

SURFING SANTAS

2026 SPONSORSHIP OPPORTUNITIES

PARTNER WITH A COCOA BEACH TRADITION THAT HAS A GLOBAL REACH.



Imagine your brand at the center of one of Florida's most visual, joyful and media-friendly holiday traditions. Each Christmas Eve, Surfing Santos transforms Cocoa Beach into a sea of Santas, surfers, families and more than 10,000 beach spectators, while the story travels far beyond the shoreline.



In 2025 alone, Surfing Santos generated 1.04 billion in online audience, 33.6 million in social audience, 27.2 million in television audience, 1,107 media mentions and \$27.3 million in publicity value.

Now entering its 18th year, the event combines extraordinary media exposure, unforgettable on-site brand engagement and genuine community impact, with \$560,000 raised for charity to date.

For the right partner, Surfing Santos is more than a sponsorship. It is an opportunity to become part of a nationally and globally amplified holiday story.



We invite you to explore the 2026 sponsorship opportunities and find the partnership that best fits your brand.



BECOME A SPONSOR



SurfingSantas.org/sponsorships



HUNDREDS OF SURFING SANTAS • THOUSANDS OF SPECTATORS • BILLIONS OF MEDIA VIEWS • REACHING MILLIONS OF PEOPLE, GLOBALLY

ONLINE AUDIENCE

1.04B

2025 measured audience

SOCIAL AUDIENCE

33.6M

2025 measured audience

TV AUDIENCE

27.2M

5.83M in 2024 • 4.67×

PUBLICITY VALUE

\$27.3M

\$24.38M in 2024 • +11.9%

RADIO AUDIENCE

1.41M

434K in 2024 • 3.25×

MEDIA MENTIONS

1,107

558 in 2024 • +98%

GLOBAL MEDIA AMPLIFICATION

Coverage Shared
& Syndicated by News
Outlets Worldwide



STARTED IN 2009
2026 is the 18th year anniversary

BEACH SPECTATORS:
10,000+

MONEY RAISED FOR CHARITY:
\$560,000

NATIONAL & GLOBAL MEDIA COVERAGE

Click any logo to view article



USA TODAY



GOOD MORNING AMERICA



Reuters

THE KELLY CLARKSON SHOW

Forbes

The Washington Post



AccuWeather



WFTV 9

MEDIA REACH

2025: 1.04 B

2024: 2.5 B

2023: 890 M

2022: 1.8 B

2021: 764 M

2020: 332 M

2019: 4.2 B

- Global Website Traffic from 97 Countries
- #1 Google Search Rankings
- 68.5K Google Search Impressions in Dec. 2025
- 14.6K Google Search Clicks in December 2025
- 30.7K Website Users in December 2025
- 28.2K+ Facebook & Instagram Followers
- 279K+ Lifetime YouTube Views

7 YEAR MEDIA REACH

14 Billion

PUBLICITY VALUE:

\$56,700,000

EXPLORE MEDIA & SPONSOR RESOURCES



PHOTO
GALLERY



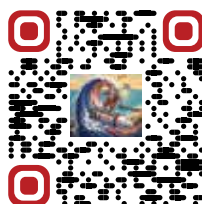
VIDEOS



MEDIA
REPORTS



SPONSOR
RESOURCES



BECOME A SPONSOR

SurfingSantas.org/sponsorships



SURFING SANTAS

2026 SPONSORSHIP PACKAGES

Choose the level of visibility and engagement that best fits your brand.
Click "View Details" to explore the complete benefits of each sponsorship package.



Title Sponsor

\$100,000

1 Title Sponsor

- Company Name as part of Event Title
- Prominence as title sponsor in Press Releases, Banners and Event Posters
- VIP Access at Event



VIEW FULL
BENEFITS



Presenting Sponsor

\$60,000

1 Presenting Sponsor

- Presented By Company Name
- Prominence as Presenting sponsor in Press Releases, Banners and Event Posters
- VIP Access at Event



VIEW FULL
BENEFITS



Big Kahuna Sponsor

\$25,000

2 Big Kahuna Sponsors

- Prominence as Big Kahuna Sponsor in Press Releases,
- Banners and Event Posters
- VIP Access at Event
- Speaking Opportunity at Opening Ceremonies



VIEW FULL
BENEFITS



Stage Sponsor

\$15,000

2 Stage Sponsors

- Your Company Name highlighted as the Stage Sponsor.
- Your Company Logo on a SUP on the Stage during the Surfing Santos Event
- VIP Access at Event



VIEW FULL
BENEFITS



T-Shirt Back Sponsor

\$15,000

4 Back Sponsors

- Your Company Name / Logo on the Back of 4000 Event Shirts.
- VIP Access at Event
- Space for your 10×10 pop-up tent, table and chairs



VIEW FULL
BENEFITS



T-Shirt Pocket Sponsor

\$10,000

4 Pocket Sponsors

- Your Company Name / Logo on the Left Front of 1000+ Event T Shirts
- VIP Access at Event
- Space for your 10×10 pop-up tent, table and chairs



VIEW FULL
BENEFITS



T-Shirt Sleeve Sponsor

\$7,500

4 Sleeve Sponsors

- Your Company Name / Logo on the sleeve of 1000+ Event Shirts.
- VIP Access at Event
- Space for your 10×10 pop-up tent, table and chairs



VIEW FULL
BENEFITS



Surfing Santos Supporter

\$3,500

- VIP Access at Event
- Space for your 10×10 pop-up tent, table and chairs at the Surfing Santos Event.
- Your Company Banner displayed on your pop-up tent



VIEW FULL
BENEFITS



Surfing Santos Elves

\$2,500



VIEW FULL
BENEFITS



- Your Company Name and Logo on the Surfing Santos Event banner.
- Your Company Name and Logo on the Surfing Santos Event posters and flyers
- Logo and company link on Surfing Santos website SurfingSantas.org



BECOME A SPONSOR

SurfingSantas.org/sponsorships

