

BOSTON TEA PADDLE

June 16 -17, August 5th 2012

Fresh digs and ono grinds: Liberty Wharf in the heart of Boston's historic Seaport District is one of the center pieces of the ongoing re-development and restoration of Boston's under utilized water front and the base for our events.



Surfari SUP & Surf and Team Brown present boston's premiere sup events

Liberty Wharf, Boston, June 16-17 and Liberty Wharf to Magnolia Beach, Manchester by-the-Sea August 5th 2012

The Boston Tea Paddle and the Liberty Cup Challenge will be a coming out party for stand up paddling in New England. Located at Liberty Wharf in Boston this series will provide high visibility for stand up paddling as a recreational activity and a competitive sport to a captured audience.

With it's dockside, glass fronted, upscale restaurants; Legal Sea Foods, Temazcal, Jerry Remy's, and Del Frisco's, Liberty Wharf and the surrounding area attracts thousands of visitors both local and tourists everyday. Right next door is the Bank of America Pavilion for outdoor concerts and also within a five minute walk are the Institute for Contemporary Art, Harpoon Brewery, Seaport World Trade

Center and Cruiseport, and the Boston Children's Museum.

We are holding this race not only for the stand up paddle community and the racers, but to help benefit those with spinal cord injuries. Proceeds from these events will be donated to Journey Forward, a non-profit rehabilitation program that helps improve the lives of those with spinal cord injuries.

The races are also a celebration of Boston Harbor's improved water quality and the renewal of its historic waterfront. Liberty Wharf is a incredible venue to help connect New Englanders with Boston's special and historical natural resource through stand up paddling.



Boston Tea Paddle/Stand Up 4 Liberty SUP Race and Waterfront Festival

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Cause

Journey Forward is a 501(c)3 non-profit organization dedicated to bettering the lives of those who have suffered a Spinal Cord Injury through an intense exercise program. Exercise is important to everyone and even more so to those who have suffered a Spinal Cord Injury. An average able bodied person can walk around throughout the day; and that simple task of walking puts needed stress on the body to insure proper bone density, muscle growth, and many other bodily functions. When an individual suffers a spinal cord injury and are required to sit in a wheelchair all day, they are no longer able to obtain the benefits that come from the average activities of daily living. Journey Forward is an exercise based program designed to assist those with Spinal Cord Injuries so they too can achieve some of these most basic lifelong functions and benefits.

A Journey Forward's mission is to make this program as accessible, to those who need it, as possible. They are accomplishing this by working to open centers throughout the country and making it affordable to those who so desperately need this program. The main mission of the BTP/SUP4L is to raise money to help others with spinal cord injuries be able to reap the benefits of the program that a Journey Forward offers.

www.journey-forward.org

Series Mission

Besides raising funds for a Journey Forward to help people with spinal cord injuries, we have a few other goals in mind. As surfers and stand up paddlers we want to help promote the sport of stand up paddling to a new audience. People will not only get to watch the racing but also participate and get to feel the glide by trying out SUP at our events. We are trying to share the positive physical effects of a healthy sport, as well as the calming influence that being on the water has on a person's mental health. Being able to do this at Liberty Wharf also gives us a chance to reconnect the people of Boston with their long neglected waterfront district and get them into, or at the very least, next to that "dirty water". With the redevelopment of the historic waterfront and the momentous improvement in the Harbor's water quality, the BTP/SUP4L celebrates this revival. By mashing up something new (SUP) with something really old (historic Boston waterfront and Harbor) we hope to connect people with one of Boston's most under utilized public resources... it's harbor.

Founders

Surfari Stand Up Paddle & Surf Christian and Nicole del Rosario opened their retail store in April of 2012 in Manchester by-the-Sea, MA. They also own Nantucket sURfari, a surf camp/school which they founded in 2006 in Nantucket, MA. They have taught thousands of people to surf and SUP over the last twelve years and look forward to spreading the stoke for many more to come. Christian is a born and bred NE surfer and sailor who began surfing Boston's North Shore in 1985 and took to SUP in 2007. Nicole and Christian have two daughters, Makayla 8 and Raquel 4, who love the water just as much as their parents.

Mike Brown Mike is a longtime ocean sports enthusiast. He is a passionate surfer and stand up paddle surfer, PADI Master Scuba Diver, and a PFI certified Free Diver. He is also Co-Founder of the Cape Cod Bay Challenge which is New England's biggest summer SUP series. He has personal experience, through his son, with Journey Forward, and has witnessed the awesome benefits it provides its patients.

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CHRISTIAN



Boston Tea Paddle/Stand Up 4 Liberty SUP Race and Waterfront Festival

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Events

Boston Tea Paddle Two Day SUP Race/Waterfront Festival at Boston’s Liberty Wharf taking place on June 16-17. Open and Elite class short course buoy race, sprints, kids race, relay and distance courses. Equal prize purse for mens and women’s Elite Buoy race \$2000 1st, \$1000 2nd and \$500 for 3rd. Vendor/demo village open to the public. Surfari instructors will be doing free clinics and classes for anyone wanting to learn how to paddle! Adaptive SUP sessions will be offered for interested participants.

Stand Up For Liberty Challenge – Taking place August 5th. Distance paddle departing at dawn from Liberty Wharf in Boston and heading 25 miles NNE to Manchester by-the-Sea, MA. Party and to follow in Manchester. (limited to 20-25 paddlers the 1st year) All guests welcome to the after party.

Vendor Opportunities

- Set up a manned onsite tent for the two days of the race to sell/demo your products and promote your brand
- Cost: \$500 cash or a combination of product and cash
- Prominent placement and interaction with racers, paddlers and thousands of people who visit Liberty Wharf
- Mention in press releases and advertising materials
- Social Media mentions and links on Facebook and Twitter

Sponsor Opportunities

- Presenting Sponsor
- Title Sponsor
- Main Sponsor
- Supporting Sponsor

Please email us to discuss full details of sponsorship levels...

nicole@supsurfari.com



Event artwork for poster. Adding sponsors and fine tuning the art.

Boston Tea Paddle SUP Race and Waterfront Festival

Liberty Wharf, Boston, June 16-17



Liberty Wharf layout

BOSTON TEA PADDLE  **ELITE RACE**

Start/Finish

Six laps 5 miles  Buoy

 Legs

 *stand up paddle & surf*



BOSTON TEA PADDLE  **DISTANCE**

Start/Finish

Approximately 9 mile open water paddle  Buoy

 Legs

 *stand up paddle & surf*

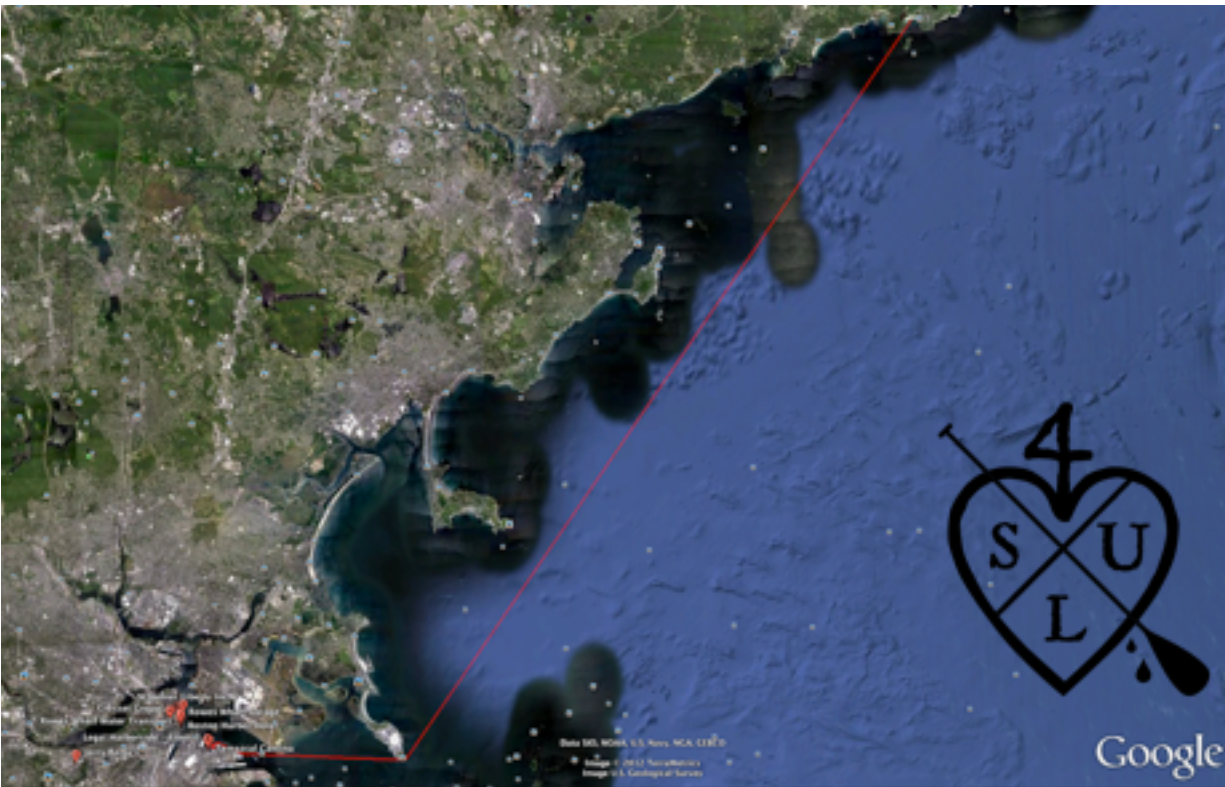


Stand Up 4 Liberty 25 Mile Paddle Challenge

Liberty Wharf to Manchester by-the-Sea August 5th 2012



First Leg of Stand Up For Liberty Detail: Liberty Wharf to Winthrop



Stand Up For Liberty 25 Mile Paddle from Liberty Wharf to Manchester by-the-Sea