

# Otter Rock and Roll

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Cascadia Conference  
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# What is Otter Rock and Roll ([Video Link](#))



# Goals of the Event

- Community awareness of Surfrider
- Family/Kids Engagement
- Ocean Stewardship
- Have Fun!
- It's become a source of revenue



# What you need to do:

- Decide to do it and pick a firm date and place
  - Find a spot that works well within your already established calendared events.
  - 6 month lead time preferable. 4 months is absolute minimum.
- Find Sponsors -- Both Local Community and Industry
  - Start early as it takes time to get commitments
- Promotion and Outreach
  - Develop Poster and Shirt artwork
  - Develop website and registration site
- Volunteers
  - Event Lead
  - Equipment, Volunteer, Registration, Sponsor and Judges Leads
  - Day of Volunteer signup sheet -- online (VolunteerSignup.org)
  - Need 3 to 5 to organize, 15 people for the day of.
- Link to [ORR Handbook](#)

