

# Tula's Endless Summer



Sponsorship Kit

# Destination:



# Adventure!

**Tula's Endless Summer** is a video and blog-based chronicle of the adventures of **Captain Bill**, First Mate **Sierra**, and a faithful dog named **Jetty** ("The Other First Mate").

Come join our adventures from the comfort of your own home as we travel the open seas and seek out new and exciting destinations...



[www.TulasEndlessSummer.com](http://www.TulasEndlessSummer.com)

# About Us

## Captain and Crew

### Captain Bill



*I love the sea! I have been a water bug my entire life and love surfing, diving, kiting, paddling, everything to do with the ocean. I have been a lifeguard on the Atlantic Ocean since high school and have been competing in lifeguard competitions since the same time.*

*In 2013 I found an abandoned 26' sailboat in a boat yard near my home on Long Island. I bought the boat for \$800 and spent a year building the boat back up and outfitting her for ocean passages. I named her "Tula" which is "balance" in Sanskrit.*

*For my first voyage I sailed out the Fire Island inlet, down the cold lonely eastern coast in November/December/January and down to Jupiter, Florida. I met my beautiful girlfriend (and now first mate) in Jupiter and couldn't be happier!*

*Sierra is an all-out water woman! She is always in the ocean either surfing, paddling, swimming, kiting, spearfishing or training. She LOVES new adventures and her new life living aboard a boat.*

### First Mate Sierra



### Jetty - The Other First Mate



*Jetty is an Australian Cattle Dog mix. She loves string beans, boat life, and naps. She is the real boss and we love her!*



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# Boats and Gear



## Tula - Our namesake

*Tula ("balance" in Sanskrit) was the start of the endless adventure hence the name "Tula's Endless Summer". She is a 1977 Victoria Frances 26' designed by Chuck Payne.*

*Although we sold Tula in 2015, she lives on as our namesake and is currently sailing the waters in Virginia.*

## Neverland

*We lived on a 1973 Marine Trader Trawler that we named "Neverland" for three years. We bought her as another big project and tackled one job after another. We took Neverland to the Exumas, Abacos, and up and down the east coast of the United States multiple times.*



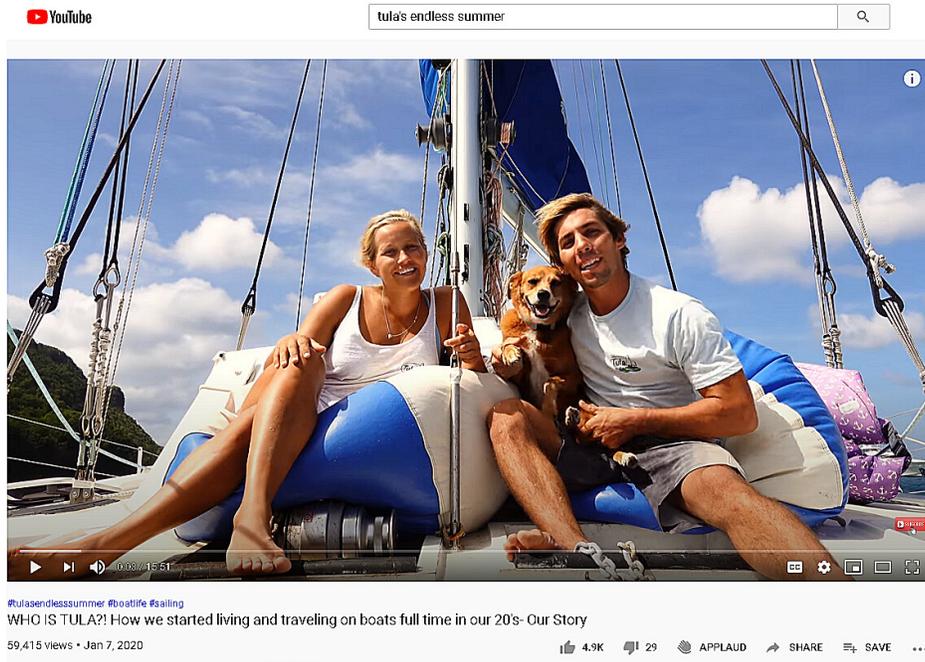
## Adrenaline

*We are currently living and traveling on a 1988 41' Crowther Spindrift Catamaran named Adrenaline. We are extremely happy with her performance and are cruising faster than we ever have before. She is equipped with two diesel 18hp Yanmar engines that get many days of rest. We go faster under sail!*



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# Media Reach



**119k+ Highly Engaged Subscribers**

Inspirational, educational and entertaining videos on a biweekly basis



**19k+ Followers**

Multiple accounts from different points of view



**18k Website Views Monthly**

Helpful blog posts along with unique products for sale



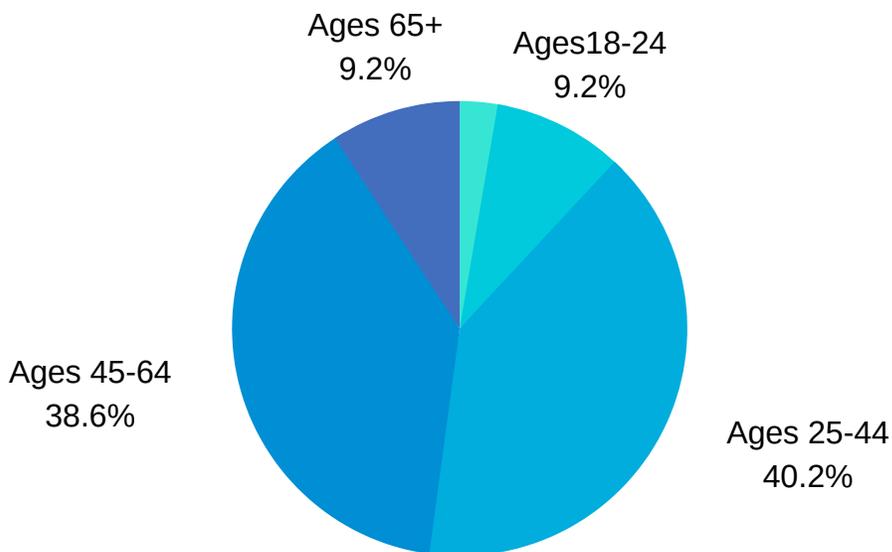
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# Audience

Our international audience receives over **3.5 million media impressions** each year. Our audience is a technology savvy cohort in their prime purchasing years (Ages 25-64) who recommend brands to others and follow affiliate click-throughs.

## Basic Demographics: **88% Male, 12% Female**

### Age of Website Visitors



### Nations of Site Visitors In rank order

1. United States 
2. Canada 
3. Great Britain 
4. Australia 
5. Germany 
6. Netherlands 
7. Sweden 
8. New Zealand 
9. South Africa 
10. France 

### Devices Used to Access Our Sites:

1. Mobile Phone
2. Desktop Computer
3. TV
4. Tablet
5. Game Console

### Operating Systems Used:

1. Android
2. IOS
3. Windows
4. Smart TV
5. Roku OS



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# Audience Insights

Our audience is part of the larger **Sailing Enthusiast** cohort, and here are related brand, website and interest preferences, along with the target audience index rating.

## Associated Behavioral Audiences

Auto Behavioral Audience 17.86x	
Audience	Index
Subaru Vehicle Shoppers	27.07x
Car Enthusiasts	26.05x
Volvo Vehicle Shoppers	25.99x
Airstream Enthusiasts	25.66x
Car Buyers	24.92x

Moving Behavioral Audience 17.82x	
Audience	Index
Moving Truck Rental Researchers	23.89x
Moving Services Shoppers	20.71x
Home Buyers	19.91x
Self Storage Shoppers	18.61x
Tiny Home Researchers	18.38x

Home Behavioral Audience 16.34x	
Audience	Index
Beach House Second Home Own...	27.98x
Ski House Second Home Owners	27.19x
Home Heating and Cooling Resea...	25.81x
LED Lighting Shoppers	25.49x
Kitchen Stove Shoppers	24.88x

Electronics Behavioral Audience 15.18x	
Audience	Index
Power Tools Shoppers	24.94x
High-End Camera Shoppers	24.44x
Camera Review Readers	23.57x
Audio Equipment Researchers	23.36x
HDTV Researchers	22.15x

B2B Behavioral Audience 15.17x	
Audience	Index
Financial Business Intelligence R...	25.83x
Market Intelligence Researchers	25.83x
Business Decision Makers	21.04x
IT Decision Makers	20.62x
Mailing & Shipping Shoppers	20.55x

Pharma Behavioral Audience 15.06x	
Audience	Index
Cholesterol Researchers	21.17x
Generic Prescription Drug Shoppers	18.01x
Gastrointestinal Researchers	17.11x
Heartburn Sufferers	15.81x
Sinus Researchers	15.02x



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# Audience Insights

## Audience Rank - Location for Sailing Enthusiasts

Category	Location Audiences	Size	Comp.	Perf. Index	
1	Home Maintenance	Home Depot	1.8m	0.12%	2.28x
2	Shipping	UPS Store	4.1m	0.11%	2.10x
3	Apparel	Carhartt	3.9m	0.15%	1.95x
4	QSR	Starbucks	6.3m	0.15%	1.95x
5	Education	Libraries	5.1m	0.11%	1.89x
6	Medical	Urgent Care Association	5.0m	0.11%	1.85x
7	Finance	Edward Jones	5.8m	0.17%	1.83x
8	Gas Stations	Shell	7.6m	0.24%	1.76x
9	Malls	U.S. Malls	9.6m	0.18%	1.76x
10	Higher Education	Colleges	9.6m	0.11%	1.74x

The *Sailing Enthusiasts* audience is distinctive due to the websites they visit.

As seen below, the highest indexing website for the *Sailing Enthusiasts* audience is *sailingscuttlebutt.com*.

Website	Composition	Index
<a href="http://sailingscuttlebutt.com">sailingscuttlebutt.com</a>	1.52%	61.37x
<a href="http://cruisersforum.com">cruisersforum.com</a>	5.67%	56.02x
<a href="http://sailnet.com">sailnet.com</a>	1.79%	48.40x
<a href="http://cruisingworld.com">cruisingworld.com</a>	1.61%	47.62x
<a href="http://westmarine.com">westmarine.com</a>	5.20%	45.04x
<a href="http://sailmagazine.com">sailmagazine.com</a>	2.87%	43.60x
<a href="http://yachtingworld.com">yachtingworld.com</a>	1.61%	42.41x
<a href="http://ybw.com">ybw.com</a>	1.87%	42.37x
<a href="http://trawlerforum.com">trawlerforum.com</a>	1.01%	41.84x
<a href="http://hodgesmarine.com">hodgesmarine.com</a>	1.04%	40.25x

**Composition Percentage:** The overlap percentage between the *Sailing Enthusiasts* audience and the Web attribute.

**Index:** A comparison of the *Sailing Enthusiasts* audience to the internet population.

## Audience Snapshot - Top 5 for Sailing Enthusiasts

Behavioral audiences	
Click to see more	
Audience	Index
1 Yachting Enthusiasts	36.41x
2 Pilots	31.94x
3 Aviation Enthusiasts	28.13x
4 Beach House Second Home O...	27.98x
5 Ski House Second Home Own...	27.19x

Location audiences	
Click to see more	
Audience	Index
1 Home Depot	2.28x
2 UPS Store	2.10x
3 Carhartt	1.95x
4 Starbucks	1.95x
5 Libraries	1.89x

Websites	
Click to see more	
Audience	Index
1 <a href="http://sailingscuttlebutt.com">sailingscuttlebutt.com</a>	61.37x
2 <a href="http://cruisersforum.com">cruisersforum.com</a>	56.02x
3 <a href="http://sailnet.com">sailnet.com</a>	48.40x
4 <a href="http://cruisingworld.com">cruisingworld.com</a>	47.62x
5 <a href="http://westmarine.com">westmarine.com</a>	45.04x



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# Benefits of Sponsorship

There are many compelling reasons to become a sponsor or affiliate partner with Tula's Endless Summer. Here are the most salient ones:

## 1. Access to a well-defined, profitable consumer base

Through our own analysis on website and social media visitation, and with industry data from the Sailing Enthusiast cohort, we have tightly defined our audience through broad demographics and focused brand preferences. We can describe our archetypal fan as follows:

*He is 47 years old and owns one home and often a second beach house as well. He drives a Subaru or Volvo, behind which he sometimes tows an Airstream trailer. He owns a boat (trawler, day sailor, fishing boat or cruising sailboat) and dreams of casting off for adventures. He shops at Home Depot for the latest in power tools, and he'll stop at Starbucks on the way home. He owns a high-end DSLR camera and wears Carhartt clothing. His other interests include piloting and aviation, skiing, fishing and auto repair. He is environmentally conscious to the point of activism, and he donates to many charitable organizations. He wants to travel more.*

## 2. Brand engagement and expansion

Through a TES sponsorship, your brand grows internationally as we advertise, use and promote your products. A sponsorship becomes a mutually beneficial, symbiotic relationship as it drives visitors, brand exposure and profits to both parties.

## 3. Aspirational Marketing

No doubt about it - we live a seductive lifestyle! Not so much in terms of luxury, but our fans value freedom and adventure, and that's what Tula's Endless Summer is all about. Many of our fans can't immediately pick up and leave home and their families and head out on the high seas, but perhaps one day they'll make this dream come true. Seeing your brand associated with this aspiration for freedom and adventure will make them aspire to own your products as well.



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# Current Sponsors/Affiliates



*Raw Elements*



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# Sponsorship Assets

Our Sponsorship Assets are the elements of our property and brand that turn your financial investment into branding and sales to our valuable target audience. The following list is far from exhaustive - we welcome your suggestions and ideas!

- Tula Store gear
- Product placements/demonstrations
- Logos on safety gear and dinghy
- Use of apparel/shoes
- Name and logo placement on YouTube
- Bicycles/camping gear for land adventures
- Use of waterproof technology
- Official watch/timepiece
- Visits to resorts/properties
- Official beverage
- Official beer
- Official wine
- Trade Show appearances
- TV show pilot production
- Social media logo placement
- Social media posts
- Website blog posts
- Hats
- Charity partnerships and fundraisers



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# Sponsorship Engagement

There are two pathways to a partnership with **Tula's Endless Summer**:

1. Design your own custom sponsorship by choosing from the menu of sponsorship assets. Or, come up with your own activation ideas. We'll assign a price.
2. Choose your level of engagement below

## **Primary Sponsorship (1 available) \$25,000**

- **Maximum brand engagement**
- **Unlimited number of sponsorship assets/activations**
- **Category exclusivity**

## **Major Sponsorship (1 available) \$15,000**

- **High level brand exposure and engagement**
- **Up to 10 different sponsorship assets/activations**
- **Category exclusivity**

## **TES Sponsorship (10 available) \$5,000**

- **Includes "Official" sponsorships**
- **Up to 5 different sponsorship assets/activations**
- **Can be a combination of product and cash**
- **Category exclusivity**

*To design your own sponsorship or discuss options, please contact our Sponsorship Coordinator **Matthew Butterman** at [VerbaOptima@gmail.com](mailto:VerbaOptima@gmail.com) or **434-465-1179**.*



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