

**2010 U.S.L.A. Lifeguard Nationals**  
**Advertisement / Vendor Information Packet**  
August 4<sup>th</sup> – 7<sup>th</sup>

***INTRODUCTION TO THE NATIONAL LIFEGUARD COMPETITION***

The basic objectives of the USLA Lifeguard Competition are:

- to sustain and uplift employee morale;
- to stimulate personal interest in rescue skills training;
- to acquaint the general public with water safety procedures and skills used daily by professional lifeguards to advance public safety at the beach.

It is the further objective of the USLA to standardize the rules and regulations governing national and regional championship events, thereby contributing toward more harmonious relationships among the various lifeguard agencies and associated USLA Chapters.

**Demographics of the 2010 U.S.L.A. Lifeguard Nationals**


The event will be held at Huntington State Beach in Huntington Beach, CA.  
Over 1,500 Lifeguards and Junior Lifeguards from across the nation will be in attendance.  
We expect over 100,000 spectators to visit the competition area.  
Local and National radio and television coverage.

**About the U.S.L.A. Lifeguard National Competition and its competitors**

Lifeguards and Junior Lifeguards from across the nation meet to compete in numerous highly skilled beach and ocean races. The USLA Lifeguard National Competition races include open water swimming, lifesaving crafts use, beach runs and team events. These races challenge lifeguards in their skills, athleticism, endurance and their abilities to protect beach goers from the hazards of the ocean. It challenges lifeguards mental and physical endurance, knowledge about the surf, currents and the surrounding environment. Lifeguards who compete in this event range from the ages of 9 to 75 years old.

**What we are looking for**

We are currently seeking any person, company or business who is interested in placing an advertisement in our 2010 National Lifeguard Competition magazine. We plan to produce 5000 copies of this magazine which will be distributed to the competitors from across the nation. We will also provide the magazine free of charge to spectators as well as distributing it to other strategic locations in the community (other lifeguard agencies across the nation, et al). This approximately 52-page color magazine will be professionally designed and printed for all to enjoy. Content will include information about the competition and its history past, local cities, and **your** business message. Don't miss this unique opportunity to promote your products or services at affordable fees. Plus, because of its keepsake quality, consumers return to the competition magazine and read it repeatedly, giving your message repeat exposure.



**Huntington State Beach Lifeguard Association**  
21601 Pacific Coast Highway  
Huntington Beach, CA 92646  
714-536-1454 FAX 714-536-0074

# 2010 U.S.L.A. Lifeguard Nations Vendor / Advertiser Fee's August 4th – 7th

	Each	With Booth	With Ad
<b>10x10 Booth with electricity</b>	\$850.00		
<b>10x10 Booth</b>	\$800.00		
<b>Full Page advertisement</b>	\$700.00	\$600.00	
<b>½ page advertisement</b>	\$500.00	\$400.00	
<b>¼ page advertisement</b>	\$400.00	\$300.00	
<b>Banner **</b>	\$300.00	FREE	\$200.00
<b>Floating Insert in magazine*</b>	\$200.00	\$100.00	\$150.00
<b>Website advertisement</b>	\$50.00	FREE	FREE

\*You must provide 2500 copies of your insert to the H.S.B.L.A. to the Vendor Committee no larger than 8.5" X 4" by August 1st.

\*\*You must provide your own banner and all banners must be approved by the HSBLA Vendor Committee prior to being used at the event. Please keep in mind the objective statement of the event.

For the advertisement that will be placed into the magazine:

- You must provide artwork which is compatible with the printer's software.
- Once our printer has been contracted we will inform you of the format.
- If the artwork needs to be modified by the printer there may be additional charges.
- The final date for artwork is July 15<sup>th</sup>, 2010

**We thank you for supporting your local California State Lifeguard Association.  
We are a non-profit association which your fee's are tax-deductible.  
If you desire a receipt, please do not hesitate to ask us.**

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