



Beach LEGENDS



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2026 BEACH LEGENDS

Dear Friends:

The Beaches Museum will host its Beach Legends on Friday, September 18, 2026, at the TPC Sawgrass Clubhouse. Recognizing that tomorrow's history is being made today, the highlight of the evening is our annual awards presentation honoring well-known, contemporary individuals as Beach Legends. These Legends have made and continue to make significant contributions to the history of Mayport, Atlantic Beach, Neptune Beach, Jacksonville Beach, Ponte Vedra Beach and Palm Valley.

The fun begins at 6:30 P.M. with cocktail hour and silent auction, followed by a seated dinner to recognize our 2026 honorees, as well as to conduct our live auction. This annual gala, the 46th for our organization and the 13th Beach Legends, is our largest fundraising event. We need your sponsorship to ensure the success of this year's gala! Proceeds will go toward the Museum's educational programs and operational needs.

Since our first meeting on February 22, 1978, the Beaches Museum has worked to ensure that we "build a future for our past," thanks to the support of individuals and organizations, including you! We would deeply appreciate your generosity to help us fulfill our mission. Please return the attached sponsor donation form and payment as acknowledgement of your commitment.

If you have any questions, visit beachmuseum.org or give us a call to learn more about our continuing work to preserve our coastal heritage at the Beaches Museum. Our success depends on the help and support of our sponsors and donors. Your generosity will be greatly appreciated!

Sincerely yours:

2026 Beach Legends Committee

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Bill Longenecker is a longtime surfer and respected figure in the Jacksonville Beach and Neptune Beach communities. Living for decades near A1A in the same family home purchased by his father in the early 1950s, he has maintained deep ties to the Beaches and its surfing culture.

Beginning in 1984, Longenecker became one of Florida's longest-running daily surf reporters, providing phone-in surf reports for local surf shops including Hixon's and later Sunrise Surf Shops. For more than 40 years, surfers throughout Northeast Florida relied on his detailed updates about wave conditions, winds, tides, weather, and water temperatures. A surfer since the early 1960s,

Longenecker has also helped preserve Florida's surf history through his collection of vintage surf magazines and memorabilia, supporting the Florida Surf Museum's archival efforts. Through decades of dedication and community involvement, he has become recognized as a local surf legend and an enduring voice in Jacksonville's surfing community. Helping others is another of his passions. As a trained paramedic, he worked in area hospitals for 25 years, assisting ER doctors and nurses. He still volunteers at Beaches Baptist Hospital.

Karen Wolfson is a longtime educator, volunteer, and civic leader whose service to Northeast Florida has spanned more than 50 years. A former Girl Scout, she began her career in education in 1968, teaching at Florida Community College at Jacksonville before later joining the faculty at Fletcher High School, her alma mater. There, she met her husband, Don Wolfson, who later served as Mayor of Atlantic Beach.

Since 1985, Wolfson has been a dedicated advocate for Wolfson Children's Hospital, serving 26 years on its Board of Directors, including five years as chair. She is also a past president of the hospital's Women's Board and remains active through several fundraising and outreach initiatives.

For nearly four decades, she has volunteered with Beaches Emergency Assistance Ministry (BEAM), where she founded programs providing school supplies, clothing, and dental care to children in need. Through her lifelong commitment to children and families, Wolfson has become one of the Beaches community's most respected civic leaders.

Founded in 1936, **Proctor Ace Hardware** is a fourth-generation, family-owned business with longstanding roots in Northeast Florida. Operating three Jacksonville-area locations, the company has earned a reputation for exceptional customer service, innovative retail practices, and steady growth over nearly 90 years.

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Led by members of the Proctor family, including **Steve, Joe, and Lizz Proctor**, the business has remained deeply committed to community involvement alongside its commercial success. Proctor Ace Hardware supports numerous local initiatives, including Habitat for Humanity, community gardens, youth sports programs, and regional charitable campaigns. The company has also emphasized environmentally responsible business practices and neighborhood engagement.

In 2018, Proctor Ace Hardware was recognized as one of the nation's "Coolest Hardware Stores," highlighting its creative retail approach and strong community presence. Today, the company continues to balance tradition with innovation, maintaining its role as both a trusted local retailer and an active community partner throughout Jacksonville and the Beaches region.



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LEVELS OF SPONSORSHIP

PRESENTING SPONSOR - EXCLUSIVE TOP BILLING

\$15,000

- Twenty guests with priority seating at the Gala
- Complimentary use of the Museum's Dickinson Gallery for one event
- One-year Beaches Museum membership at the San Pablo Society Historian Level
- Name or logo prominently placed on program, invitation, newspaper, advertisement, and website.
- Mention in press releases and event social media posts.
- Social media posts as a Museum supporter throughout the year.

LANDMARK SPONSOR

\$10,000

- One full table at event (ten guests)
- Complimentary use of the Museum's Dickinson Gallery for one daytime event
- One-year Beaches Museum membership at the San Pablo Society Historian Level
- Name or logo on program, invitation, newspaper advertisement, and website
- Mention in press releases and event social media posts
- Social media posts as a Museum supporter throughout the year

PRESERVATION SPONSOR

\$5,000

- Eight guests at the Gala
- One-year Beaches Museum membership at the San Pablo Society Mapmaker Level
- Name or logo on program, invitation, newspaper advertisement, and website
- Mention in press releases and event social media posts
- Social media posts as a Museum supporter throughout the year

MONUMENT SPONSOR

\$3,000

- Four guests at the Gala
- One-year Beaches Museum membership at the Benefactor level
- Name or logo on program, invitation, newspaper advertisement, and website
- Social media posts as a museum supporter throughout the year

ICON SPONSOR

\$1,500

- Two guests at the Gala
- One-year Beaches Museum membership at the Benefactor level
- Name or logo on program, invitation, newspaper advertisement, and website
- Social media posts as a museum supporter throughout the year

*All sponsorships will include a hyperlink to company or organization website where applicable.

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SPONSOR COMMITMENT FORM

SPONSOR: _____

SPONSOR CONTACT NAME: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____

EMAIL: _____

SPONSORSHIP LEVEL & AMOUNT: _____

PAYMENT: Use the QR code to donate online
or for additional event information.



_____ Check enclosed

_____ Please contact me for payment arrangements

You will be contacted in advance of the event for your list of guest names. No physical tickets will be issued. If you will not be using your tickets and give us permission to sell them to other guests, please initial here:

The Beaches Museum thanks you for your support!

BEACHES MUSEUM IS OPERATED BY THE BEACHES AREA HISTORICAL SOCIETY, INC., A 501(C)3 CORPORATION REGISTRATION # CH1597. YOUR DONATION IS TAX DEDUCTIBLE TO THE FULL EXTENT ALLOWED BY LAW. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE OF FLORIDA. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.

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