
A person with long hair is seen from behind, paddling a white surfboard in the ocean. The sun is setting on the right side of the frame, creating a warm, golden glow over the water and sky. The sky is filled with scattered white clouds. The overall scene is peaceful and evokes a sense of freedom and connection with nature.

Paddle Against Poverty

Sponsorship Proposal



Paddle Against Poverty is more than an ocean challenge – it is a movement powered by surfers, athletes, businesses, and community leaders who believe that the ocean can bring people together to create real impact.

Through the support of our partners, a school has already been built in Naba Village, Flores, along with a clean drinking water well providing safe water to over 700 people.

Before this project, children in the village often walked more than 5 kilometers every day, crossing rivers just to reach school, and many missed classes because the journey was too difficult.

Your support goes directly toward:

- Funding children's access to education
- Building schools in underserved communities
- Employing local teachers
- Providing books and learning materials
- Ensuring children have access to clean drinking water and nutritional food

Millions of people across Indonesia still live in similar conditions.

Together with Yayasan Insan Guna Indonesia and Right Reasons Funding, Paddle Against Poverty is working to change this – bringing education, water, and opportunity to communities that need it most.

**PADDLING
FOR
CHANGE**

EVENT OVERVIEW

Paddle Against Poverty is a community-driven ocean challenge held during Bali Ocean Week, bringing together surfers, athletes, ocean lovers, and supporters to paddle Bali's coastline for a meaningful cause.

On June 13th, paddlers will take to the water at sunrise, raising funds and awareness to support education, clean drinking water, and nutrition programs for underserved communities across Indonesia.

Participants paddle together along Bali's coastline in a supported ocean challenge with safety boats, lifeguards, and community crews, finishing with a celebration and awards ceremony bringing together paddlers, sponsors, and the wider Bali community.

The event unites the surf community, local businesses, and international supporters through the shared spirit of the ocean while directly funding projects that change lives.



THE PADDLE ROUTE

The paddle begins at sunrise at Kanoa, a legendary surf hangout on Padma Beach and home to the iconic Padma Boys surf community.

From there, paddlers follow Bali's coastline north toward Canggu, finishing at the world-renowned Finns Beach Club, where the community gathers for the official Awards Ceremony and Celebration.

The paddle welcomes surfers, longboarders, SUP paddlers, and ocean lovers of all levels – united by one mission: **Paddling for Change.**

FINISH LOCATION:

Finns Beach Club
– Canggu

START LOCATION

Kanoa Surf & Beach Restaurant
– Padma Beach



KANOA: HOME OF THE PADMA BOYS

Kanoa is more than a venue – it is one of Bali’s most authentic surf community hubs.

Located on Padma Beach, Kanoa is home to the legendary Padma Boys, one of Bali’s most respected surf crews and a cornerstone of the island’s surf culture.

The venue is also closely connected to Indonesian surf standout Winny, whose presence brings inspiration and credibility to the event.

Starting Paddle Against Poverty from Kanoa ensures the event remains deeply rooted in local surf culture, community spirit, and ocean heritage.



The Finish Celebration: FINNS BEACH CLUB

The Paddle Against Poverty journey concludes at **Finns Beach Club**, one of Bali's most internationally recognized beach destinations.

The Awards Ceremony and Sponsor Activation Event at Finns provides an incredible platform for community engagement, networking, and brand visibility.

The celebration will feature:

- Awards ceremony and recognition of paddlers
- Sponsor booths and activations
- Community networking and celebration
- Media coverage and social content creation
- Sponsor acknowledgements and prize presentations

Sponsors contributing 5,000,000 IDR or more in cash, or 15,000,000 IDR or more in in-kind value, will receive complimentary booth space at Finns Beach Club during the Awards Ceremony.

SPONSORSHIP STRUCTURE

Sponsors may contribute through cash donations or in-kind contributions.

In-kind contributions such as products, services, accommodation, vouchers, or equipment are valued at 33% of fair market value when applied toward sponsorship tiers.

All sponsors will receive logo placement on the official Paddle Against Poverty event T-shirts, with approximately 150 shirts distributed to paddlers, volunteers, crew, and supporters.



TITLE SPONSOR

Kelly Slater **Title Sponsorship**

150,000,000 IDR – Cash Only

Naming Rights “Paddle Against Poverty by [Company Name]”

Benefits

Primary logo placement across all event branding - Exclusive prominent logo placement on the front of approximately 150 Paddle Against Poverty event T-shirts - Featured professional highlight video (2-3 minutes) - Minimum 5 MC mentions during the event - On-stage speaking opportunity at the Awards Ceremony - Logo placement on the Right Reasons Funding website - Featured blog post with backlinks - XL Logo permanently placed at the next school build in Flores on the “Wall of Made Possible By”

VIP Experience

• 10 VIP Tickets (race entry and/or awards ceremony) • 10 Paddle Against Poverty merchandise packs - Event T-shirts - Goodie bags - Keychains - Bracelets

Impact Experience

• Team visit for 2 people to the next school build in Flores, including - Round-trip airfare - Accommodation - Meals - Snorkeling excursion - Visit to Komodo Island

Event Visibility

Company logo flags displayed on 5 paddle support boats during the race - Premium booth at Finns Beach Club Awards Ceremony

OFFICIAL HYDRATION SPONSOR

Official Hydration Partner

50,000,000 IDR Cash

PLUS

Provision of sufficient hydration products for:

Pre-event athlete hydration - Hydration supplies onboard guide boats - Hydration supplies onboard safety boats - Hydration stations at the finish celebration and awards ceremony

Benefits

Exclusive designation as Official Hydration Sponsor of Paddle Against Poverty

Brand visibility at hydration stations

Product integration throughout the event

Logo placement on Paddle Against Poverty event T-shirts

Company logo flags displayed on 3 paddle support boats carrying hydration supplies

Logo placement on event marketing materials

Social media promotion

Booth space at Finns Beach Club Awards Ceremony

4 VIP tickets and merchandise packs

OFFICIAL OCEAN SAFETY SPONSOR

Official Ocean Safety Partner

25,000,000 IDR Cash

This sponsorship directly supports the official Paddle Against Poverty ocean safety team, ensuring a safe paddle route for all participants.

Safety operations include:

2 Rubber Rescue Boats and 2 Jet Skis operated by the Bali Lifeguard Association – 10,000,000 IDR
10 Route and Sweeping Boats supporting the paddle course – 15,000,000 IDR

Benefits

- Exclusive designation as Official Ocean Safety Sponsor
- Recognition as the safety partner supporting the paddle route
- Logo placement on Paddle Against Poverty event T-shirts
- Company logo flags displayed on 2 official safety boats
- MC recognition during event announcements
- Logo placement on event marketing materials
- Social media promotion
- Booth space at Finns Beach Club Awards Ceremony
- 2 VIP tickets and merchandise packs

STEPHANIE GILMORE SPONSOR

**75,000,000 IDR Cash
OR 225,000,000 IDR In-Kind**

Benefits

- Large logo placement across event marketing materials
- Logo placement on Paddle Against Poverty event T-shirts
- 4 MC mentions during event
- Logo placement on Right Reasons Funding website
- Logo placement on the School “Wall of Made Possible By”

VIP Benefits

- 6 VIP tickets
- 6 Paddle Against Poverty merchandise packs

Impact Experience

Team visit for 2 people to the next school build in Flores, including: Round-trip airfare - Accommodation - Meals- Snorkeling excursion - Visit to Komodo Island

Event Visibility

- Company logo flags displayed on 3 paddle support boats
- Booth space at Finns Beach Club Awards Ceremony

JOHN JOHN FLORENCE SPONSOR

**50,000,000 IDR Cash OR
150,000,000 IDR In-Kind**

Benefits

- Large logo placement across event visuals
- Logo placement on Paddle Against Poverty event T-shirts
- 3 MC mentions during event
- Logo placement on the School “Wall of Made Possible By”
- 5 VIP tickets and merchandise
- Booth space at Finns Beach Club Awards Ceremony

MICK FANNING SPONSOR

**25,000,000 IDR Cash OR
75,000,000 IDR In-Kind**

Benefits

- Medium logo placement across event materials
- Logo placement on Paddle Against Poverty event T-shirts
- 2 MC mentions during event
- Logo placement on the School “Wall of Made Possible By”
- 4 VIP tickets and merchandise
- Booth space at Finns Beach Club Awards Ceremony

CARISSA MOORE SPONSOR

**10,000,000 IDR Cash OR
30,000,000 IDR In-Kind**

Benefits

- Logo placement on digital event materials
- Logo placement on Paddle Against Poverty event T-shirts
- Social media recognition
- 2 event tickets and merchandise
- Booth space at Finns Beach Club Awards Ceremony

GABRIEL MEDINA SPONSOR

**5,000,000 IDR Cash OR
15,000,000 IDR In-Kind**

Benefits

- Logo placement on select promotional materials
- Logo placement on Paddle Against Poverty event T-shirts
- Social media recognition
- 1 event ticket and merchandise
- Booth space at Finns Beach Club Awards Ceremony

GERRY LOPEZ SPONSOR

**1,000,000 IDR Cash OR
3,000,000 IDR In-Kind**

Benefits

- Logo placement on Paddle Against Poverty event T-shirts
- Name listed on sponsor recognition banner
- Social media appreciation post
- Listing on event website

TOM CURREN SUPPORTER

1,500,000 IDR In-Kind

Benefits

- Logo placement on Paddle Against Poverty event T-shirts
- Name included in community recognition
- Social media appreciation mention

COMMUNITY SUPPORTER

500,000 IDR In-Kind

Benefits

- Logo placement on Paddle Against Poverty event T-shirts
- Name included in collective event thank-you recognition

BECOME A SPONSOR

Your sponsorship directly helps bring education, clean water, and opportunity to communities that need it most.

Together we can ensure more children across Indonesia have access to schools, teachers, safe drinking water, and a brighter future.

For sponsorship opportunities please contact:

Right Reasons Funding

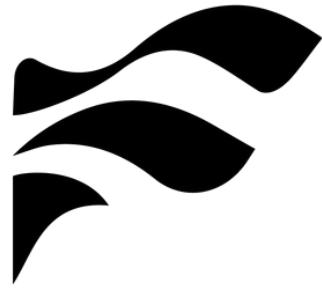
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Paddle Against Poverty



FINNINS

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