

**REINA  
CALAFIA**

**Sponsorship Proposal**

***INTERNATIONAL WOMEN'S SURF FESTIVAL***  
***OCTOBER 24, 25 & 26 2025***  
***BCS, MX***







# ***SURF, COMMUNITY & FEMALE EMPOWERMENT***

REINA CALAFIA IS THE LARGEST  
WOMEN'S SURF COMPETITION IN  
MEXICO.

IT CELEBRATES THE TALENT,  
STRENGTH, AND CREATIVITY OF  
WOMEN THROUGH SURFING,  
ART, AND MUSIC

OUR GOAL IS TO CREATE AN  
INCLUSIVE SPACE THAT  
INSPIRES AND EMPOWERS  
WOMEN.



sara  
vafa





# ***OCTOBER 24, 25 & 26***

**CATEGORIES: JUNIOR,  
YOUTH, AND OPEN**

**DISCIPLINES:  
SHORTBOARD,  
LONGBOARD, BODYBOARD,  
AND SOFT TOP**

**PARTICIPANTS: GIRLS, YOUNG WOMEN, AND  
ADULTS PASSIONATE ABOUT SURF, ART,  
MUSIC, ENVIRONMENTAL ACTIVISM, AND  
CULTURAL TOURISM.**

# ***PLAYA LA FORTUNA, BCS***

**LIVE BORADCAST\***

**AUDIENCE PROFILE:**

- MEXICAN & INTERNATIONAL WOMEN
- FAMILIES & LOCAL BUSINESSES
- ATHLETES, ARTISTS, AND  
CREATIVES FROM THE REGION



# +1,000 LOCAL & INTERNATIONAL ATTENDEES

AS THE FIRST INTERNATIONAL WOMEN-ONLY SURF COMPETITION IN MEXICO, REINA CALAFIA 2025 WILL BE A DRIVER FOR ECONOMIC GROWTH, SOCIAL EMPOWERMENT, AND THE POSITIONING OF LOS CABOS AS THE EPICENTER OF WOMEN'S SURFING IN LATIN AMERICA.



## 2025 EXPECTED IMPACT

ESTIMATED REACH WITH ENHANCED CONTENT STRATEGY & LIVE BROADCAST VIA OUR OFFICIAL WEBSITE:

**1.5 K**

LOCAL & INTERNATIONAL ATTENDEES CHEERING FOR THE COMPETITORS

**20 K**

ACCOUNTS REACHED THROUGH ORGANIC CONTENT SHARED BY SURFERS, MEDIA, AND ATTENDEES

**100 K**

UNIQUE LIVE-STREAM VIEWERS

**500 K**

SOCIAL MEDIA IMPRESSIONS



# SPONSORSHIP LEVELS

CATEGORY	INVESTMENT	EXCLUSIVE TITLE	VISIBILITY	BRAND ACTIVATIONS
PRESENTING SPONSOR	\$150,000 MXN + / \$9000 USD +	“PRESENTED BY (Official Event Logo)”	MAXIMUM exposure (podium, stage, shirts, press)	Exclusive activation, VIP area, custom video, branded tents
GOLD SPONSOR	\$75,000 MXN + / \$4500 USD	NO	High (backdrop, tents, shared merch)	Sponsor tent space, mentions, custom reels
SILVER SPONSOR	\$35,000 MXN / \$2000 USD	NO	MediMedium (logo on podium acrylic, social media, closing credits)	Product sampling & gifting
SUPPORTER / in kind	PRODUCT/SERVICE VALUE	NO	Secondary logo placement	Inclusion in gift bags, credited in content



# PRESENTING SPONSOR

“PRESENTED BY” O  
“POWERED BY”

INVESTMENT \$150,000 MXN / \$9000 USD

EXCLUSIVE TITLE AS MAIN TOURNAMENT SPONSOR:

**OFFICIAL EVENT NAME: REINA CALAFIA 2025 – PRESENTED BY [BRAND]**  
MAXIMUM VISIBILITY ACROSS ALL PLATFORMS, WITH TOP PLACEMENT IN BROADCAST:

- **PODIUM ACRYLIC**
- **OFFICIAL AWARDS & INTERVIEW BACKDROP**
- **EVENT T-SHIRTS, CAPS & OFFICIAL MERCHANDISE**
- **DIGITAL INVITATIONS & MARKETING MATERIALS**
- **FEATURED MENTIONS IN SOCIAL MEDIA, REELS, AND THE OFFICIAL EVENT VIDEO**
- **EXCLUSIVE BRAND ACTIVATION TENT IN VIP OR PUBLIC ZONE**
- **INCLUSION IN PRESS CONFERENCE & AWARD CEREMONY**
- **BRANDED PHOTO & REEL GALLERY FOR COMMERCIAL USE**
- **ACCESS TO VIP & BACKSTAGE AREAS**
- **OPPORTUNITY TO NAME A COMPETITION CATEGORY OR SPECIAL AWARD**
- **INVITATIONS TO THE OFFICIAL AFTER-PARTY**
- **SPECIAL WELCOME KIT WITH OFFICIAL PRODUCTS**



# GOLD SPONSOR

(1 SPOT AVAILABLE)

INVESTMENT

\$75,000 MXN /  
\$4,500 USD

HIGH VISIBILITY IN BRANDING:

- FEATURED MEDIA PRESENCE
- OFFICIAL EVENT BACKDROP
- PODIUM ACRYLIC (MEDIUM LOGO)
- SHARED MERCH (SHIRTS, CAPS)
- 1 BRAND ACTIVATION TENT IN SPONSOR AREA
- SOCIAL MEDIA MENTIONS & ON-SITE ACKNOWLEDGMENTS
- INCLUSION IN TOURNAMENT HIGHLIGHT VIDEO
- VIP ACCESS FOR REPRESENTATIVES
- EDITED BRANDED REELS OR PHOTOS
- PRESENCE AT THE CLOSING PARTY
- 1 GIFTING OPPORTUNITY IN WELCOME BAGS FOR SURFERS OR STAFF





# SILVER

INVESTMENT

\$35,000 MXN /  
\$2,000 USD

*(4 SPOTS AVAILABLE)*



- 3RD SIZE LOGO ON EVENT BACKDROP & PODIUM ACRYLIC
- SOCIAL MEDIA MENTIONS BEFORE AND DURING THE EVENT
- OPPORTUNITY TO INCLUDE PRODUCT OR FLYER IN GIFT BAGS
- PRESENCE IN SHARED EVENT RECAP VIDEO
- ACCESS TO SELECTED OFFICIAL PHOTOS WITH CREDITS

# SUPPORTER / IN KIND



CONTRIBUTION: PRODUCT,  
SERVICES, OR EXPERIENCES +  
500 USD

- LOGO IN OFFICIAL ACKNOWLEDGMENTS & DIGITAL MATERIALS
- MENTION IN SOCIAL MEDIA AS "ALLIED BRAND"
- OPPORTUNITY TO INCLUDE PRODUCT IN GIFT BAG
- ACCESS TO SPONSOR TENTS (DEPENDING ON EXCHANGE VALUE)
- CREDITS IN ANY CONTENT FEATURING THE PRODUCT/SERVICE





# MAIN SPONSORS FROM OUR FIRST YEAR

Saint Luke's  
HOSPITALS

ORGANIC  
FLORA FARM  
EST 1996



SOLO  
BABA  
BOUTIQUE BROKERAGE

LATERAL  
LA FORTUNA

Cabo Local  
Lo que era ayer es, aún...

MISTERIO

sara  
vafa



INCABO  
DESTINATION MANAGEMENT

SURF LESSONS CABO  
PROFESSIONAL COACHING



CHOYA  
SHAPES



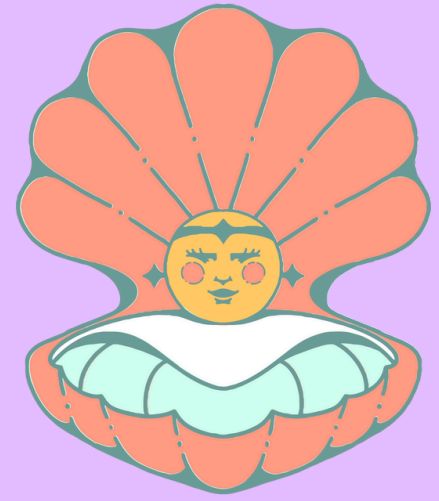
MA  
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LIEBRE  
MATRERA

# BRANDING & MERCH



REINA CALAFIA







**OFFICIAL COMPETITION RASH GUARD**



**OFFICIAL  
REINA CALAFIA  
MERCHANDISE**



**SIGNAGE & BRANDED SPACES**



### Reina Calafia: 1er Torneo de surf femenino en Los Cabos

Con más de 70 mujeres participando, el pasado fin de semana (4 al 6 octubre) se llevó a...

N Noro / Oct 7, 2024



### Los Cabos, sede del primer Torneo Femenino de Surf en Baja California Sur

Los Cabos albergará el primer Torneo Femenino de Surf en Baja California Sur, un evento que marcará un nuevo capítulo para el surf en México.

visitaloscabos.travel / Oct 3, 2024

# MEDIA PRESENCE

FEATURED IN LOCAL & NATIONAL MEDIA  
BROADCAST AND DIGITAL COVERAGE  
SOCIAL MEDIA CONTENT AMPLIFIED  
+BY PARTICIPANTS, ATTENDEES & PARTNERS

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### Festival Internacional de Surf Femenil Reina Calafia 2024 - Planeta Surf - Online

Evento femenino de surf para toda la familia. Fecha:  
4, 5 y 6 de octubre 2024 Lugar: Playa La Fortuna,...

planetasurf.mx /



### "Lilo" González logra el campeonato en Torneo Reina Calafia 2024

La surfista colimense Ana Ilylia González, mejor conocida como "Lilo", se coronó campeona en la categoría Sub-18 del primer torneo de surf Rein...

Mexanoticias



### Turismo deportivo en México: Los Cabos realiza torneo femenino de surf en Baja California

Esta competencia, que reúne alrededor de 70 surfistas, provenientes en su mayoría de México y Estados Unidos, irá del 4 al 6 de octubre en Playa La Fortuna, Cabo del Este.

El Tiempo / Oct 4, 2024





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Nathalia Collins



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