

**grow<sup>THE</sup>  
groms**



**Grow the Groms**  
**Sponsorship Proposal 2026**

# We're growing skim boarding from the ground up


Grow the Groms is a non-profit community based group that is nurturing the next generation of skim boarders in Panama City Beach, FL and beyond through community, learning, and opportunities that inspire a love for the sport and financial resources to help grow it.

We host weekly skim meet-ups, support monthly events, offer free instruction to make the sport of skim boarding more accessible, and raise money for gear and travel to national competitions in order to foster growing the sport of skim boarding. We aim to make the sport accessible to all ages and abilities. We teach those new to the sport or just wanting to try it out, provide a gathering place for skim boarders to learn from each other, foster community by encouraging families to gather weekly together, and continue to grow the sport of skim boarding so it can receive the national support and growth that other sports have received. By offering free lessons, boards that everyone can use, and connecting older more experienced skimmers with younger or new to the sport skimmers so that they can mentor and be mentored, we are helping grow up the groms and grow up the skim community to really expand the sport.



## Sponsorship Level Overview

Below is a quick look at levels for sponsorship with **Grow the Groms**. For a detailed breakdown, please reference the Sponsor Levels pages further in this deck.

 <b>PRODUCT</b>	<b>500</b> <b>FRIEND</b>	<b>1k</b> <b>SM BIZ</b>	<b>2.5k</b> <b>STOKE</b>	<b>5k</b> <b>PARTNER</b>	<b>10k</b> <b>MAIN</b>
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# Why we're on this mission

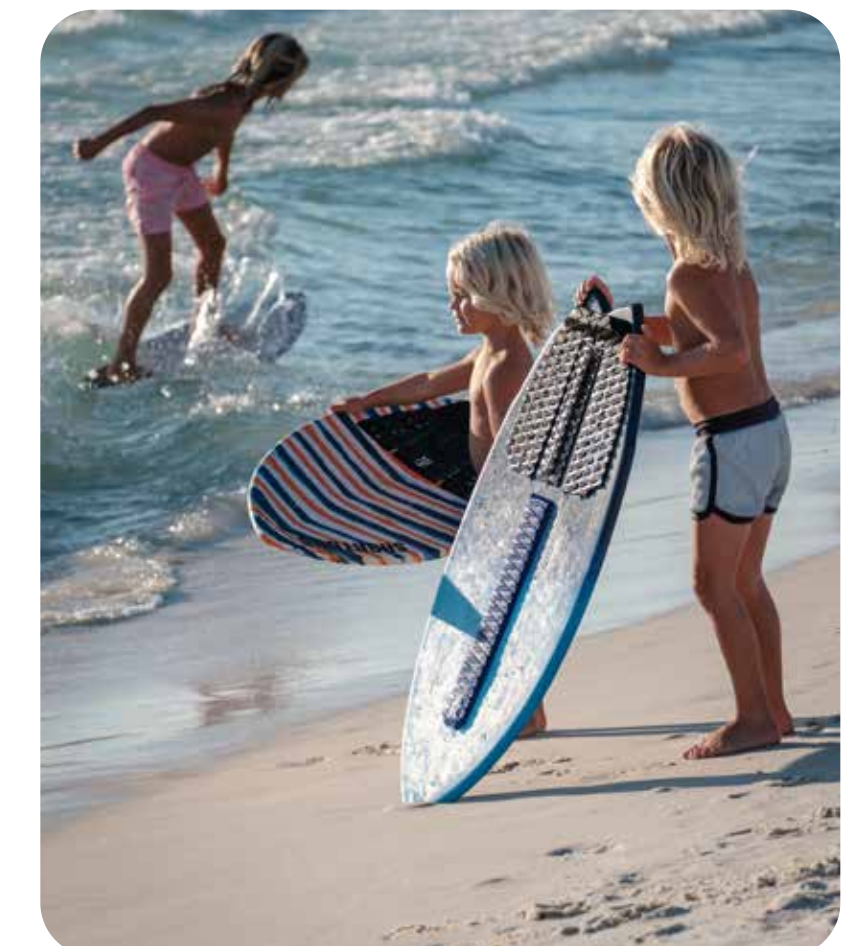
Grow the Groms wants to give back to the community that nurtured the love of this sport to our kids and help grow the sport of skim boarding in our local community and beyond.

We have seen the grassroots effort at Skim USA events, and the amount of work put into those events, but realized that the sport really needs more financial support and to be recognized nationally if it wants to grow as skateboarding and surfing has grown over the years. By making skim boarding accessible to all, regardless of socio-economic status, we provide access to boards, wetsuits, gear, and instruction to kids that may otherwise have never had the chance to get on a board. Our goal is to inspire newcomers to the sport, nurture community around the sport, and build up the sport of skim boarding to national recognition the way surfing and skateboarding has grown.

## We're already making an impact

After only barely three months since starting Grow the Groms, we have hosted nine weekly skim meet-ups, averaging two dozen kids at each one, plus their families, and gathering for 2-3 hours each time. We now have a consistent group of kids and families that come out every week, and the word is spreading and new people have come out to join up each time. We have reached skimmers of all ages, from toddlers to adults new to the sport, and from all different socio-economic backgrounds and ethnicities. Because Panama City Beach is a tourist town, we have also reached people new to the sport and turned them onto skimming from multiple countries across the world. And, we only expect our reach to increase as the weather gets warmer come Spring and Summer.

We plan on continuing to provide free instruction on how to get on a board, offer free boards to use, and the community space that people are seeking to gather with at the beach and learn a new sport together. By providing access to instruction and boards and community support, we are making sure to get more and more people interested in the sport of skim boarding, as well as expand the recognition of the sport so that it continues to grow and reach a national audience.



# Meet the families behind Grow the Groms

## The Malson Family

A family of seven that lived on the road full-time traveling across the country for 13 years before settling in Panama City, FL two years ago. Our two youngest groms, while born on the road, have always had a love for the water. But, it was only in the fall of 2024 that they learned to skim. The movement of gliding on the water and riding waves was second nature to them and they picked it right up. They competed in their first comps just last year and not just fell in love with the sport, but also the community, as it felt like one big skim family where everyone includes and supports everyone else. Now, they want to share that love of the sport and community with as many as people as they can. Having coached sports in the past for several years, cultivated community groups while on the road, and ran a non-profit while working hundreds of different festivals and events across the country for over a decade, we as their parents, Clint and Angela Malson, want to bring all of our passions and skills together to help grow the sport of skim boarding, build community around the sport, and give access to skim boarding to families that may not otherwise have it, broadening the reach and recognition of skim boarding on a much greater scale.

## The Sweeney Family

A decade of life on Panama City Beach has made the Gulf our backyard and the water our second home. Four years ago, our 3rd child picked up a skimboard, sparking a family-wide obsession built on grit and self-taught skill. What began as a solo pursuit evolved into a sibling mentorship, eventually leading our five youngest, from our competitive teens down to our 3 year old, to excel on the Skim USA circuit. Having navigated the "learn-as-you-go" hurdles ourselves, we are committed to lowering the barrier for others. Tiffany and Shawn bring a unique blend of athletic development and strategic growth to this mission. Tiffany previously founded and directed a successful non-profit youth triathlon club in Nashville, gaining years of experience in youth sports mentorship and community building. Shawn's entrepreneurial spirit and background in launching several successful start-ups provide the foundation of innovation and scale needed to grow the sport locally. Together, we believe the beach is the ultimate classroom, teaching the next generation that success isn't about never falling—it's about the courage to get back up, adapt, and keep riding.



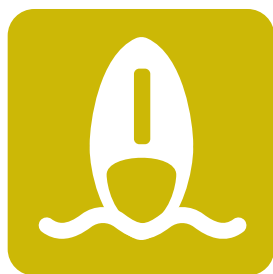
# What we're doing in 2026- events and activities

We are so excited for all of the opportunities to grow this community of groms and the sport of skim boarding this upcoming year and beyond! With weekly skim meet-ups, upcoming skim competitions, travel opportunities, and the continuation of building this community, there is so much potential for reaching so many more families. We hope to join up with you, as a sponsor, to make this happen!



## Weekly Meetups

Every week, we meet-up at the beach from late afternoon through sunset. So for about three hours, those new to the sport will get instruction and mentorship, be able to borrow a board to try out, and meet new friends. Every week, we provide a consistent time and place for our local community of skim boarders to come and be together, learn from each other, try new tricks, ask questions, get encouragement, and cultivate community. Every week, there will be a chance to gain interest in the sport, connect families to local businesses and national brands, and gain momentum in growing the sport, together, one grom at a time.



## Contests

With skim competitions running from February through September, there is ample opportunity to connect more and more groms to the skim community and get them involved in signing up for the contests. The more participants in the contests, the more recognition the sport gets, and the more the sport and community grow, while at the same time helping these up and coming groms grow with respect and value and an encouraging mindset.



## On-The-Road

Travel to some of the competitions lined up throughout the year could mean lots of exposure for Grow the Groms and your business as a Sponsor. Branding on our travel vans would mean a huge increase in impressions and business. So, while the sport and community experiences growth, so does your business.

## Contest Calendar

### SkimUSA

- 02/07-08 Sebastian Inlet, FL
- 03/21-22 Panama City Beach, FL
- 04/25-26 Nokims, FL
- 05/30-31 Virginia Beach, VA
- 07/17-19 Outer Banks, NC
- 08/07-09 Dewey Beach, DE
- 09/12-13 Sea Bright, NJ

### Shoreline Syndicate

- 03/15 Panama City Beach, FL
- 04/04 Pensacola, FL
- 06/06 Flagler Beach, FL
- 07/28 Clearwater, FL
- 08/02 Panama City Beach, FL

### Other

- 08/15 RDS Vilano Beach, FL
- 09/01 Mulligans Vero Beach, FL

\*Partial listing as of 1/2/26



# How we can support your business

By partnering with Grow the Groms, your business will get to grow as the sport grows. Our goal is to reach as many local sponsors to be a part of this community, and to reach national sponsors to eventually expand to have Grow the Groms chapters all over the country. We would love to see the same kind of growth for the sport of skim boarding that surfing and skateboarding saw when they hit the national stage. It not only benefits the sport to be nationally recognized, but also benefits the families involved to have the supportive infrastructure of the sport to grow and thrive, and will equally benefit your business as a sponsor to grow right alongside us.



## Events

Be front and center at events by sponsoring Grow the Groms and get advertising for your business at our booth through signage on banners, flags, and the ability to display your product or offer promotional information and or/coupons. Knowing that you are supporting these events means families involved want to support your business.



## Contests

In addition to the weekly skim meet-ups here in Panama City Beach, FL, there are at least a dozen more competitions taking place this year, with the potential for more to be added. By sponsoring Grow the Groms you will get advertising at all of these contests and be able to expand your reach to not just PCB, but nationwide. As the sport grows, so does your reach and your business!



## Weekly Meetups

Partnering with Grow the Groms as a Sponsor means you get weekly access to local families and anyone vacationing here that wants to try out skim boarding. During the in season that could mean hundreds of impressions monthly just from these meet-ups. Your business will be proudly displayed on our tent/banners/flags on a weekly basis and we can even coordinate handing out samples, coupons, stickers, and/or flyers for your business.



## On-The-Road

With two dedicated travel vans attending these contests, you have the opportunity to get nationwide marketing by getting your business name on our vans by sticker or magnet, and getting thousands of impressions just by us taking your business on the road with us during competition season. Our goal is to get support for lots of families to travel to skim contests, and taking you on the road to advertise your business in exchange for that support will help us do just that.



## Social Media

Being a Sponsor means you get a range of social media posts and shares directly through Grow the Groms and anyone within the skim community that also shares, increasing your follows and likes. Knowing you support the skim community means the community wants to support you and your business. We all grow together!



## Community

By being a Sponsor of Grow the Groms and helping expand the worldwide skim community, you will get recognition for giving back to the families that ultimately spend their money within the local economy. Your support will help grow community and grow your business.



# Where do your sponsorship contributions go?

There is a lot that is already going into Grow the Groms, and your Sponsorship would mean exponential growth to reach thousands of more families and to help grow the sport of skim boarding.

In order to reach more people, more families, more groms, we need support in buying and/or donating gear. We need skimboards of all sizes and abilities to offer to new participants wanting to learn the sport. We also need wetsuits of all sizes, too, in order to make the sport more accessible to more people in the colder months. In order to grow the sport we need to hire pros to offer instruction at our meet-ups, and host clinics to really help train up future skim boarders. And, to expand and get new skimmers signed up for competitions, we need money to cover entry fees, membership costs to even enter the comps, and travel reimbursement to get more participants to contests nationwide. There will also be administrative costs in running Grow the Groms and in coordinating all of these efforts to expand the sport and this community.



## Clinics and Instructors

We are looking for Sponsorship funds to cover hiring professionals to teach lessons at weekly meet-ups, and to offer instruction at seasonal skim clinics and camps. This would also cover any fees associated with rentals, advertising, and instructor costs.



## Travel

As a lot of the competitions are outside of the Panama City Beach area, Grow the Groms would like to help those who otherwise wouldn't be able to participate in these events have the opportunity to do so. By raising funds to cover the cost of travel, more families will be able to get involved in the sport, thus helping grow the sport! Your Sponsorship would directly impact this growth and these families would know that you were supporting them and your business would grow alongside us.



## Member/Entry Fees

In order to get more groms signed up for more competitions, and not have anyone feel socio-economically disadvantaged, we would like to be able to cover the costs for entry fees and memberships or those needing it the most. In order to grow a sport and community, you need to make it accessible to everyone, and that's what Grow the Groms is all about!



## Admin

Running a non-profit takes a lot behind the scenes to operate, the paperwork, the planning, the meetings, the marketing, the web design and hosting weekly meet-ups year round. There has been a ton of work already logged, and as we grow we will need the support to continue covering these expenses. The monthly web costs, printing, flyers, signs, merchandise, etc. Your sponsorship will be vital in helping grow Grow the Groms and in turn grow your business!



## Gear

We are looking for Sponsorship funds to buy gear for Grow the Groms, including new skimboards of all sizes and abilities, wetsuits of all sizes, tents for contests and weekly meet-ups, and carts or trailers to haul the gear.

# Sponsorship Levels

In order to grow the sport of skim boarding and provide access to skim boarding to the broader community, we need your support. We want to reach as many people as we can that may otherwise not have the opportunity to get on a board. We want to grow this community up in a way that nurtures these kids and nurtures the sport. With your sponsorship support we can raise funds to provide boards, wetsuits, instruction, clinics, camps, contest fees, and travel expenses to skim boarders that may otherwise not have the opportunity to access these things.

With your sponsorship support, we can help grow up these groms, grow up this community, and grow the sport of skim boarding. By working together to advertise your business and market your products, we can actively grow our numbers and community as we help you grow your business. Together as a community we can support the growth of skim boarding in a healthy and dynamic way, partnering to nurture these kids and families and showing that everyone gets access and opportunity.

See a full breakdown of sponsorship levels and what they provide on the following page.



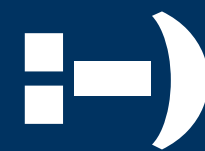
**10k**  
MAIN

**5k**  
PARTNER

**2.5k**  
STOKE

**1k**  
SM. BIZ

**500**  
FRIEND

  
PRODUCT

# Sponsorship Levels (cont.)

## Main \$10k+

- Main sponsor logo position on GTG vans and GTG beach cart
- Stand-alone sponsor beach flag at weekly meet-ups and national events
- Main sponsor logo position on GTG website
- Monthly video promo of product or business on social media
- Main sponsor position on banner/tent at regional and national competitions
- Additional sponsor mention at award ceremonies

## Partner \$5k

- Partner sponsor logo position on GTG vans and GTG beach cart
- Stand-alone sponsor beach flag at weekly meet-ups and national events
- Partner sponsor logo position on GTG website
- Monthly video promo of product or business on social media
- Partner sponsor position on banner/tent at regional and national competitions

## Stoke \$2.5k

- Stoke sponsor logo position on GTG vans and GTG beach cart
- Stand-alone sponsor beach flag at weekly meet-ups and regional events
- Stoke sponsor logo position on GTG website
- Monthly video promo of product or business on social media

## Sm. Biz \$1k

- Top tier logo position on beach cart sign
- Sm. Biz sponsor logo position on GTG website
- Monthly static promo of product or business on social media

## Friend \$500

- Logo on beach cart sign
- Sponsor listing on GTG website
- Mention of product or business on social media

## Product / Gift / Other

Want to help support Grow the Groms by donating product or gear, travel expenses, or by giving a financial gift, let us know what you can do! Every donation helps, and we will be sure to give you Sponsor recognition for contributing to support the growth of Grow the Groms and for helping grow the sport of skim boarding. Sponsorship levels will be evaluated on a case by case basis.

# Let's grow these groms and the sport, together!

Thank you for your consideration in supporting Grow the Groms. We have already made an impact in the community, hosting weekly skim meet-ups and providing boards for new skimmers to use, as well as free instruction and mentoring over the past three months. We have also started a steady following online and in person gathering community that we only see growing by the hundreds and thousands over this next year. With your sponsorship support we can exponentially grow up these groms, grow up our community, and grow up the sport of skim boarding.

For more information or to schedule a time to discuss how you can help Grow the Groms, please reach out to us through email, social media, our website or call us directly at:

email: [stoke@growthegroms.com](mailto:stoke@growthegroms.com)

website: [www.growthegroms.com](http://www.growthegroms.com)

insta and FB: [@growthegroms](https://www.instagram.com/growthegroms)

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