



# Preferred Partnership Opportunities



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# WELCOME TO CAP SUP'S 2025 PREFERRED PARTNERSHIPS

At Capital SUP, we believe in building strong community connections through paddling, adventure, and environmental stewardship. As we enter our 2025 season, we are excited to offer exclusive sponsorship opportunities for businesses looking to engage with our active and growing audience.

## What You'll Find in This Document:

- ✓ Marketing Reach & Engagement: Discover our audience size, digital footprint, and community impact.
- ✓ Sponsorship Levels & Benefits: Explore multiple tiers designed to maximize your brand's visibility.
- ✓ Placement Opportunities: See where your logo and brand can appear, from social media to onsite materials.
- ✓ How to Get Involved: Choose the sponsorship tier that best aligns with your goals.

## Sponsorship Commitment Deadline: April 30, 2025

Secure your spot and gain premium exposure throughout the season through our various platforms and onsite offerings.

## Have Questions? Ready to Partner?

Contact **Kait Dawson** at [kait@capitalsup.com](mailto:kait@capitalsup.com) for more details or to confirm your sponsorship. Thank you for considering a partnership with Capital SUP. We look forward to creating an incredible 2025 summer season together!

# RELIABLE PADDLING SERVICES SINCE 2014



## ABOUT US

Founded in 2014, Capital SUP is a leading water sports company on the East Coast, offering paddleboarding and kayaking rentals, special events, on-the-water fitness classes, and environmental stewardship events. As passionate paddlers and community leaders, we advocate for and support clean water initiatives and provide opportunities to connect people to local waterways. We've helped thousands of people through our locations in Eastport, Quiet Waters, and Ferry Point, with plans to expand into new communities.

## VISION & MISSION

Capital SUP is a clean water-driven company connecting people to the water. Our mission is to make the world a more active place by promoting the culture and sport of paddling. We achieve this by connecting people to the water through the experiences we offer and the products we sell.

## SERVICES

### Rentals

Experience a paddle with rentals

- SUP
- Kayaks

Unlimited rentals for paddle members all season.

### Private Parties

Birthday parties, bachelor or bachelorette parties, party barge rentals, field trips & more. Personalize your paddle package for your party!

### Special Events

SUP Yoga + Fitness, guided wildlife Eco-Tours, Blue Angels, 4th of July fireworks paddle & more.

## AT A GLANCE

**2024**

**Opened Arnold - Ferry Point**  
Shop location on Mills Creek and Dividing Creek in Arnold

**2023**

**Opened Eastport - Nautilus Point**  
Shop location on Back Creek in Annapolis / Eastport

**2023**

**Year 10 in business**  
We had a successful 10th season in 2023 with 2 locations!

**2022**

**12,000 Paddlers**  
Capital SUP hosted 12,000 paddlers in our 2022 season

**2021**

**Opened Quiet Waters**  
Shop location on Harness Creek at Quiet Waters Park

**2014**

**First Season Open**  
Our first full season open for business

## MARKETING STRATEGIES

### Facebook

- 968 Reviews (5 out of 5 Rating)
- 18,115 Facebook Followers
- 17,518 people who have liked Capital SUP

### Instagram

- 12,897 Followers
- Daily stories, posts, and reels

### Mailchimp

- Bi-Weekly Email Newsletter
- 17,000 email subscribers

### Google

- 1,282 Google Reviews (Rating of 4.9 out of 5 stars)

### Trip Advisor & Yelp

- 665 Reviews on Trip Advisor (628 of them being an Excellent rating)
- 98 Reviews on Yelp

### Podium

- 21,671 Contacts for direct messaging
- 2,605 contacts for direct marketing messages

# MEMBERSHIP TIERS

1

## PLATINUM PADDLE PARTNER - \$600

### Only 15 available!

- Linked Logo on our Preferred Partners page on our website
- Prime placement on the back of our Waterproof Paddle Maps
- Social Media tags for any partnered events
- Logo placement on the back of Employee T-shirts
- 3 Email Newsletter mentions
- 1 Post & 1 Story feature on Instagram and Facebook
- 1 full-page feature in the Annapolis Guide

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## SUPER STOKED - \$350

- Linked Logo on our Preferred Partners page on our website
- Placement on the back of our Waterproof Paddle Maps
- Social Media tags for any partnered events
- 3 Email Newsletter mentions
- 1 Story feature on Instagram & Facebook
- 1/2-page feature in the Annapolis Guide

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## WAVE RIDERS - \$200

- Linked Logo on our Preferred Partners page on our website
- Placement on the back of our Waterproof Paddle Maps
- Social Media tags for any partnered events
- 2 Email Newsletter mentions
- 1/4-page feature in the Annapolis Guide

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## COMMUNITY PARTNER - \$100

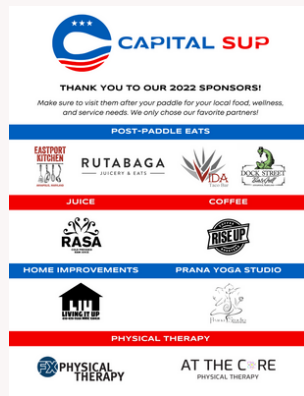
- Linked Logo on our Preferred Partners page on our website
- Inclusion in two group emails (beginning and end of the season)
- Logo in the Annapolis Guide

# SPONSORSHIP PERK EXAMPLES

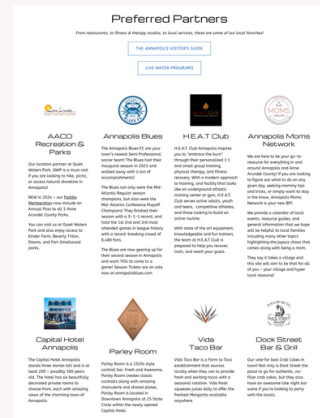
## FEATURED PARTNER LOGOS ON SHIRT



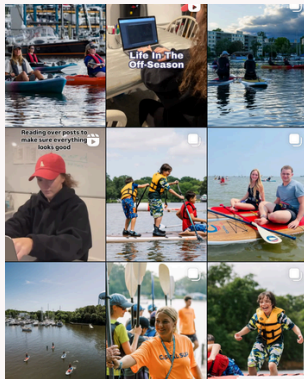
## FEATURED PARTNER LOGOS; MAP



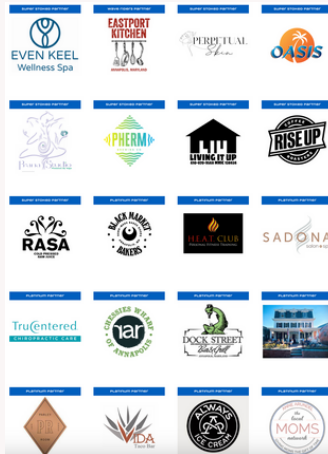
## FEATURED PARTNER LOGOS; WEBSITE



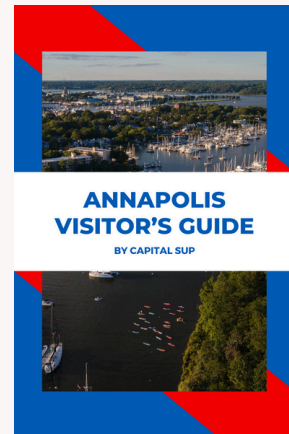
## SOCIAL MEDIA POSTS & REELS



## EMAIL CAMPAIGNS



## ANNAPOLIS VISITORS GUIDE



# MEET our team

## **Kevin Haigis**

Owner & CEO

Kevin@capitalsup.com



## **Kait Dawson**

Director of Marketing

Kait@capitalsup.com



## **Meggie Gibbons**

Brand Manager

Meggie@capitalsup.com

