your values through meaningful sponsorship

A great way for to spread awareness and generate an incredible amount of exposure.

Blakes brand brings positivity and good vibes - and good vibes are hard to come by.

ENGAGEMENT

HIGH FOOT TRAFFIC & MEDIA COVERAGE

Multi-channel promotion: on-site, digital, and media.

We are a platform to amplify your brand through authentic and engaging content that speaks directly to your audience.

Create an emotional connection with your customers and/or potential customers and generate a high brand recall or "top of mind" mentality.

EXPERIENCE

CREATE UNFORGETTABLE MOMENTS, MAKE CONNECTIONS

Custom activation opportunities tailored to your brand

Build brand trust and loyalty through real experiences

Meet your target audience face-to-face at this vibrant and active community event.



HOW YOU CAN BE INVOLVED IN 2026

We're committed to creating flexible, tailored opportunities that best fit your goals and desired involvement in this epic event. Below are some examples of our sponsorship options.

MAJOR SPONSOR

\$10,000 + GST

Stand Out with high visibility and strong community connection while playing a key role in powering the festival.

- Premium positioned 3x3m event space at the event
- Premium positioning of company logo on all assets and marketing materials
- PA recognition during the festival
- Use of Cronulla Surf Festival digital assets, logo and imagery from the event
- Media mentions where possible
- Social tagging when company is featured, with one dedicated partner highlight post
- 4 x VIP invitations to the exclusive Festival Cocktail Party at Sealevel

COMMUNITY SPONSOR

\$2,000 + GST

For local businesses who care about their community and want to make a real impact.

- 3x3m event space at the event
- Company logo on all digital assets and marketing materials
- Use of Cronulla Surf Festival digital assets, logo and imagery from the event
- Social tagging when company is featured
- 2 x VIP invitations to the exclusive Festival Cocktail Party at Sealevel

IN-KIND PARTNER

VARIABLE

Ideal for brands that can contribute products, services, or experiences to enhance the festival atmosphere.

- Use of Cronulla Surf Festival digital assets, logo and imagery from the event
- Company logo on digital assets
- Social tagging when company is featured

Please note: additional inclusions may be available for contributions equal to or greater than the other sponsorship tiers.



LET'S TALK

We look forward to continuing this conversation to discover how best we can work together.

Please contact us for a full breakdown of partnership opportunities or to share your ideas on how you would like to get involved. We'd love to hear from you!

CONTACT:

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