

Beach Boy Events

Make your STAND UP STAND OUT!

Our only objective at Beach Boy Events is to increase your sales.

We achieve this through creating events that highlight your product in an appealing way for consumers to experience.

Question: How serious about your business are you? Do you want to grow?

Question: What is your current marketing plan? Do you have a plan?

Question: What new market do you want to sell into?

Hawaii, California, New England, Mid Atlantic, Florida

Beach Boy Event's only objective is to increase your sales ... in any market.

Positioning a brand to be the sought after choice is often surrounded by how much hype a company puts behind it. Whether you create a barrage of industry advertising illustrating product line, professional riders or celebrity sightings, it is most often a personal experience and connection that will ultimately sway a buying decision.

Are you positioning your brand and swaying buying decisions?

The most important steps occur early on in most "direct marketing" campaign efforts. It's literally akin to running for an elected office. It is essential for a brand candidate to be "on the street" (or more specifically, the beach) talking to perspective buyers. Company and product education is needed prior to any real purchasing decisions are made and before any brand loyalty can be built. History shows that "pressing the flesh" and providing product knowledge and demonstration, while illustrating brand benefits will convert more people to actual customers than anything else.

An educated customer is the best consumer because he/she buys on quality and features, NOT ON PRICE.

Beach Boy Events positions your brand and highlights your message.

Our method of product / brand introduction offers a dynamic, direct marketing experience to provide potential consumers with product knowledge, an increased user experience and a direct quantifiable increase in sales through local dealer outlets.

Our **STAND UP STAND OUT** program entails the execution of producing fun, beach demos where people learn about and use YOUR product for FREE. Beginning and experienced SUP enthusiasts will learn about board construction, basic water safety, SUP paddling technique and where they can purchase your board.

Beach Boy Events provides a positive experience to increase your sales.

Dealers will be recruited to provide product sales in the case where a brand is not currently being sold.

Our Vision: A “STAND OUT DAY” for your STAND UP BOARD

As with any promotional and sales effort, a positive brand education and awareness is paramount. As such, communicating the correct information regarding board construction technology and intended use needs to be communicated and illustrated while providing a historical sense of your brand. Who you are, where you are, your experience and your vision are all very relevant to building your “brand”. Successful brands develop a “relationship” with their customers. What brands are you loyal to and why?

Beach Boy Events helps to foster this important aspect of brand building.

Retailers will learn product knowledge and how to do business with you. Are you offering a product that will increase their business? Are you seen to be one of the industry’s leading or break-through brands? How are you innovating?

Through the “Make Your Stand Up Stand Out” program, consumers and retailers alike will learn about and experience SUP, the fastest growing water sport on the planet. They will have an opportunity to see your innovative and extensive product line and learn how to actually do SUP through professional instruction.

Your product will become a largely sought after brand as you address both new and experienced SUP enthusiasts. Retailers will develop confidence and loyalty through experiencing your competitive pricing and packaging options.

Observations / Considerations:

SUP is a relatively new sport exploding in popularity in much the same way snowboarding experienced in its early development. SUP's steep learning curve will enable the sport to grow exponentially faster because of this. Every region in the country is experiencing dramatic growth in SUP sales as it is the fastest growing water sport on the planet!

In particular, Maui's yearlong perfect weather enables SUP to be enjoyed literally every day, tripling the season in most cases and is said to be the sport's epicenter due to the constant product R&D.

**Promotion and “user experience” are the true brand drivers.
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Unique products with obvious points of differentiation are highly sought after by consumers and retailers. What is your product's innovative design or unique selling point?

Entering into a new market and making initial contacts demands commitment and persistence. The person most often in front of the consumer will reap the sales.

Continuous exposure within the industry is the platform for building or strengthening relationships with retailers.

There is already a growing number of SUP tours, races, and charity events taking place to promote the sport. Adoption in the surf community is growing as SUP allows people to enjoy all water conditions.

This current SUP market penetration should be seen positively when considering the level of education and awareness for the sport it provides. Shop owners are realizing profits from a growing trend that is within their core business practice and consumers are gaining insight through industry press. The market has been prepped so to speak and SUP growth will happen at an exponentially faster rate going forward.

Industry press writes SUP is the fastest growing water sport on the planet and will continue as such during the next ten years.

Your STAND OUT STAND UP DAY:

Your **STAND UP STAND OUT** day will be a fun, festive, daylong experience for beach goers, SUP enthusiasts and retailers alike. The event will provide FREE use of your boards and a day's end raffle prize including any branded promotional product (t-shirts, hats, etc) you would like to provide.

Your **STAND UP STAND OUT DAY** consists of the following preparation and execution.

- Contact local media (press release, radio etc) to announce Free SUP Demo Day event.
- Personally invite ALL local retailers to event.
- Conduct "STAND OUT" Demo event at popular surfing area; inclusive of promoting brand through logo tents (you provide)
- Sport and product education
- Professional SUP instruction inclusive of safety and etiquette
- Give-a-ways (hats, t-shirts etc)
- Cook-out with burgers, dogs, sides, cold drinks etc
- Event write up and photos for you to distribute to trade media outlets, Blogs
- Referral and encouragement to visit local retailers to learn more about purchasing your SUP board.
- Follow –up with local retailers to learn more about their business and encourage their brand purchase decision to be yours.
- Creation of retailer accounts for your inside / outside house sales team.

Positioning a brand to be the sought after choice is often surrounded by how much hype a company puts behind it and immediately measurable results are possible. The expression of "good will" and "aloha" crumbles entry barriers.

It is recommended that at least 3 events be planned depending upon the size of the geographical market that is to be addressed so as to capture the various local / retailer markets.

Beach Boy Events can position your brand whether you want to grow sales on an island, throughout a state or an entire continental coastline! We are as flexible as your imagination. **Programs are customized to fit your specific goals.**

Cost:

Pricing is a flexible “event specific” combination of monetary and in kind inventory.

This structure affords savings in both operating capital and shipping costs. We also provide a “cash back” service as we will sell a number of your boards (as used demo boards) either during or after the event and pay that directly back to you. Ten boards were sold at one event!

Having as many boards as possible is highly desirable as it provides for as many participants as possible to use your boards. Six or more boards are ideal.

For example, if Beach Boy Events sells 3 of your boards at the event - or shortly there after for \$2,400.00, then that a amount is mailed directly back to you. This helps to quickly recognize your “return on investment.”

The contracted “price” is inclusive of all marketing time and expense, food, SUP instruction, and retailer recruitment for your future sales!

ROI has never been easier! Think of the few boards needed to sell and the few retailers needed to recruit to make this investment a “no brainer” part of your marketing budget and grow your business.

Please contact me directly @ 808-250-3748 to discuss this marketing strategy and plan your STAND OUT day!

At Beach Boy Events, we work as your promotional, marketing partner to grow your brand and increase your product sales through providing lasting and meaningful customer experiences and working to increase your retail distribution.

About Us:

Tommy Callan is a hyper, creative sales & marketing maniac who finally escaped New England to live his dream of “beach boy living” where the surf call could always be answered.

Early marketing efforts saw Tommy roller-blading to thousands of homes to offer free “driveway sealcoating” service estimates (it’s a New England thing). That effort eventually grew into a crew of 15 professionals and 8 trucks servicing over 20 communities.

After a white collar stint selling computer hardware and software to Exxon, Coca Cola, JVC and others, he appropriately landed at a growing ad agency where he conceived of everything from TV commercials, wacky animations, guerilla marketing schemes to traditional marketing plans. The successful completion of a \$150,000 luau party for a nuclear power plant led to his opening of his restaurant aptly named Tommy Gone Loco which he operated for 3 three years before selling out for a nice profit to purchase offers. “What’s next” always seemed appealing.

Tommy now lives on the beautiful island of Maui and enjoys sharing his vision of “beach boy” life as he provides surf and SUP instruction along with his flowing style of massage work to all who ask.

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**Suzie Cooney** is as well a “beach girl” at heart. Her early days windsurfing in California confirmed to her that warmer waters were in her future. Her circuitous arrival to Maui came after a long career in a wide-ranging experience in the sports orthopedics and physical therapy field. Covering 3 states, she sold the latest hardware and instructed surgeons during surgery as to how to use the fancy operating tools she had just sold them.

As a co-host to Maui’s number one talk show, a regular weekly columnist for The Maui Weekly, she is an experienced sales and media relations’ expert, a licensed personal fitness trainer to Maui’s elite professionals, and is a professional model / sports model. Please see [www.suzietrainsmaui.com/blog](http://www.suzietrainsmaui.com/blog)

Aside from professional achievements, Suzie’s good looks portrays the “active, beach-healthy, lifestyle” that is being marketed through SUP, that inspires all women (and men) to join the SUP craze. She undoubtedly brings a level of professionalism and attracts the growing number of female SUP enthusiasts to the Beach Boy Day Events.