



PROUD



PARTNER

100 CALS * 0 BUBBLES

Surfside is the #1 Dollar Growth Driver Across Beer and RTD Spirits*

SCORE BIG AT RETAIL!



Increase Velocity

Surfside is the #1 highest-velocity spirits RTD- backed by a full-scale 360° marketing push during peak basketball season.



Easy Execution

Turnkey POS, pre-designed displays, and coordinated marketing support make this a plug-and-play program for your teams.



Engage Local Shoppers

From Opening Day to in-store sweepstakes, the Cleveland Cavs partnership creates excitement at shelf and a reason to buy.



Leverage Local Loyalty

Cleveland fans are passionate and loyal - the Surfside x Cavs connection taps directly into that emotion, driving impulse and affinity.



Drive Foot Traffic & Boost Display Visibility

Co-branded POS, promotions, and giveaways bring fans in-store and keep them coming back.



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*NIQ Retail Measurement B/W/S | TUS All Off-Premise Outlets | YTD 2025 W/E 08/30/25

SURFSIDE x CAVS 360° CAMPAIGN



ON PREM BUCKET SPECIAL/POS

Leverage our bucket deal across Cavs bars to boost volume where fans gather



BILLBOARDS

Broad presence during key Cavs moments



POS PRINT

Drive conversion at point of decision

SOCIAL MEDIA SWEEPS

Chance to win tickets that drives digital engagement, following and partnership awareness



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SWEEPSTAKES

Give fans a chance to win Cavs tickets and exclusive Surfside swag



IN-STADIUM BRANDING

Be where the fans are, at the heart of the action



DISPLAY PRINT

Big, bold visuals to own the cooler and floor



2025 PARTNERSHIP TIMELINE



PROUD PARTNER

ENGAGEMENT CATEGORY	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH
POINT OF SALE	SURFSIDE X CLEVELAND CAVS POINT OF SALE ITEMS Distribution of Co-Branded Point of Sale					
RETAIL SWEEPSTAKES				CAVS TICKET EXPERIENCES Win Tickets to Cleveland Cavs vs. TBD Duration - TBD		
SOCIAL MEDIA SWEEPSTAKES		CAVS TIX VS. TBD Duration - TBD				
BILLBOARDS	BILLBOARDS IN CLEVELAND REGION Duration - October - December					
IN-STADIUM BRANDING	IN-STADIUM BRANDING Various Branding Elements In and Out of Rocket Arena Duration - Oct. - April					



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Surfside is made with vodka, iced tea and/or lemonade, natural flavors & artificial sweetener. 4.5% Alc. By Vol. (9 Proof). ©2025 Stateside Brands LLC, Philadelphia, PA. All rights reserved. Average Analysis Per 12 fl. oz. Calories: 100; Carbohydrates: 3g; Protein: 0g; Fat: 0g. **Party Smart. Must be 21 or older to enjoy.**