



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 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 - \$750

- 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

2

SUPER STOKED - \$500

- 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

3

WAVE RIDERS - \$300

- 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

4

COMMUNITY PARTNER - \$150

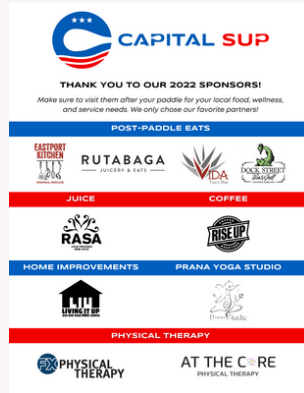
- Linked Logo on our Preferred Partners page on our website
- Inclusion in two group emails (beginning and end of the season)

SPONSORSHIP PERK EXAMPLES

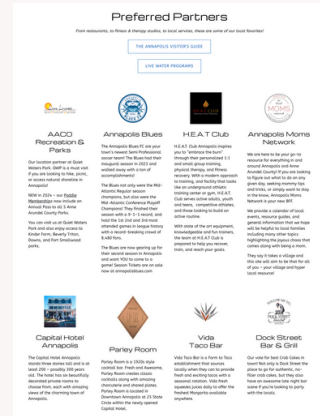
FEATURED PARTNER LOGOS ON SHIRT



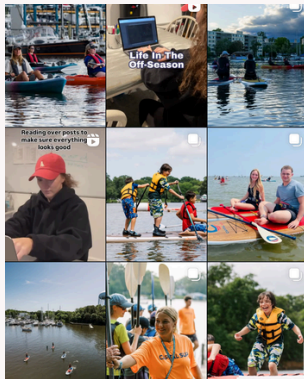
FEATURED PARTNER LOGOS; MAP



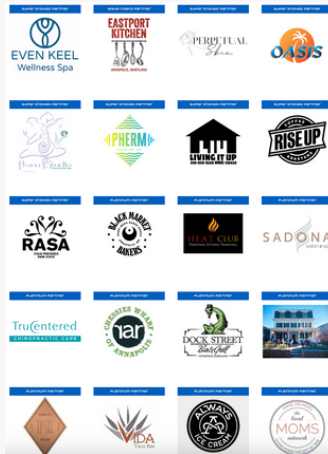
FEATURED PARTNER LOGOS; WEBSITE



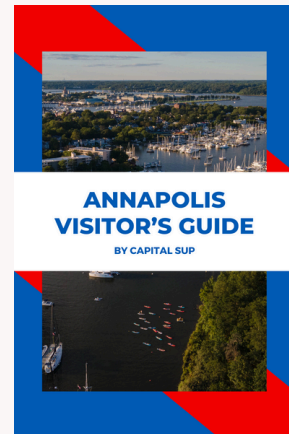
SOCIAL MEDIA POSTS & REELS



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

