



An all-women surf contest and fundraiser for the Jetty Rock Foundation and David's Dream & Believe Cancer Foundation



# What is the Jetty Coquina Jam?



The Jetty Coquina Jam is an all-women, team surf contest and charitable fundraising event. Surfers are paired randomly after being separated into two age pools and compete in this summer event to support women, children and families affected by a Cancer diagnosis via David's Dream & Believe Cancer Foundation and the Jetty Rock Foundation.

The Long Beach Island event is traditionally held in July/August and has donated **over \$197,000** thanks to our participants, beach goers, sponsors, and regional business support.



# Jetty Coquina Jam History



## 2007 - 2008:

Women surfers participated in the Jetty Clam Jam where it became clear that they deserved their own special event!

## 2009:

The Coquina Jam was born with Jetty donating all proceeds to Boarding for Breast Cancer. In its first year, \$1,710 was raised for the CA-based nonprofit.

## 2011:

After a year of battling and conquering stage IV Cancer, longtime friend David Caldarella and his David's Dream & Believe Cancer Foundation (DDBCF) a 501(c)(3) nonprofit which provides HOPE through financial assistance, wellness resources, and patient support to families affected by a cancer diagnosis, partnered with Jetty to combine forces for this powerful event.

## 2013:

Jetty formed its own nonprofit arm, the Jetty Rock Foundation (JRF) dedicated to protecting our oceans and waterways, and supporting those who build their lives around them. JRF and DDBCF continue to co-host Coquina jam each year to carry on the tradition of supporting the trailblazing women that inspire us to conquer any challenge that may arise.



From 2011 through 2021, the Coquina Jam has raised over \$295,000 for the Jetty Rock Foundation and David's Dream & Believe Cancer Foundation. 100% of the net proceeds have been directed to families battling a cancer diagnosis.

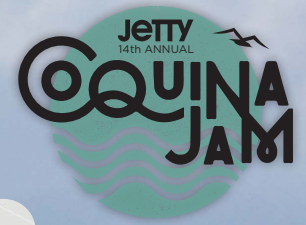
# Jetty Coquina Jam - The Impact!



From the beginning, the Coquina Jam's purpose has been the celebration of women's surfing and a community coming together for those in need. The Jam encourages women of all ages, from near and far to compete in a bracket-style surf contest. Once a pool of registered surfers is established, they are randomly paired based on a median age line. Young wahines, upcoming rippers, experienced surfers and even some professionals partake in the competition. Additionally, each surfer participates in their own fundraising leading up to the event. From highlighting the surfers to vetting beneficiaries, the Jetty Rock Foundation and David's Dream & Believe Cancer Foundation make this day all about the power and impact of women through surf competition.



# Jetty Coquina Jam - A Summer Day on the Beach



Since 2011, the Coquina Jam has been held over the weekend and is an all-day event. Surfers hit the water by 9am and a typical summer beach crowd gravitates toward the judge's scaffold and sponsor tents at 68th Street in Brant Beach, NJ. Long Beach Township has been a great partner, and The Coquina Jam has been held at the same great, centralized location since 2017.

Community support and sponsorship are major factors in raising money. In 2020, the Coquina Jam raised and donated \$88,281.91, crushing the 2019 former record-setting amount of \$37,157.01! If that weren't enough, the 2021 event accomplished \$100,000, all of which was donated.

## Below are some ways that you can support our event!

**Text-to-Donate** - Text coquina to 41444

**Attend the Event** - Support the vendors and have some food & drink while enjoying the surf contest

**Support a Surfer** - Each individual surfer fundraises leading up to the event

**Sponsor the Event** - Check out the next page for a variety of sponsorship levels

# Jetty Coquina Jam - Sponsorship Opportunities



## Sponsorship Levels

Championship (Finals) - **\$20,000** (1 available)

Semi-finals - **\$10,000** (2 available)

Quarterfinals - **\$2,500** (4 available)

3rd Round - **\$1,000**

2nd Round - **\$500**

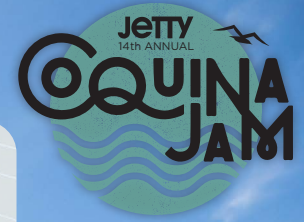
1st Round - **\$250**

Matching Sponsor - 8 available - \$2,500 (minimum) - The (96) competitors will be broken up into (8) fundraising teams consisting of 12 surfers per team. A matching sponsor will be assigned to each team.

All sponsor levels receive givebacks in the form of event tees, food & drink tickets and digital marketing exposure (dependent on the level of sponsorship)



# Jetty Coquina Jam - Contact Info



All event and sponsorship inquiries can be directed to the below Coquina Jam committee NJ.

**DDBCF Sponsorship Inquiries** - Kristy Koos - [Kristy@ddbcf.org](mailto:Kristy@ddbcf.org)

**JRF Sponsorship Inquiries** - Jeremy DeFilippis - [Jeremy@jettyrockfoundation.org](mailto:Jeremy@jettyrockfoundation.org)

**Event Volunteer Opportunities** - Kyle Gronostajski - [Kyle@jettyrockfoundation.org](mailto:Kyle@jettyrockfoundation.org)





Jetty  
14th ANNUAL  
**COQUINA  
JAM**

**When:** July 24, 2022

**\*No wave date** July 31, 2022

**Time:** 8AM - 5PM

**Where:** 68th Street, Brant Beach. NJ 08008

<https://jettyrockfoundation.org/pages/coquina-jam>

