
DRIFTLINE
X
REI
co-op


DRIFTLINE
DRIFTLINE
SHARK TANK


DRIFTLINE
X
REI

AGENDA

1. Introduction & Opportunity
2. The REI Gap & Driftline's Advantage
3. Understanding the REI Customer
4. Regional Launch & Activation Strategy
5. In-Store Experience
6. Co-op Membership Engagement
7. Online Display & Digital Channels
8. Budget & Execution Plan
9. Looking Ahead

REI'S BOARDSHORT SELECTION IS OUTDATED.

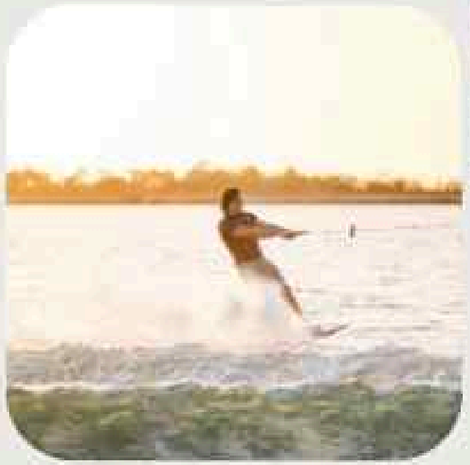
WHY THIS MATTERS:

- REI isn't surf-focused
- No high-performance shorts for lake & river sports
- Driftline fills this gap with patented hybrid tech











23M REI members as of 2022

180+ retail locations

THE FIT ISN'T RIGHT.

- Tucked behind customer service, oddly positioned above water shoes
- No signage or standout display
- Basic swimwear, not made for performance
- No warmth, support, or tech features
- Doesn't serve REI's lake and river athletes



DRIFTLINE WINS WHERE OTHERS DON'T.



KAYAKING

CURRENT GEAR:
- Swim trunks = cold + chafing

DRIFTLINE:
- Wetsuit-lined support
- Built for hours on the water



PADDLEBOARDING

CURRENT GEAR:
- Loose boardshorts = poor fit + discomfort

DRIFTLINE:
- Hybrid tech means athletes will be secure, warm, and high-performance



WAKEBOARDING

CURRENT GEAR:
- Full wetsuits or non-technical shorts

DRIFTLINE:
- Flexible hybrid short
- Increased comfort, freedom, and insulation

What REI Carries— And Why It's Not Enough

Brand	What They Offer at REI	Why Driftline Wins
Patagonia	Eco-friendly boardshorts with no tech or liner	Driftline adds wetsuit liner tech → real warmth + performance
O'Neill	Traditional boardshorts or full wetsuits, no hybrid option	Driftline owns the in-between zone = versatility
Vuori	Lifestyle-focused shorts with minimal performance support	Driftline is built for the water, not post-surf brunch
NRS	Wetsuits for river sports, no integrated short option	Driftline simplifies gear: hybrid design in one product
Quiksilver	Trendy youth-oriented boardshorts	Driftline = athlete-first, tech-driven, not just fashion

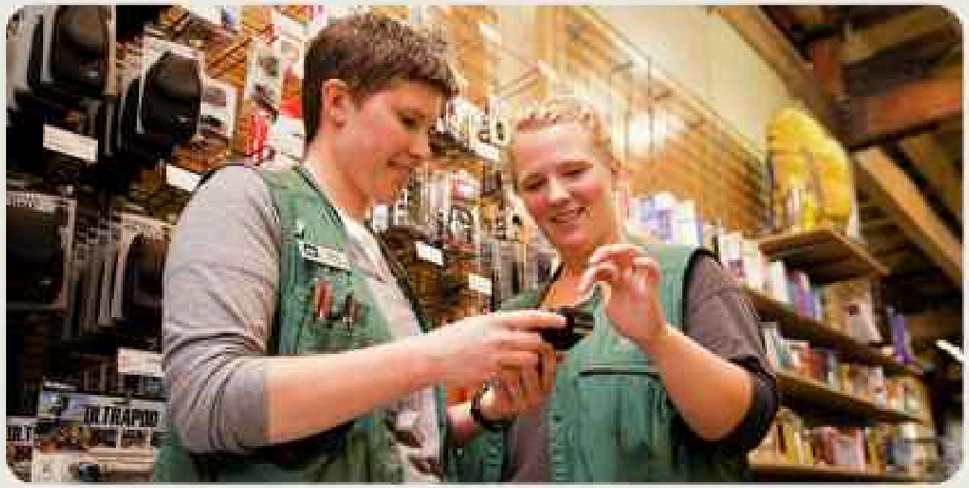
Driftline fills a gap REI hasn't solved—gear made for real lake and river athletes.

WHO IS THE REI SHOPPER?

DRIFTLINE

Demographics

Age: 25-50
Income Level: Middle to Upper-Middle class
Family Structure: Single individuals and families



Psychographics

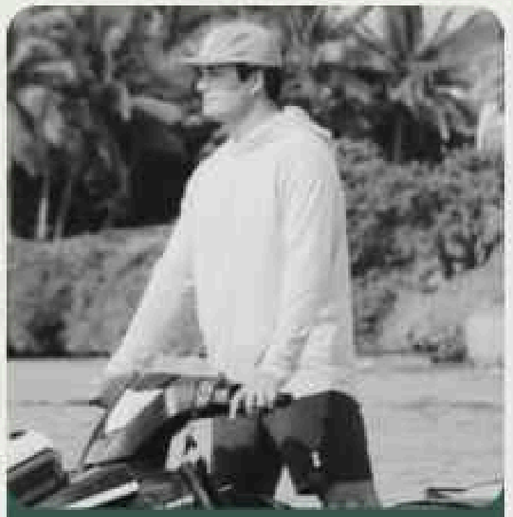
Lifestyle: Strong outdoor lifestyle focus
Values:

- Sustainability
- Deep connection to natural world
- Eco-friendly products

Outdoor activity preference:

- SoCal:
  - Beach and coastal activities are prominent
- NorCal
  - Beach, mountains, forests
  - Kayaking
- Colorado
  - Mountain sports: lakes, rivers

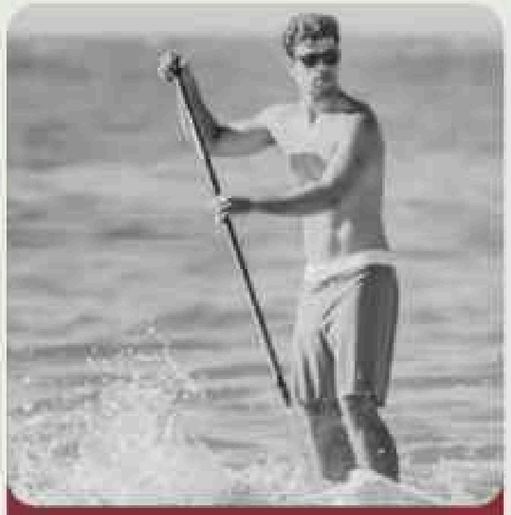
KNOW THE REI CUSTOMER



Outdoor-first, not surf-first



Cares about tech + durability



Needs better-performing water gear

CUSTOMER-DRIVING MESSAGING: TAGLINES THAT SELL



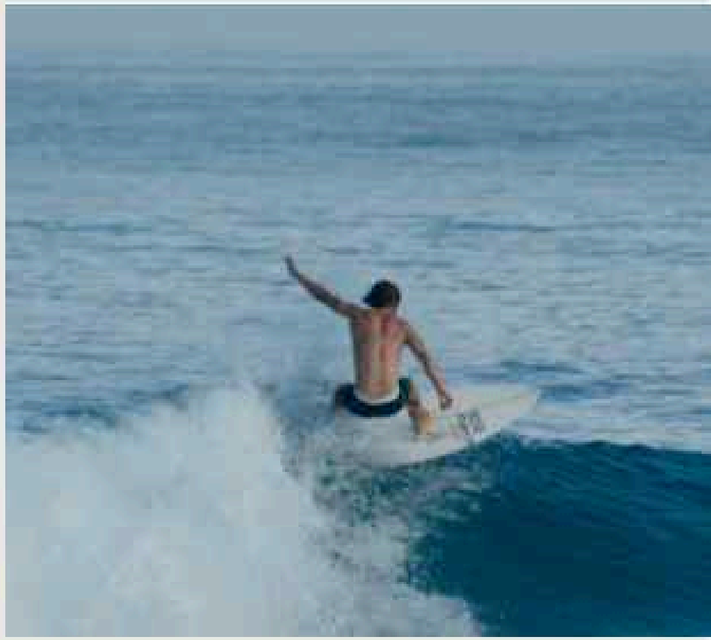
- ZERO DISTRACTIONS. 100% FOCUS.
- YOUR SHORTS SHOULD WORK AS HARD AS YOU DO.
- PERFORMANCE THAT MOVES WITH YOU.
- BOARDSHORTS FINALLY CAUGHT UP.

8 STORES, 3 KEY REGIONS

- **Launch:** CA, WA, CO
- Target audience through micro & macro influencers locally
- Match athletes to each store region
- In-store cutouts to build community trust







SAN DIEGO, CALIFORNIA

WHY?

- Large Market for Water Sports
- Active Lifestyle Community
- Proximity to Key Influencers and Athletes
- Climate and Year-Round Demand
- Partnerships with Events and Competitions



COPPER MOUNTAIN, COLORADO

WHY?

- Cross-over audience
- Spring/Summer appeal
- Adventure & outdoors
- Event sponsorships



HOOD RIVER, OREGON

WHY?

- High Water Sports Traffic
- Foil & Kite Surfing Market
- Kayaking Competitions
- Alignment with Local Culture
- Tourist Attraction



THE RIGHT FACES FOR THE BRAND

- Local athletes = local trust
- Partner with active REI users
- Authentic, in-action storytelling





ATHLETE SPOTLIGHT: MASON BANKS

- Encinitas, California
- Surfing, competing, travel, content creation
- @masonbanks29
- 12.1K Followers



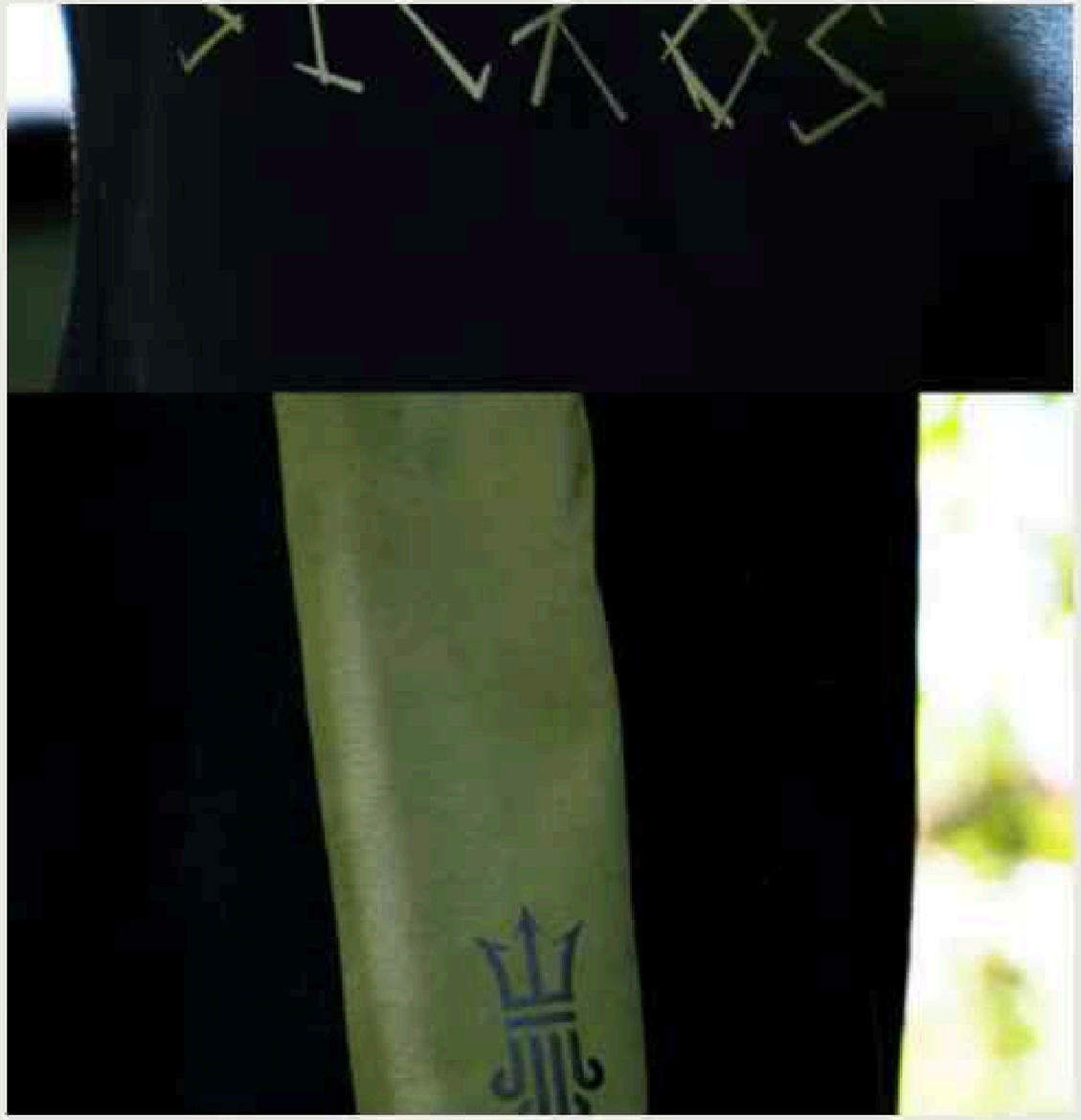
ATHLETE SPOTLIGHT: FYNN BULLOCK

- Summers: Orlando, Florida
- Wakeboard pro
- Winters: Copper Mountain, Colorado
- Snowboarding
- @fynnbullock
- 54.8K Followers



ATHLETE SPOTLIGHT: THE SICKOS

- Hood River, OR
- Childhood friends
- Professional athletes, ranging from snowboarders to kite surfers
- Content creators
- @sickos
- 414K Followers



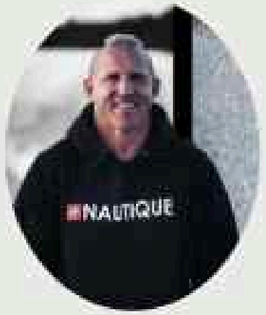
POTENTIAL INFLUENCER PARTNERSHIPS

DRIFTLINE

MICRO



@nicrapa



@rustymalinoski



@guentheroka



@jb_oneill

MACRO



@shaunmurray



@steellafferty



@harleyclifford



@Parxxx

UTILIZING INFLUENCERS: IN-STORE DISPLAY



STRATEGY FOR PNW EXPANSION

1

Prove Driftline's ROI in early stores

2

Engage REI HQ (Seattle) through local impact

3

Focus on authentic, regional athlete content

BRING DRIFTLINE TO LIFE

“Stories from the Water” – Influencer Content Nights

- Invite local athletes to share short doc-style stories
- REI customers vote their favorite story in-store to enter raffle

***On the Water* Demo Days:**

- Partner with REI for local paddling/kayaking meetups in test regions
  - (CA, WA, CO)
- Driftline demo tents with free Driftline test rides
- Invite regional micro-influenceers/pro atheltes to lead water sport clinics
- REI x driftline clinics titles: “Gear up & get out”



WHERE DRIFTLINE LIVES IN REI

- By boardshort section - not wetsuits
- “Boardshort of the Year” table
- Elevated table display
- Local cutouts + display monitor



LET CUSTOMERS FEEL THE TECH

We're committed to using the highest quality materials.

- Touch wall: Driftline vs. traditional
- AR scan: performance in action

Directional and Call to Action Signage

- "Elevate Your Adventure"
- QR Athlete Hunt



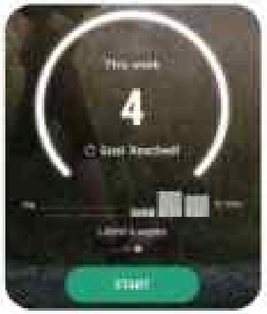
ENGAGE REI'S BEST CUSTOMERS

EARLY ACCESS TRIALS & VIP FITTINGS

- **Offer co-op pre-release trials:** members can try on and pre-order Driftline before public release
- Host **"Gear Preview nights"** with Driftline reps and athletes explaining product tech

Seasonal Water Sports Milage Challenge

- Introduce a **seasonal water sports mileage challenge** (kayaking, paddle boarding, etc.)
- Challenge complete = exclusive discount



"WATERLIFE STORIES: POWERED BY YOU"

- Short sports videos of real REI customers using Driftline
- Offer incentives for user-submitted content
  - Gift card raffles, social media features
- Stories featured at "Stories from the Water" Influencer Content Nights

POSITIONING ON REI'S HOMEPAGE

ONLINE DISPLAY



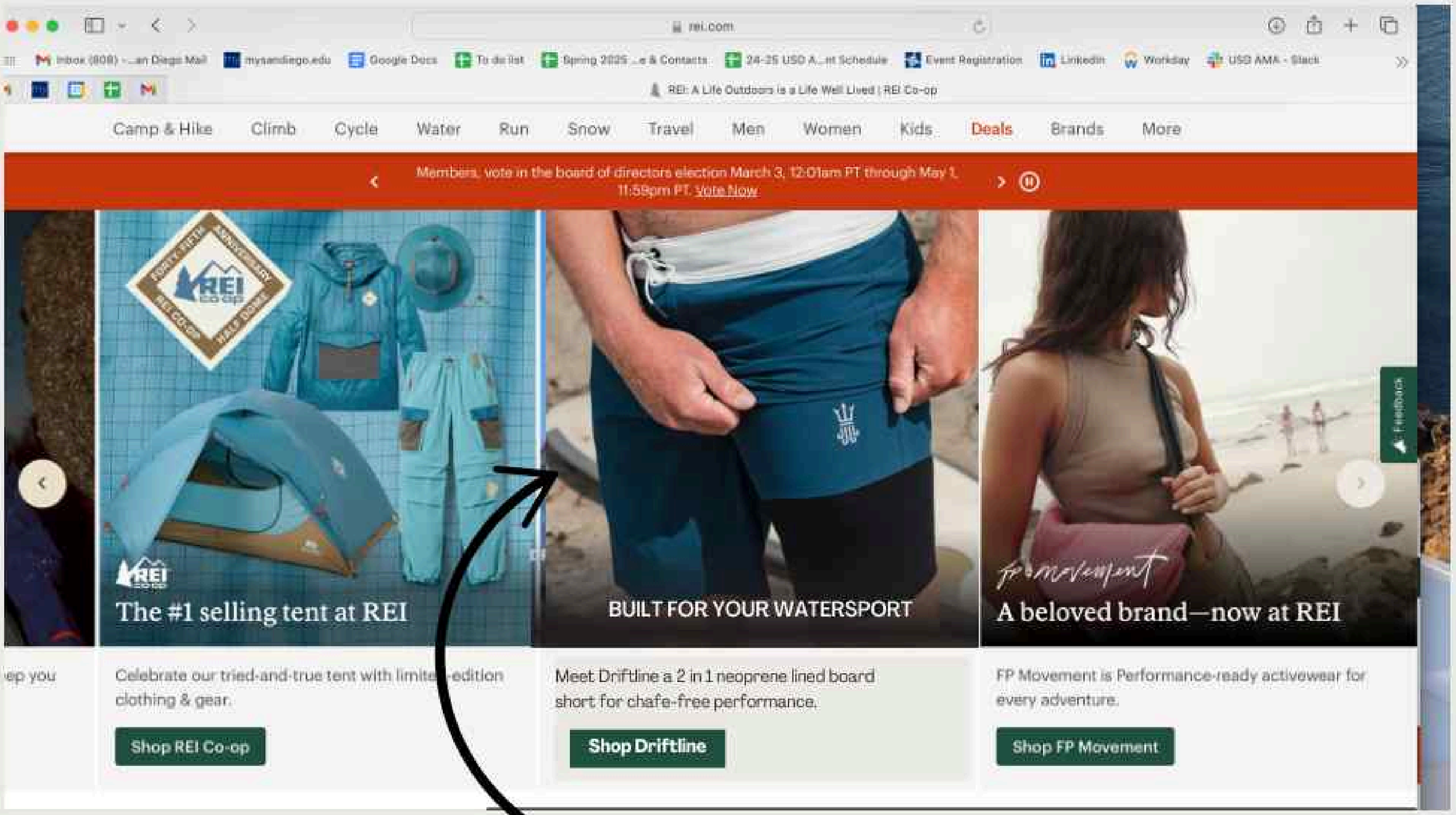
MAIN BANNER FEATURE

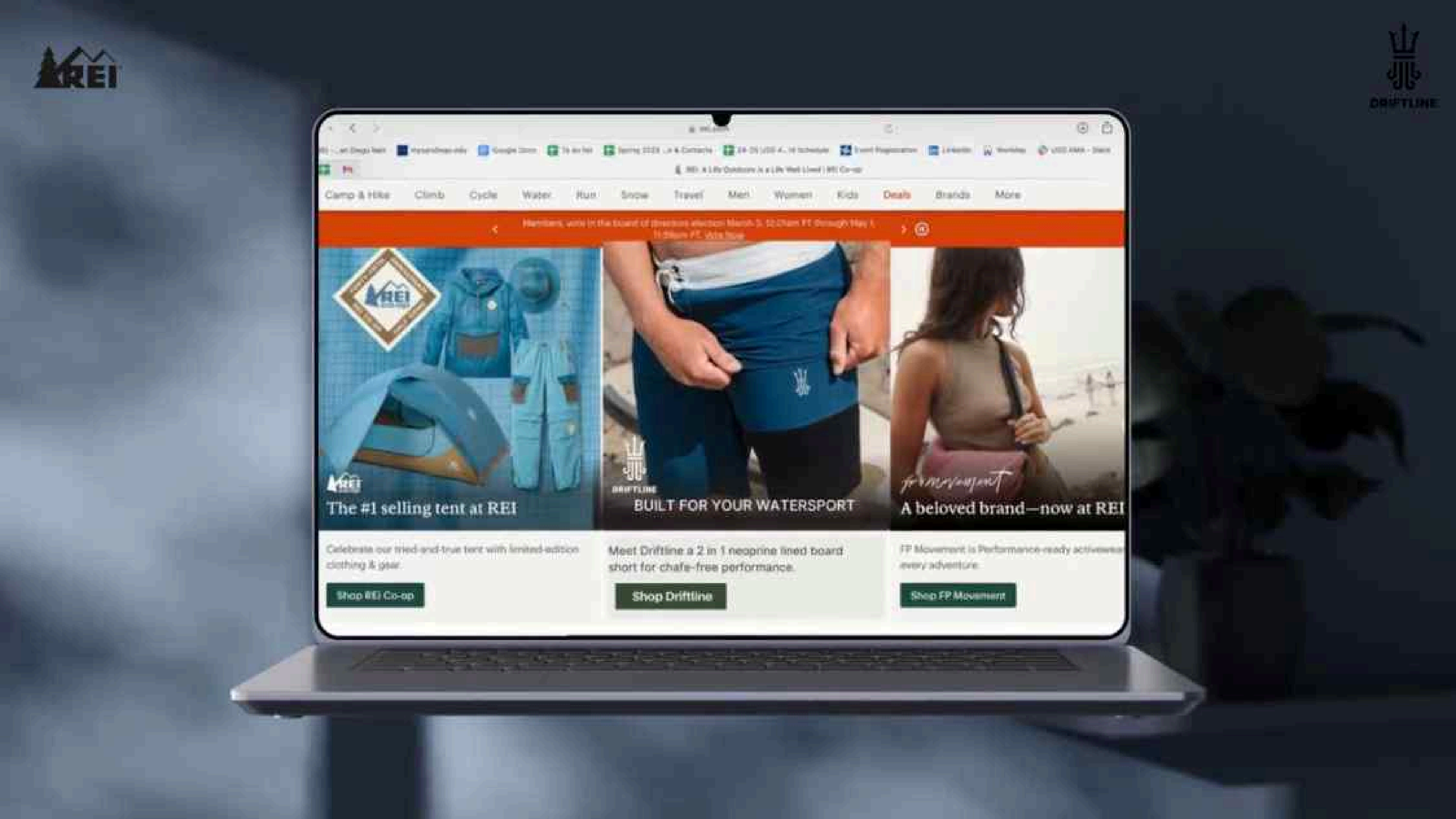


LEVERAGE REI'S 'NEW AT THE CO-OP' SECTION



BLOG POST UNDER CO-OP NEWS AND EXPERT ADVICE


rei.com
REI: A Life Outdoors is a Life Well Lived | REI Co-op
Camp & Hike
Climb
Cycle
Water
Run
Snow
Travel
Men
Women
Kids
Deals
Brands
More
Members, vote in the board of directors election March 3, 12:01am PT through May 1, 11:59pm PT. Vote Now
The #1 selling tent at REI
Celebrate our tried-and-true tent with limited-edition clothing & gear.
Shop REI Co-op
BUILT FOR YOUR WATERSPORT
Meet Driftline a 2 in 1 neoprene lined board short for chafe-free performance.
Shop Driftline
A beloved brand—now at REI
FP Movement is Performance-ready activewear for every adventure.
Shop FP Movement


Camp & Hike
Climb
Cycle
Water
Run
Snow
Travel
Men
Women
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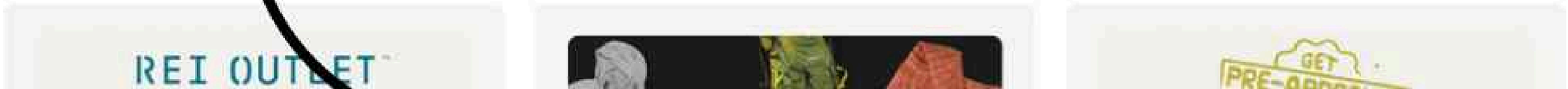
REI

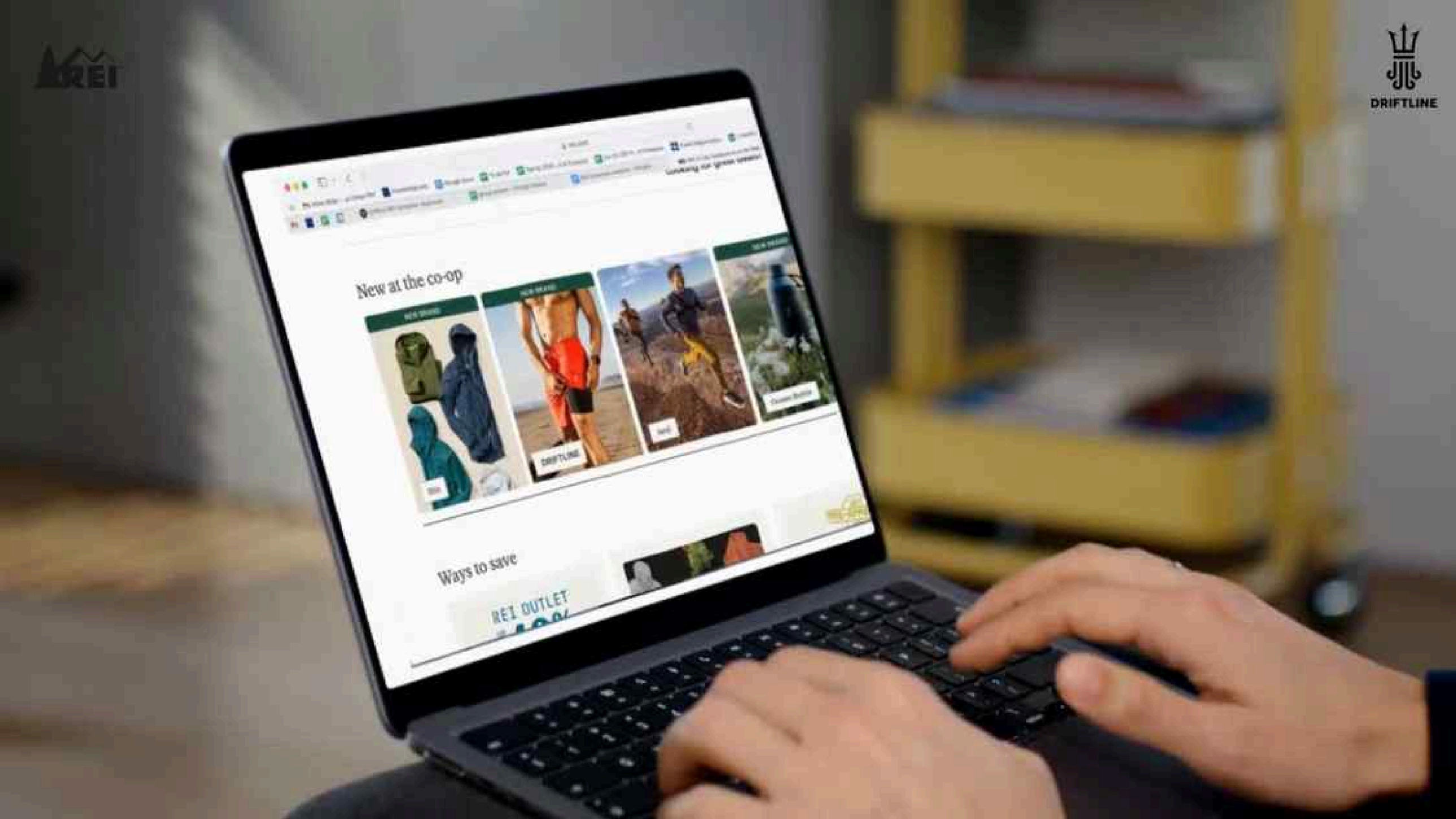
DRIFTLINE

New at the co-op



Ways to save




REI
DRIFTLINE
New at the co-op
DRIFTLINE
Ways to save
REI OUTLET

REI

DRIFTLINE

Co-op news & expert advice



CO-OP NEWS

Members, vote for your board of directors thru May 1

Vote now



EXPERT ADVICE

2026 Water Sports : Staff-Recommended Essentials

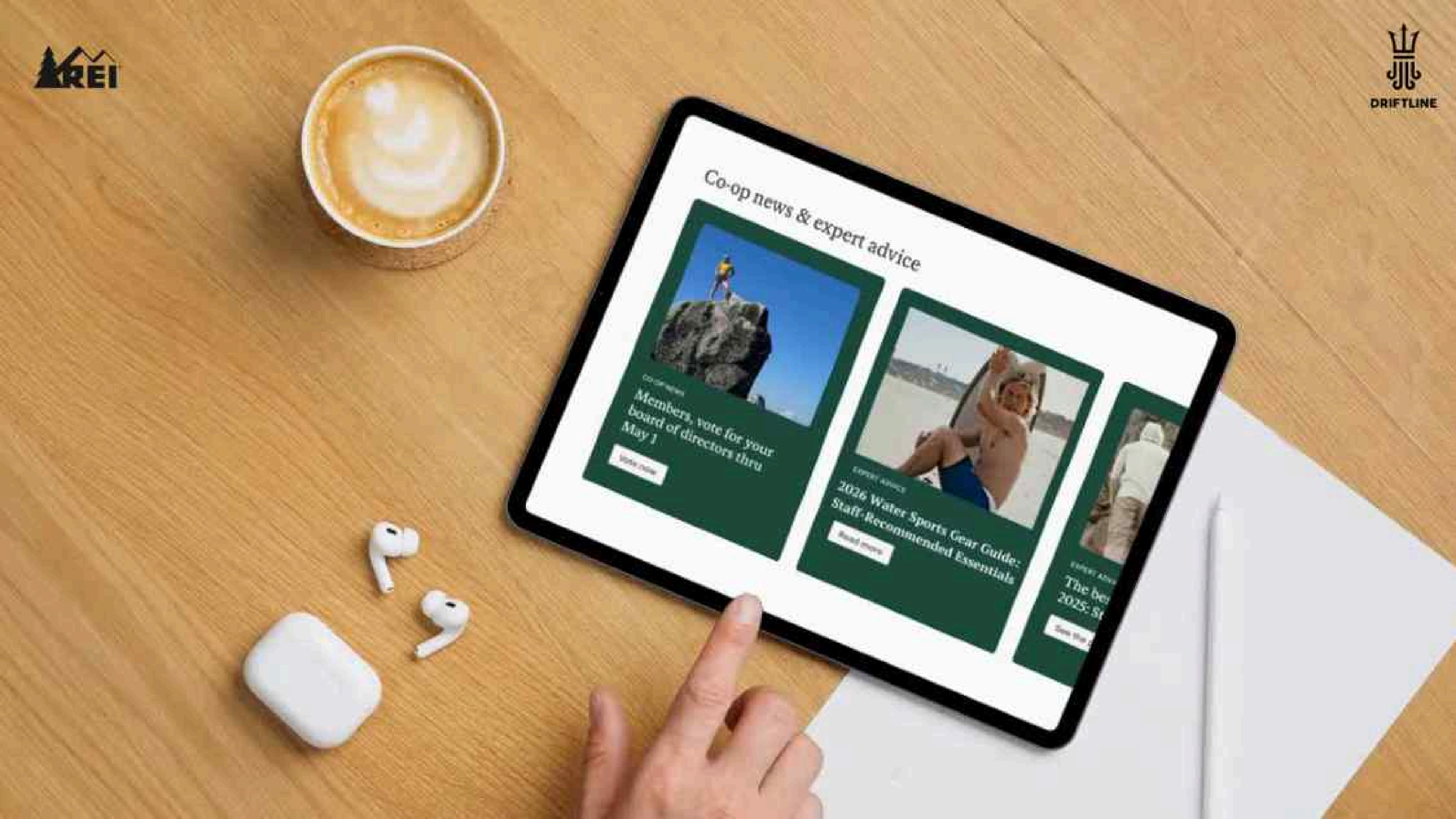
Read more



EXPERT ADVICE

The best hiking pants of 2025: Staff picks

See the picks

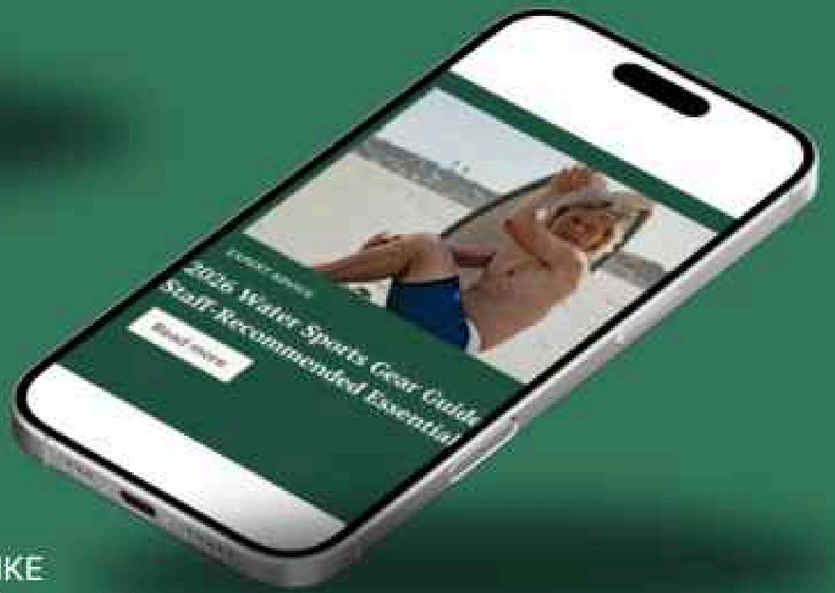

Co-op news & expert advice
Members, vote for your board of directors thru May 1
2026 Water Sports Gear Guide: Staff-Recommended Essentials

PRODUCT PAGE OPTIMIZATION

ALIGNING SEO KEYWORDS TO EMBED WITHIN THE PRODUCT DESCRIPTIONS AND SITE



CHAFE PROTECTION



WETSUIT LIKE WARMTH

PERFORMANCE BOARD SHORTS

MEN'S WATER SPORTS SHORTS REI



MAXIMUM COMFORT

DRIFTLINE ON REI DIGITAL CHANNELS



PAID

SOCIAL + GOOGLE ADS

Geo-targeted Social Ads Meta

- Focus: San Diego, Hood River, Boulder
- Feature: Local athletes (e.g., Stevie Island, Mason Banks) in action

Google Ads with SEO-Keywords

KPI: Drive traffic to REI product page + blog content

- Measured via CTR, page views, & engagement



OWNED

ORGANIC SOCIAL PLATFORMS

Organic Social Posts on REI Platforms

- Short-form clips
- Podcast Feature: Wild Ideas Worth living w/ Wes Horbatuck
- Conversations with people who took the path less traveled and brought their wildest ideas to life.
- Customer UGC campaign: *Waterlife Stories: Powered by You*

Email Marketing

- Target members with interest in surf, paddle, kayak, or SUP
- Subject ideas:
  - Zero Distractions. 100% Focus.
  - Your Shorts Should Work as Hard as You Do.
- Highlight early access trials



EARNED

Blog & Co-op News

- **Staff Picks**
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- **Gear Guide**
  - "Top Picks for Lake & River Athletes" section
  - Showcase neoprene-lined interior and user benefits: chafe-free, thermal, and functional

→ No cost, high trust exposure in key blog channels

DRIFTLINE

DRIFTLINE ON REI'S DIGITAL CHANNELS

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PATENTED 2-IN-1 BOARDSHORT

PERFORMANCE BOARD SHORTS

CHAFE PROTECTION

WETSUIT LINED BOARDSHORT

DRIFTLINE ON REI DIGITAL CHANNELS

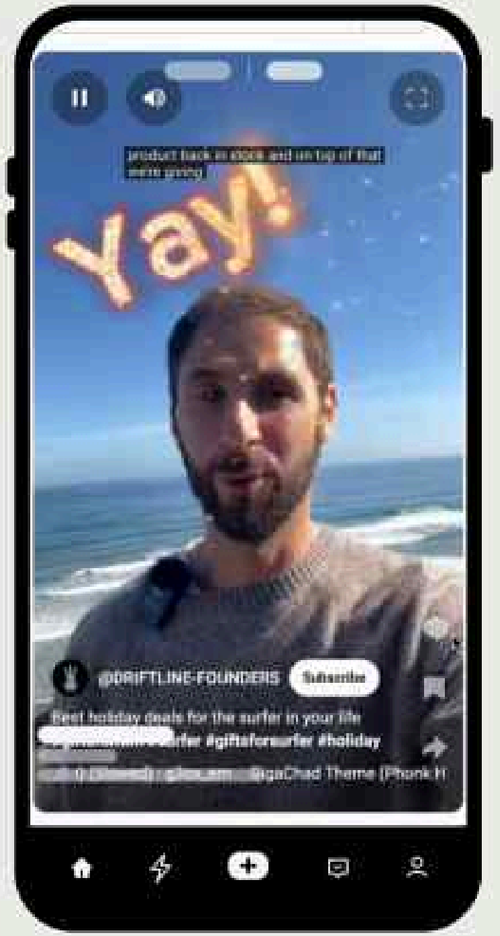
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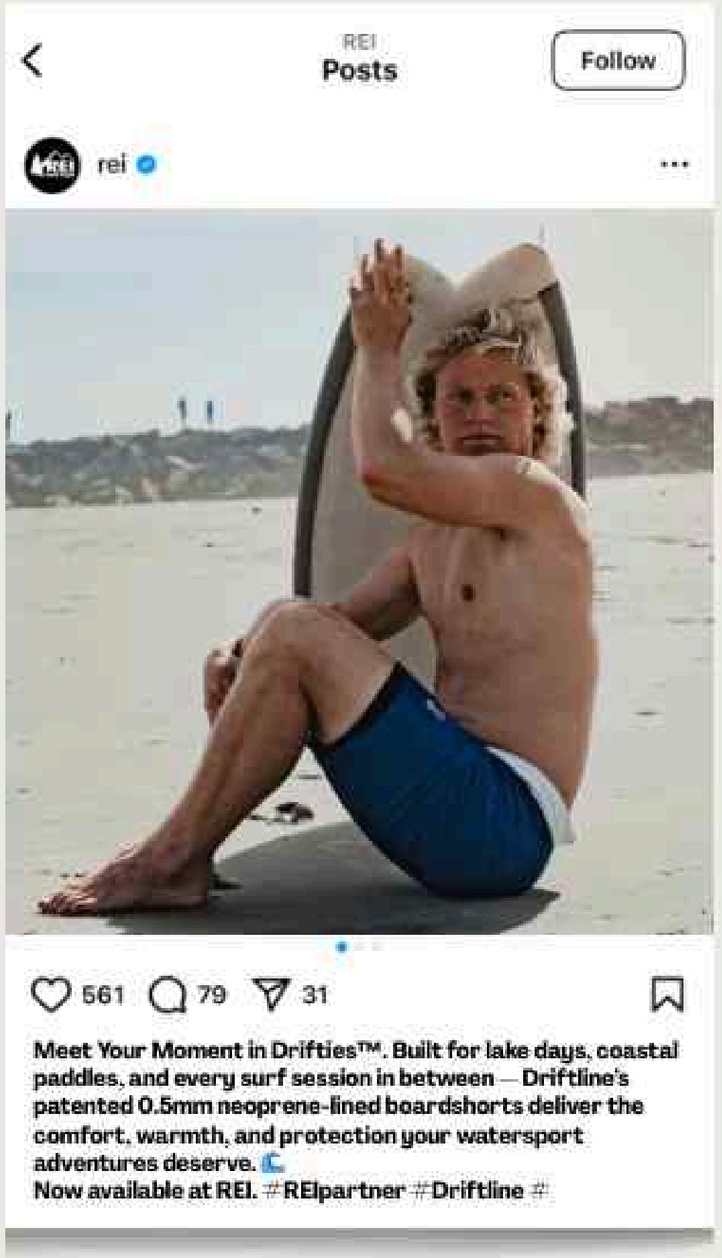
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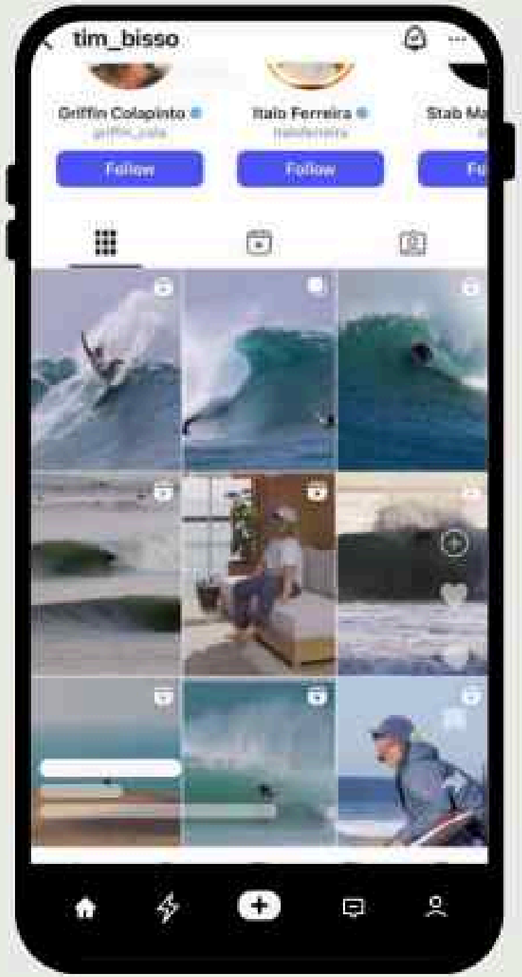
ORGANIC SOCIAL PLATFORMS

Instagram, Facebook, Youtube, TikTok

- 2 Static Images & Short-Form Clips
- Podcast Feature: Wild Ideas Worth Living w/ Tim Bisso
  - Conversations with people who took the path less traveled and brought their wildest ideas to life.
  - 13K Followers
  - Driftline Sponsored Athlete







DRIFTLINE ON REI DIGITAL CHANNELS

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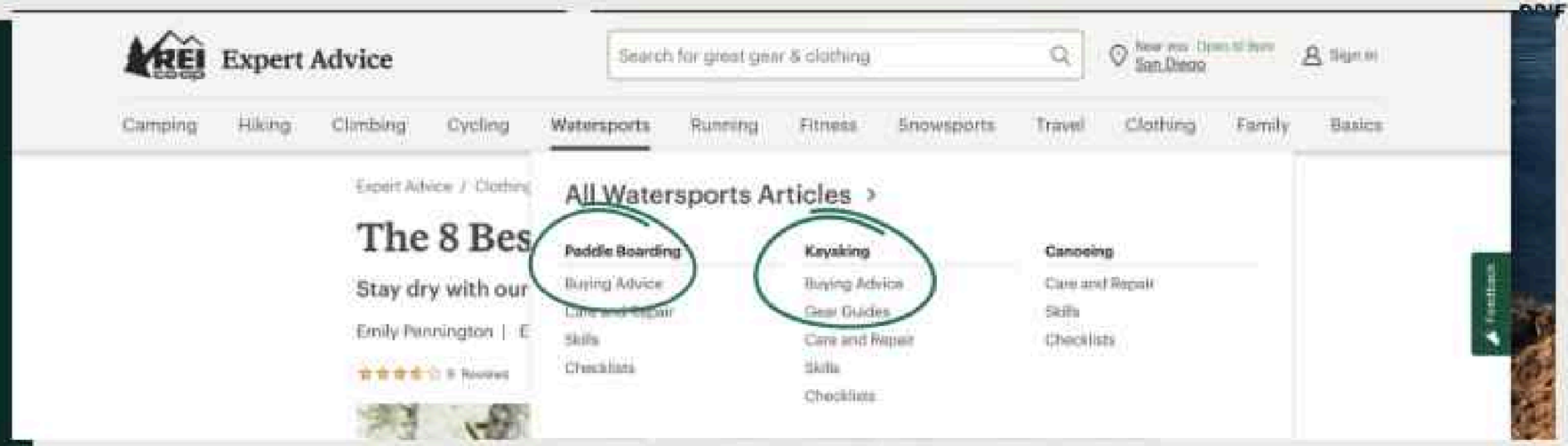
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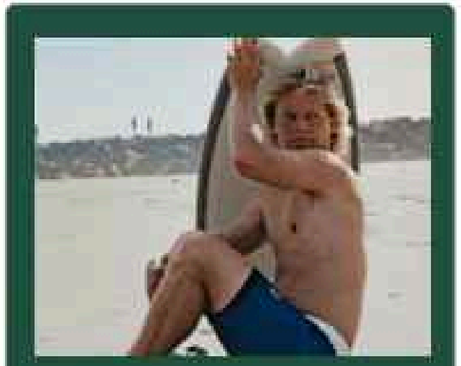
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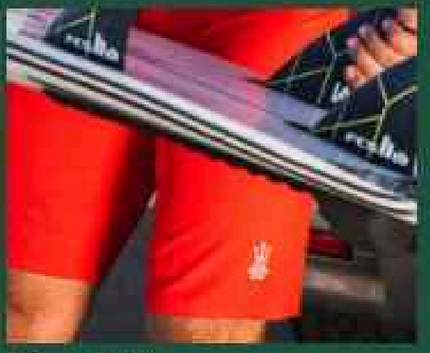
Read more



Buying Advice

Drifties™ VS Traditional Boardshorts

Read more



Gear Guides

Top Boardshort Picks for Lake & River Athletes

Read more

DRIFTLINE ON REI DIGITAL CHANNELS



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DRIFTLINE

MAKING $20K WORK



COMMUNITY-FIRST STRATEGY
FUELING AWARENESS THROUGH ATHLETE PARTNERSHIPS & LOCAL EVENTS

1. Athlete Activation $6,000

- **ATHLETE PARTNERSHIPS – $4,000**
  ACTIVATE 'THE SICKOS' + LOCAL MICRO ATHLETES FOR SOCIAL CONTENT

- **REI FOCUSED CONTENT SHOOTS - $2,000**
  REI AND DRIFTLINE SHOP

2. Local Events $5,000

- **LOCAL WATER SPORT EVENTS – $5,000**
  SPONSOR 3 COMMUNITY EVENTS IN HOOD RIVER, SAN DIEGO AND BOULDER
- **SHOOTING CONTENT DURING EVENTS**

MAKING $20K WORK



3. In-Store Activations $6,400

- **IN-STORE DISPLAYS – $4,000**
  POS SIGNAGE, LINER SAMPLES, ATHLETE STANDEES, AND QR CALLOUTS ACROSS 8 REI STORES.

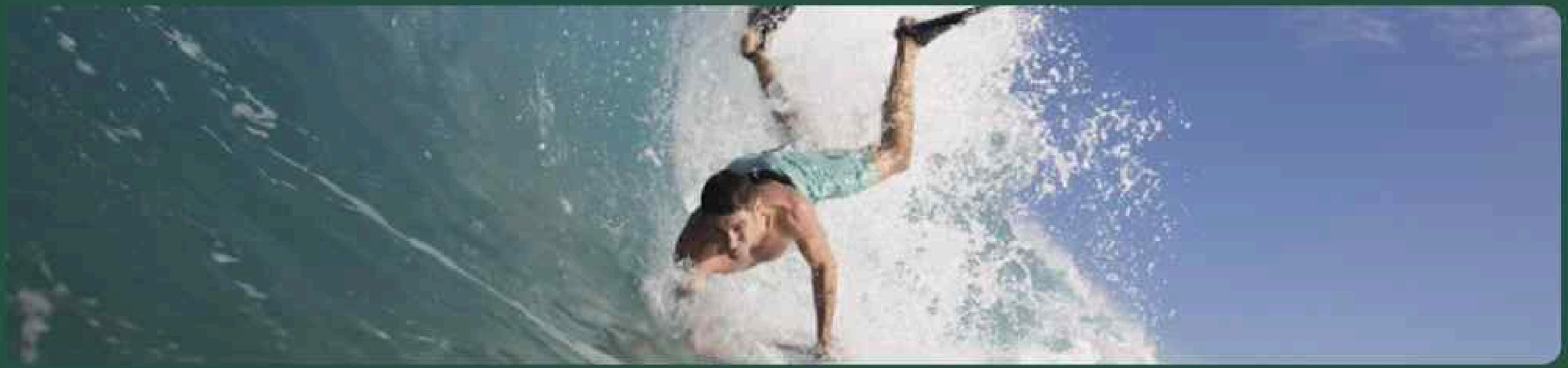
- **INTERACTIVE DEMOS – $2,400**
  MOUNTED IPADS IN 3 TEST STORES (CA, PNW, CO) SHOWING TECH FEATURES AND ATHLETE USAGE.

4. Paid Digital Promotion $2,600

- **INSTAGRAM AND YOUTUBE ADS**
- **EMAIL MARKETING**

REI

DRIFTLINE



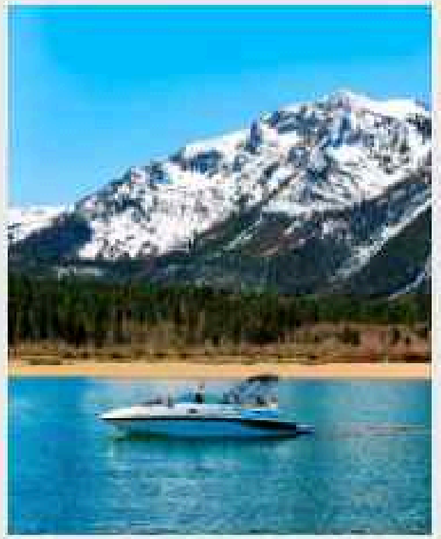
DRIFTLINE IS READY TO LAUNCH

- 8 stores. 500 units. One mission: **100% sell-through**
- Built for REI's overlooked athlete: lake & river water sports
- Backed by local influencers, bold in-store experiences, and digital storytelling
- **Hyper-local. High-performance. Highly sellable.**

LOOKING AHEAD

2026

- Spring: Official REI Launch + In-Store Activations
- **Launch** of REI x Driftline YouTube Series
- **Release** of Women's Lake Life Short Line
- Flagship Event: Lake Tahoe – 4th of July **Activation**



2028

- **Launch** of Youth Water Athlete Line
- Integration with REI Outdoor School Programming
- Begin REI Global Expansion (Australia, New Zealand)



2027

- Driftline **featured** at the ISA World SUP & Paddleboard Championships
- **Expand** REI partnership through global athlete campaigns





*All photos and videos provided by Driftline

THANK YOU

Any questions?