



Mission Statement

The Eastern Surfing Association (ESA) is dedicated to the sport of amateur surfing, to the operation of a program of amateur competition for surfers of all ages and abilities, and to the establishment and preservation of free access to a clean shoreline and ocean environment.

About the ESA

The ESA is the largest amateur surfing association in the United States. It was founded in 1967, by East Coast surfers to promote, preserve and protect the sport of surfing on the East Coast. Our family-oriented programs promote a healthy, active lifestyle and it is not uncommon to find two or three generations of the same family involved as members of the ESA, actively competing in our program. The ESA's activities are organized in a total of 22 districts, which extend along nearly 2,000 miles of coastline, stretching from Maine through the Gulf Coast of Florida and the Great Lakes. Each district's programs are developed and operated by volunteer directors and a staff of other volunteers who assist them in this task.



Legacy

For over 55 years the ESA has been committed to amateur surfing and environmental awareness. The success of past competitors, not only in the world of professional surfing but in all walks of life, bears testament to the core principals of the ESA. Eleven-time ASP World Champion Kelly Slater, 2001 World Champion CJ Hogood, and four-time World Champions Frieda Zamba and Lisa Andersen, all honed their formative competitive skills through the ESA. The ESA is understandably proud of the heights these athletes and numerous others have achieved in the world of professional surfing. By promoting the principals of sportsmanship, competition and environmental awareness, the ESA looks forward to the next half a century of champions in surfing and life.

The ESA has partnered with the World Surfing League (WSL) to create a pathway for its competitors to reach their next level in their surfing goals. Utilizing WSL judges who began their judging careers within the ESA, and creating opportunities for the next generation of judges is a priority. Following the current WSL rules and judging criteria, as well as utilizing computer scoring and priority heats in several age divisions help prepare ESA competitors gain the experience necessary to compete at higher levels.



Community

The ESA is the only effective organized voice on the East Coast, speaking politically and legally for the interests of East Coast surfers in assuring free public access to a clean beach and clean ocean environment. This effort becomes increasingly important as population increases cause greater competition for the limited areas of open beach still remaining. Without this effort, surfers would find themselves faced with fences, laws limiting or banning the sport of surfing, and would find themselves pushed into smaller and more crowded surfing areas. The ESA has traditionally responded to these efforts to limit surfing with political activities on a local level. When needed, the ESA engages in legal efforts directed by a staff of attorneys who volunteer their time without charge to the ESA.

Scholarship

The ESA Marsh Scholarship program began in 1981 to recognize and honor the accomplishments of the Marsh family of North Carolina and, in particular, Mike Marsh, who set a fine example for students everywhere by earning his law degree while simultaneously and successfully waging his own private battle with cancer. The grants are awarded annually to ESA members on the basis of academics and citizenship rather than athletic ability. To date, the ESA has awarded well over \$100,000 in scholarships to deserving surfing scholars.

All-Star Team

The ESA All-Star Team is made up of some of the best young surfers on the East Coast. It is overseen by the ESA All-Star Team Committee and has 30-time East Coast title surfing champion Jason Motes as team coach. Along with having good results, team members are selected based on their attitude and dedication to the ESA. There is also a developmental team of younger surfers who have access to much of the same support as older team members.

**EASTERN
SURFING
ASSOCIATION**

SURFESA.ORG



THE FIRST. THE LARGEST. ESTABLISHED 1967.

"The ESA, for me, was a huge platform that allowed me to start setting my goals high. As a young surfer, I had to work my way through the ESA ranks to earn a shot to surf with and against some of my heroes. Doc Couture* was very supportive of us all, and I will always be thankful for what he and the ESA established and nurtured for amateur surfing on the East Coast. I later realized the ESA's program for success in the water, and the hard work and goal setting I applied to my surfing, translated easily to many other facets of my life. For me, it all started with the ESA, and I owe many thanks to Doc and the dedicated ESA Directors that made it happen."

Matt Kechele - January 2013

(*ESA Executive Director 1972 - 1989)



On the Beach

One of the primary activities of the ESA is its program of amateur competition for surfers of all ages and abilities. With a history of over 55 years of success, ESA contests are organized at the grass roots, district level on a year-round basis. The ESA holds over 120 contests in 15 eastern states each year. Most of these events average about 75 competitors, with our larger districts running local events of 100 or more competitors. These are district level events, and each event includes divisions for men and women in numerous age divisions.

Within these contests, amateur surfers compete in ability groupings ranging from novice to the most advanced competitors. The athletes are divided among a series of age groupings for both men and women, ranging in all ages from our youth to adult divisions. Competition event categories include both shortboard and longboard, as well as bodyboard, push-in, team and stand-up paddleboard divisions at the local level events.

In the spring of each year the ESA runs three Regional Championships - with an approximate total of 600 competitors, who have qualified through the local district events. In September of each year the ESA holds the annual Easterns® with approximately 300 elite athletes who have qualified through the Regional Championships.



ESA REGIONALS & EASTERNS® CHAMPIONSHIP EVENTS

The ESA offers four championship events each year. Three regionals are held in the spring in which competitors compete to qualify for the Easterns® that is held each September in the Outer Banks of North Carolina. All local and championship ESA events include people of all ages and are family-friendly.

Regionals

Approximately 200 competitors from each region compete in their respective ESA Regional event every spring. The regional events are three-days, usually at Friday, Saturday and Sunday.

The Northeast Region includes New Jersey, New York, Rhode Island, Maine, New Hampshire and the Great Lakes.

The Mid-Atlantic Region is comprised of Delaware, Maryland, Virginia, North Carolina and South Carolina.

The Southeast Region includes Georgia and the entire state of Florida.

Easterns®

Easterns® is the "Best of the Best" of the ESA. The 300 elite competitors strive to be named Easterns® Champion in the ESA championship competition divisions. Each competitor has qualified at their regional event and are invited to compete with other top-rated ESA competitors from all over the East Coast. The Easterns® event has a seven-day holding period held at Jennette's Pier in Nags Head, North Carolina in mid-September.

Each ESA championship event has computer scoring by LiveHeats®, professional judges and announcers, live webcasts, and professional photography and videography for mass exposure nation- and worldwide. Hundreds of spectators on the beach each day will allow sponsors to provide samples, product demonstrations, give-aways and other product marketing material.



PRESENTING SPONSOR

The presenting sponsor is the primary branding partner of the ESA for a championship and/or series of events. Through district, regional and championship events, and our position as the largest amateur surfing association in the United States, the ESA can deliver all sponsors unequaled product exposure in a high quality demographic environment.

- On-site promotion at specified ESA event with sponsor-provided 10x10 tent, feather flags and other promotional aids.
- ESA will title specific event with inclusion of presenting sponsor name. Example - The ESA Regionals presented by "sponsor."
- All event marketing will include presenting sponsor's title and logo including scaffold banners, competitors t-shirts, recap videos and live webcast.
- Sponsor-provided commercial for live webcast for event.

Cost of presenting sponsor - \$4000 for Easterns, \$3000 for Regionals. Discount applied for multiple events.

NATIONAL SPONSOR

An ESA national sponsor is exposed at every local, regional and championship event. The national sponsor's logo will be included on the ESA's national sponsor strip that is included on every ESA banner, competitor t-shirt, ESA website, live webcasts, recap videos and marketing material. Commercials provided by national sponsor will be included in all live webcasts for ESA's championship events.

National sponsor social media posts will be shared through the ESA social media platforms on a regular basis as long as the ESA is tagged in sponsor's posts.

National sponsor will be permitted to provide at 10x10 tent at all ESA championship events, as well as attend any ESA district event at any time as long as they provide local district with support of product for giveaways or food for officials.

Cost of national sponsorship is \$5000 for non-exclusive, \$10,000 for exclusive.





ESA 2022 Southeast Regional Surfing Championship

April 22-24, 2022 – Paradise Beach Park, Melbourne Beach, Florida

The [Eastern Surfing Association \(ESA\)](#) is bringing its 2022 Southeast Regional Surfing Championship to Melbourne Beach, Florida April 22-24, 2022. Competitors from Georgia, Alabama and the entire state of Florida will make their way to Paradise Beach Park for the three-day event to qualify for ESA's Easterns® Championship held each September in North Carolina. This location offers great accommodations, free parking, restaurants and shopping within walking distance and one of the best sandbars for surfing in Florida.

The ESA is the largest amateur surfing organization in the world and has partnered with the World Surfing League (WSL). With 22 districts along the East Coast, including the Gulf Coast of Florida and the Great Lakes, the ESA introduces competitive surfing to various demographics of all ages.

The ESA is dedicated to the sport of amateur surfing, to the operation of a program of amateur competition for surfers of all ages and abilities, and to the establishment and preservation of free access to a clean shoreline and ocean environment.

















Please check out ESA's Facebook page for photos and videos of similar events, and view these recap videos of ESA's latest regional and Easterns® events:

[ESA 2021 Southeast Regional Recap #1](#)

[ESA 2021 Southeast Regional Recap #2](#)

Please consider supporting this exciting, fun, family-friendly, outdoor event with various levels of sponsorship, including food donations (Gold Level) for ESA officials (25).

Sponsorship Opportunities

	Presenting Sponsor	Diamond Sponsor	Gold Sponsor
Sponsorship Amount	\$3000 min	\$1000	\$500
10x10 tent permitted on the beach throughout the event			
15-30 sec ad included on live event webcast throughout event.			
Logo on Contest Shirts			
Logo included in webcast			
Announced as Presenting Sponsor and event titled with sponsor name.			
Announced as sponsor throughout the event on the beach.			
Company logo event webpage.			



ESA 2022 Mid-Atlantic Regional Surfing Championship

May 6-8, 2022 – Jennette’s Pier, Nags Head, North Carolina

The [Eastern Surfing Association \(ESA\)](#) is bringing its 2022 Mid-Atlantic Regional Surfing Championship to Jennette’s Pier in Nags Head, North Carolina May 6-8, 2022. Competitors from South Carolina through Virginia will make their way to the Outer Banks for the three-day event to qualify for ESA’s Easterns® Championship held each September at Jennette’s Pier. This location offers great accommodations, free parking, restaurants and shopping within walking distance and one of the best sandbars for surfing in the Mid-Atlantic region.

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[ESA 2021 Mid-Atlantic Regional Recap #1](#)

[ESA 2021 Mid-Atlantic Regional Recap #2](#)

Please consider supporting this exciting, fun, family-friendly, outdoor event with various levels of sponsorship, including food donations (Gold Level) for ESA officials (25).

Sponsorship Opportunities

	Presenting Sponsor	Diamond Sponsor	Gold Sponsor
Sponsorship Amount	\$3000 min	\$1000	\$500
10x10 tent permitted on the beach throughout the event			
15-30 sec ad included on live event webcast throughout event.			
Logo on Contest Shirts			
Logo included in webcast			
Announced as Presenting Sponsor and event titled with sponsor name.			
Announced as sponsor throughout the event on the beach.			
Company logo event webpage.			



ESA 2022 Northeast Regional Surfing Championship

May 13-15, 2022 – 36th Street, Ocean City, Maryland

The [Eastern Surfing Association \(ESA\)](#) is bringing its 2022 Northeast Regional Surfing Championship to Ocean City, Maryland May 13-15, 2022. Competitors from Maine through Virginia and the Great Lakes will make their way to Ocean City for the three-day event to qualify for ESA's Easterns® Championship held each September in North Carolina. This location offers great accommodations, free parking, restaurants and shopping within walking distance and one of the best sandbars for surfing in the Northeast.

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How can I give my contribution?

Sponsors will be invoiced with payment expected immediately prior to the start of specific event. Payment may be made via check made payable to the ESA. Deadline for t-shirt inclusion for regionals is April 15, 2022 and for Easterns® September 1, 2022.

Who attends these events?

Your brand will be seen by the 600 competitors participating in the ESA's 2022 regional events, along with thousands of spectators on the beach and tens of thousands expected to view the live webcasts. Men and women of all ages - from 5 to 75 – and their families gather on our beaches for these events.

Who are ESA's current national sponsors?



Count me in! To support this great event in your local area, please contact ESA's executive director Michelle Sommers at centralhq@surfesa.org.

The ESA is a nonprofit, 501(c)3 organization and will provide a tax donation letter upon request from sponsor.



ESA SPONSORSHIP REQUEST

Sponsor Name: _____

Sponsor Address: _____

Contact Name: _____

Contact Phone: _____

Email: _____

Website: _____

- Please specify the ESA sponsorship that you are interested in:
 - _____ ESA National Sponsor - \$5000 non-exclusive, \$10,000 exclusive
 - _____ ESA Presenting Sponsor - specify event below
 - _____ ESA Easterns® Sponsor
 - _____ ESA Regional Event Sponsor (Choose below)
 - _____ Southeast Regional _____ Mid-Atlantic Regional
 - _____ Northeast Regional
- Select one or more of the following for the Championship Sponsorship (discounts available for multiple sponsorships):
 - _____ Presenting Sponsor – Regionals: \$3,000 / Easterns: \$4,000 Diamond
 - _____ Sponsor – Regionals: \$1,000 / Easterns: \$1,500 Gold Sponsor –
 - _____ Regionals: \$500 / Easterns: \$750
 - _____ *If providing food or product for ESA officials, please specify below:*

For additional information, or to submit your request, please email
centralhq@surfesa.org.

Please make checks payable to the ESA and mail to:
PO Box 4736, Ocean City, Maryland 21843

