

April 4, 2006

TO: USLA EXECUTIVE BOARD

FROM: RALPH S. GOTO, USLA MARKETING LIAISON

SUBJECT: SHP SPONSORSHIP UPDATE

This is to update you on the status of the marketing/sponsorship efforts of Scott Hubbell, for your information, review, and approval.

PATAGONIA

- Seeking:
1. Official Sponsor of the United States Lifesaving Association
 2. Exclusive Clothing Sponsor of the 2006 USLA National Lifeguard Championships.
- Offering:
1. \$1,000 support for Spring BOD Meeting in Annapolis hosted by the Mid Atlantic Meeting April 27-29, will also supply eight dozen t-shirts for attendees.
 2. \$5,000 support for the 2006 USLA National Championships in Huntington Beach CA August 11-13 hosted by the CSLSA and the HBSLSA, plus \$1,000 in product for uniforms / awards.
 3. \$1,000 uniform product/awards for the CSLSA Regional Championships at Hermosa Beach, August 5, hosted by the CSLSA.
 4. \$1,000 support for the Duke's Waterman Challenge, Waikiki Beach, Hawaii, August 26-27, hosted by HLA/Pacific Islands Region
 5. \$1,000 support for the Fall 2006 BOD Meeting in Lake Tahoe, CA, November 3-5, (tentative), hosted by the Northwest Region.
 6. \$2,000 support for remaining four (4) regions, (\$500 each) for the Gulf Coast, Great Lakes, South Atlantic, and Southeast Regions.
 7. USLA Patagonia PRO Program: Significant discounts on Patagonia apparel and clothing items, similar to a pro program for the Ski Patrol, with three levels:
 - a. "Key PRO" for USLA Officers, BOD
 - b. "PRO A Plan" for Permanent Lifeguard Members
 - c. "PRO B Plan" for USLA members (recurrents, seasonals, etc.)
- Terms:
1. Patagonia will have access through the USLA to email the membership on these opportunities.
 2. Patagonia will be able to present their product line at regional and national meetings.
 3. Chapters will use their best efforts to direct Patagonia representatives to uniform acquisitions for their lifeguard service.

4. Patagonia's logo will be placed on all websites with a hyperlink to PRO Plan information.
5. Patagonia logo will be placed on event t-shirts, on on-site signage at events, and in booth space at events.

Length of Term: One (1) year, with first right of refusal for additional years (TBD).

DA FIN SURFING PRODUCTS

Seeking: Use of USLA logo and becoming the "Official Swim Fin of the USLA."

Offering:

1. \$20,000 over a five-year period.
2. Discount pricing to all USLA members (minimum savings of \$25.00 per pair off retail price).
3. Discount pricing for Junior Guards through agencies employing USLA members.

Terms:

1. DaFin logo and a link to website from the USLA website.
2. USLA will post a press release on its website announcing the endorsement of DaFin.

Payment Schedule:

1. \$4,000.00 upon signing of agreement
2. \$16,000 payable in four (4) payments of \$4,000 each on the anniversary of the commencement date for four (4) consecutive years.

ZUBRELLA

Seeking: USLA endorsement of an anchoring device for umbrellas as a product that enhances the safety of beaches.

Offering: Initial fee of \$2,500 for the first year of endorsement, which includes a booth at the BOD meeting in Annapolis (\$500). Each year thereafter, \$2,000 per year to continue the relationship / endorsement from the USLA.

Terms:

1. Zubrella will be the only umbrella, and umbrella support anchoring system, that will be endorsed by the USLA.
2. USLA logo will be applied on the Zubrella product.
3. Zubrella logo will be placed on the USLA website, with a link to the Zubrella website.
4. Zubrella may receive other endorsements from other organizations.

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FOR ACTION:

Executive Board members need to review the three proposals and respond to the USLA Marketing Liaison with comments, concerns, or approval by **4:00 p.m. Hawaiian Standard Time on Friday, April 7, 2006.**

If no response is received, the Marketing Liaison will assume that you approve of the proposals and will then move to formalize the agreements between the USLA and the respective companies. This will include review by the USLA Legal Advisor of the proposed endorsements and agreements.

Thank you for your attention and prompt response. Ideally, this process will be completed in time to present the results at the Spring Board of Directors Meeting in Annapolis, MD, April 27-29.

I look forward to hearing from you.