

# Season 2026/2027 develop Polish surfing with us

SPONSORSHIP OFFER



# WHO ARE WE?

The Polish Surfing Association is an organization bringing together sports clubs, competitors and organizations related to the development of all varieties of surfing in Poland.

The Association was founded by enthusiasts and pioneers of surfing in Poland, with the goal of jointly developing Polish surfing at both a sporting and recreational level. This goal is to continually improve the quality of Polish surfing and foster enduring joy and a surfing culture that balances life, health, sport, and fair competition.

The Polish Surfing Association is a long-standing active member of the International Surfing Association (ISA) and represents all types of surfing in Poland: Surf, Longboard, Stand Up Paddleboard (SUP), Inprone, Bodysurf.



# PZS GOALS - BRAND VISIBILITY AREAS



## 01

The development of competitive sports  
building a strong representation  
participation in international competitions  
preparation for the Olympic qualifications

goal: sports results  
+ country recognition

## 02

Building and developing the surfing community  
environmental integration

- support for surf clubs and schools

development of local initiatives

goal: a strong, active community

## 03

Popularization of surfing in Poland  
increasing the number of people practicing surfing  
education and access to sports  
promotional activities

goal: to move from niche to mainstream lifestyle

## 04

Youth development and training  
junior programs  
training and camps  
talent identification

- goal: continuity and future of the discipline

## 05

Organization of competitions and events

- Polish Championships

competition cycles  
eventy lifestyle

goal: sports platform  
+ marketing

## 06

Education and professionalization  
training of trainers and instructors  
standardization of teaching

- development of competences

goal: quality and safety of sport

## 07

Promotion of Poland as a surfing destination  
development of the image of the Baltic Sea  
cooperation with coastal regions

- attracting sports tourism

goal: Poland on the surfing map in Europe

## 08

Sustainable development and ecology

- pro-ecological activities (beaches, sea)

environmental education

- responsible development of sports

goal: authenticity + consistency with ESG trends

# EVENTS 2026 - EVENTS WITH THE PARTICIPATION OF THE POLISH NATIONAL TEAM and PZSurf

IMPREZA	DATA	LOCATION
Parsęta River Trophy	16.05 - 17.05	Kołobrzeg
Silesia Sup Cup	23.05 - 24.05	Dąbrowa Górnicza
Eurosurf	17.07 - 26.07	Portugal
EuroSUP	25.07 - 27.07	Spain
Polish Surfing Championships	August	Chałupy
Junior World Surfing Championships	04.09 - 13.09	Salvador

The table lists selected events this year, in addition, we are sponsoring more events in Poland from the SUP Cup series, as well as events using rescue boards!!!

**Contact us for details!**



# Models of cooperation with PZS

SPONSORSHIP PACKAGES AND OPTIONS



# SPONSORSHIP PACKAGES



## White Water

Support for one event



## Green Wave

Long-term cooperation through support of the Polish National Team



## Big Wave

For companies that enjoy large-scale image-building campaigns. Major sponsors of Polish surfing.

# White Water

Create the Polish  
Championship with us

PACKAGES



## 10,000 PLN PARTNER

*VISIBILITY + PRESENCE IN THE SURFING COMMUNITY*

### BRAND EXPOSURE

logo on the event website  
logo in graphic materials  
social media tags (min. 3 posts)

### ATTENDANCE AT THE EVENT

LOGO ON THE DECORATION WALL  
INCLUDING PROMOTIONAL MATERIALS IN  
STARTER PACKAGES

### CONTENT

MARKING IN LIVE COVERAGE  
PRESENCE IN THE VIDEO SUMMARY (LOGO)

## 25,000 PLN PARTNER

*VISIBILITY + FIRST BRAND EXPERIENCE*

### BRAND EXPOSURE

larger logo (materials + website)  
tags in at least 6 posts  
dedicated sponsored post

### ATTENDANCE AT THE EVENT

5 ADVERTISING FLAGS IN THE EVENT ZONE

- 1 TENT IN THE EVENT AREA
- LOGO ON THE DECORATION WALL
- INCLUDING PROMOTIONAL MATERIALS IN STARTER PACKAGES
- THE POSSIBILITY OF PRESENTING PRIZES TO THE WINNERS BY THE SPONSOR'S REPRESENTATIVE
- OTHER - TO BE DETERMINED

### CONTENT

MARKING IN LIVE COVERAGE

- PRESENCE IN THE VIDEO SUMMARY (LOGO)
- 1 DEDICATED IG STORY
- PHOTOS FROM THE EVENT FOR USE (PHOTO PACKAGE)

## 50,000 PLN TITLE SPONSOR

*STRONG PRESENCE + REAL BRAND EXPERIENCE + CONTENT*

### BRAND EXPOSURE

Sponsor's logo in the event logo

- Sponsor's name in the event name
- logo on the website and all materials
- dedicated sponsored post

### ATTENDANCE AT THE EVENT

10 ADVERTISING FLAGS IN THE EVENT ZONE

- 1 TENT IN THE EVENT AREA
- LOGO ON THE DECORATION WALL
- DEDICATED SPACE - THE ABILITY TO CONDUCT YOUR OWN PROMOTIONAL ACTIVITIES DURING THE EVENT
- INCLUDING PROMOTIONAL MATERIALS IN STARTER PACKAGES
- THE POSSIBILITY OF PRESENTING PRIZES TO THE WINNERS BY THE SPONSOR'S REPRESENTATIVE
- OTHER - TO BE DETERMINED

### CONTENT

LOGO W INTRO/OUTRO VIDEO

- DEDICATED MATERIAL (REEL / SHORT VIDEO)
- PHOTO + VIDEO PACKAGE TO USE
- MARKINGS IN ALL KEY PUBLICATIONS

# Green Wave

Long-term cooperation with PZSurf  
support of the Polish National Team

PACKAGES

A red hoodie with the text "POLISH SURF TEAM" printed on the back in white, bold, sans-serif capital letters. The hoodie is shown from the back, with the hood up. In the background, a banner for a surfing competition is visible, with the text "MISTRZOSTWA POLSKI" and "MISTRZOSTWA POLSKI JUNI" repeated in orange. The entire scene is framed by a large, semi-circular red graphic on the left side of the image.

**POLISH  
SURF TEAM**

## 10,000 PLN EVENT PARTNER

*VISIBILITY + ENTRY INTO THE SURFING ENVIRONMENT*

### BRAND EXPOSURE

logo on the event website

logo in the Representation's communication from the event

social media tags from the event

- dedicated sponsored post
- tags in posts with players from the event

### CONTENT

access to photos of the National Team from the event (photo package)

possibility of use in own communication

- the right to communicate - "we support the Polish National Surfing Team" regarding the event

## 25,000 PLN PARTNER

*ENTRY INTO REPRESENTATION + CONSTANT PRESENCE IN COMMUNICATION*

### BRAND EXPOSURE

logo on the PZSurf website

logo in the Representation's communication

social media tags (at least 8 publications per year)

### SOCIAL MEDIA

presence in reports from trips and competitions

tags in posts with players

1 dedicated sponsor post

### CONTENT

access to photos of the National Team (photo package)

possibility of use in own communication

- the right to communicate - "we support the Polish National Surfing Team"

### ACCESS

invitation to events/competitions

possibility of attending the training camp (1 day)

## 50,000 PLN STRATEGIC SPONSOR

*STRONG PRESENCE + CONTENT + REAL COOPERATION WITH PLAYERS*

### BRAND EXPOSURE

logo on the PZSurf website

logo on national team kits (selected elements)

presence in all key materials

- brand presence in launch communication
- markings next to results/reports
- integration with foreign trips

### SOCIAL MEDIA

presence in reports from trips and competitions

- at least 15 publications per year

dedicated posts

markings in players' content

### CONTENT

photo + video package (regular)

2 dedicated video materials (e.g. "a day with a Representative")

possibility of use in campaigns

- cooperation with 1-2 representatives
- participation in a campaign/photo session
- use in communication
- the right to communicate - "we support the Polish National Surfing Team"

### ACCESS

participation in the training camp

meeting with the players

the ability to organize activation for customers

# Big Wave

Main sponsors of Polish  
surfing

PACKAGES



## 50,000 PLN PARTNER

ENTERING THE CATEGORY + PRESENCE IN THE ENTIRE ECOSYSTEM

### BRAND EXPOSURE

logo on the PZSURF website  
presence during communication:

- - National Team
- Polish Championships
- selected events

### SOCIAL MEDIA

at least 20 designations in publications  
presence in relationships (competitions, training camps)

- 2 dedicated posts

### CONTENT

access to photo/video materials (entire season)  
possibility of use in own communication

### EVENTS

presence at:

- - Polish Championships
- selected events

branding (to be determined)

STATUS: "Partner of the Polish Surfing Association"

## 75,000 PLN SPONSOR / STRATEGIC PARTNER

STRONG PRESENCE + ACTIVE ROLE IN COMMUNICATION

### BRAND EXPOSURE

logo on the PZSURF website

- presence on all key materials
- greater visibility at events

presence during communication:

- - National Team
- Polish Championships
- selected events

### SOCIAL MEDIA

minimum 35 markings  
4 dedicated posts  
integration in the storytelling of the season

### CONTENT

photo + video package  
2 dedicated productions (e.g. reels / short doc)  
brand integration in materials  
possibility of use in own communication

### REPRESENTATION

cooperation with players  
possibility of use in campaigns

### EVENTS

extensive presence on:

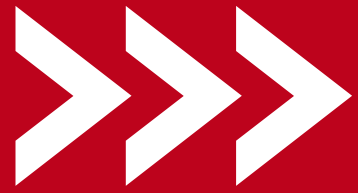
- - Polish Championships
- selected events

branding (to be determined)

### STATUS:

"Strategic Partner of the Polish Surfing Association"





## 150,000 PLN MAIN SPONSOR

### IDENTIFICATION

the right to use the title: "Main Sponsor of the Polish Surfing Association"  
possibility of extension: "[Brand] x Polish Surfing Association"  
presence of brand name:

- - in digital communication
- in press materials
- in video materials

### INDUSTRY EXCLUSIVENESS

full exclusivity in the sponsor category  
lack of competitive brands  
priority when extending cooperation

### CONTENT PLATFORM

Production:  
full photo package from the season (min. 100 photos)  
pakiet video (short + reels + highlight)  
Dedicated formats:  
Video series (min. 3 episodes):  
„Road to Championships”  
„Baltic Sessions”  
"A Day with a Representative"  

- Hero video:
- 1 main season movie
- sponsor branding (intro/outro + integration)
- Short content:
- 10–20 reels/shorts
- optimization for social media

### 360° EXPOSURE

Online:  
logo on the PZSURF home page (top placement)  
Social media:  
100% presence in key publications  
tags in posts, reels, stories  
integration in the storytelling of the season  
Events:  
dominant exposure to:

- - Polish Championships
- accompanying events

Beach Branding:  
- flags, tents and more  
- promotional zones  
- scenography elements

### REPRESENTATION

Access to players:  
cooperation with 2–3 representatives  
possibility of use in campaigns  
Use of image:  
photo sessions  
participation in the video  
presence in sponsor communications  
Activations:  
participation of players in brand events  
meetings / storytelling

### INTEGRATION WITH EVENTS

Polish Championship:  
main partner status  
dominant exposure  
the ability to name the activation  
Brand zone:  
dedicated space (premium)  
full activation possible

### COMMUNICATION RIGHTS

use:  
PZSURF logo  
photo/video materials  
players (within the established scope)

### MARKETING PLATFORMS

Possibility to build your own activities:  
digital campaigns  
PR activities  
employer branding campaigns  
CSR / ESG activities

### CO-CREATION OF STRATEGY

participation in season planning  
co-creating content formats  
the ability to test new activations

### REPORTING

- annual report on PZSurf activities

# Barter cooperation

Product and Service  
Partners

JOIN US



# WE ARE OPEN TO VARIOUS FORMS OF COOPERATION



## FOR WHOM?

We invite brands and companies from the following areas to cooperate:

sports equipment

clothing and accessories

drinks and catering

transport and logistics

production (photo / video / media)

hotel services and accommodation

- in inside

## WHAT WE OFFER

Visibility

logo in event communication

presence on social media

markings in materials

Content

presence in photos and videos

possibility of using materials

- product integration in storytelling
- Event

on-site presence (sampling/testing)

contact with participants

activations

Community

access to the surf environment

- authentic use of the product

## COOPERATION MODEL

Value exchange: product ⇔ service

- exposure + content + presence

WHY IT WORKS

- real use of the product

natural communication

no "advertising" - there is experience

*Contact us! We'll tailor the scope to your brand's values and needs.*

# IN 2025 THEY SUPPORTED US

## SHORTBOARD LONGBOARD SUP SURFING



79TH.



SURF STOLICA  
WŁADYSŁAWOWO



GONGA

O-SHOP.com



ABC  
SURFINGU



ŻYWIEC O.O.



Bass

zbita  
szybka

SURFOTEKA

ABSOLUTE  
TEAMSPORT

International Open Schools  
Amerykańskie Liceum Online

WINTERPOL  
www.winterpol.eu



MR  
GORILA

Martson.design

LOKO  
MOTION

30  
lat WP

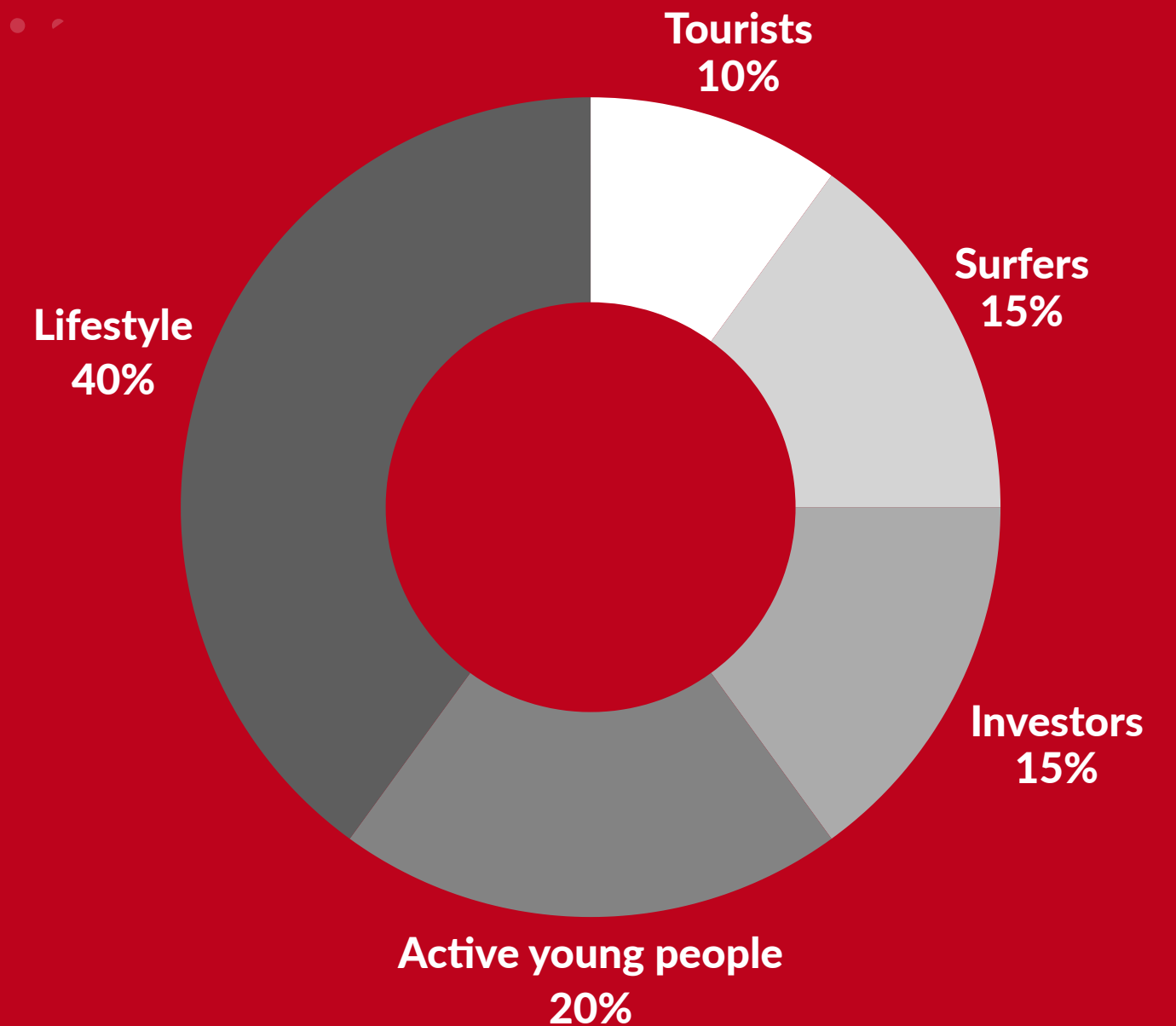
# Our target group

## Our events attract specific, valuable groups

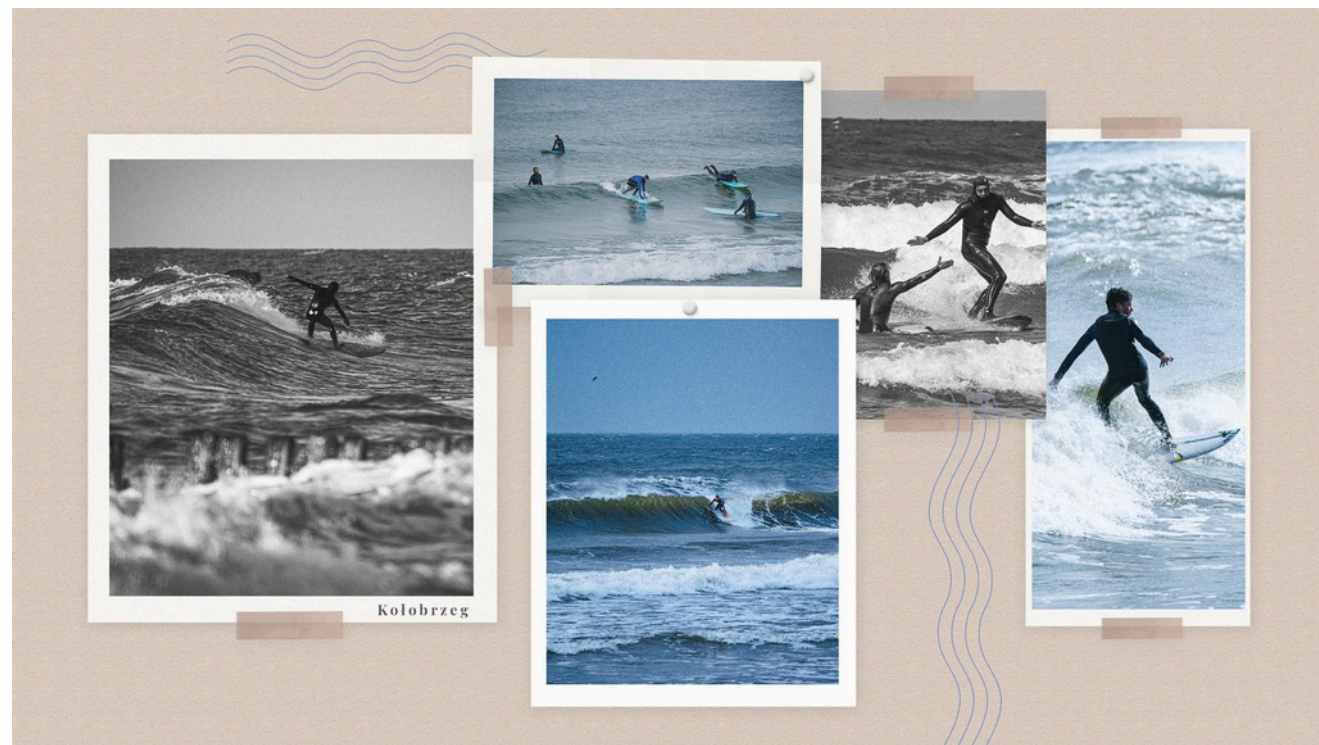
Athletes have a significant influence on the consumption choices of young fans

Expats and travelers who will present your company to new markets.

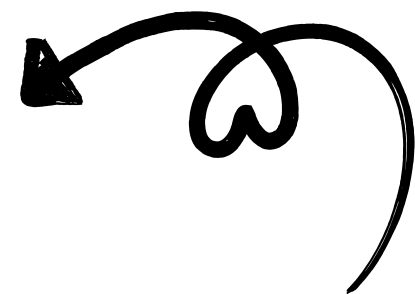
Young and experienced entrepreneurs willing to network and invest in new brands



+ Digital - 100% online coverage



**Multiple Polish Champion Jakub Kuzia  
in full winter gear on Polish waves!**



**You can surf on the Baltic Sea!**

**Our surfers get the best wave conditions from nature in winter and autumn in extreme cold**

**The cost of full equipment for a winter surfer is over PLN 5,000**

**Help us equip Polish children with such equipment and we will fill the Baltic beaches with surfers!**

This is how 16-year-old Kaja surfs  
- representative of Poland

The cost of her training and trips  
to competitions is over PLN 10,000

Support children and young  
people who fight for their dreams  
every day.

Let's write a beautiful page in the  
history of Polish sport together





Thank you for your attention!  
Do you have any questions?  
Please contact us by phone,  
email or via social media.



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## Website

[www.pzsurf.pl](http://www.pzsurf.pl)

**Thank you for  
your attention!**