

HEAD OF THE
SCHUYLKILL REGATTA
 OCTOBER 28-29 2017



SUMMARY OF SPONSORSHIP OPPORTUNITIES

BENEFITS

Affiliation with one of the premier regattas in the U.S., and largest, most inclusive regatta in Philadelphia.

Penetration into a major rowing market, in all categories/levels of the sport and in the American cradle of rowing, the Mid-Atlantic Region. Exposure to local, regional, national and international attendees.

Direct contact throughout the event weekend with 8500+ competitors, their families, and rowing enthusiasts, including influential business and community leaders and representatives of top-tier private and public schools, colleges and universities. Weekend audience totals 30,000-40,000.

Exposure throughout the year to regatta contact list, rowing, national and local news outlets.

	Presenting	Platinum	Gold	Silver	Bronze
BRANDING OPPORTUNITIES					
Exclusive sponsorship at this level	√				
Product/service sector exclusivity	√				
Recognition via tag line in race title, e.g.: <i>Head of the Schuylkill Regatta, Presented by XYZ Corporation</i>	√				
Full page, color ad on/in commemorative program book	√	√			
Full/half page, black/white ad in commemorative program book			√	√	√
Company logo on HOSR banners displayed on Kelly Drive from September 1 to November 1	√	√	√	√	√
Company logo on HOSR website home page for one year	√	√	√	√	√
Sponsor highlight on HOSR website sponsors page: your company logo with link to sponsor web site	√	√	√		
Mention in all media materials; company logo on all advertising, including advertisement in Rowing Magazine	√	√	√		
Company logo on hard and electronic Head of the Schuylkill Regatta documents	√				
Company logo on monthly promotional email to 11,000+ people who are past and present participants; coaches; local and rowing media; volunteers; and the national/international rowing community	√	√	√	√	√
Company messaging/logo represented on HOSR social media platforms throughout year	√	√	√	√	√
30-90 second company announcement/advertisement (sponsor-supplied) presented in live streaming broadcast	√	√	√	√	

	Presenting	Platinum	Gold	Silver	Bronze
Company logo printed on official T-shirt	√	√	√	√	√
Use of HOSR logo and name to display in your promotions and event materials	√	√	√	√	√
EVENT WEEKEND RECOGNITION/AMENITIES					
Company banner (sponsor-supplied) at three highest-visibility locations along 2.5-mile racecourse & registration	√	√	√	√	√
Company logo prominently displayed on results kiosks/boards in high traffic areas	√	√			
Broadcast recognition throughout two-day event by experienced race announcers	√	√	√	√	√
VIP parking	√	√	√	√	√
Custom-designed VIP hospitality during regatta	√				
Present winners' medals at award ceremony	√	√	√	√	√
Opportunity to showcase, sample and/or sell products and/or services at event	√	√	√	√	√

Feature Sponsorships @ Platinum Level	Unique Benefits
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Official Outfitter	Your merchandise promoted exclusively as the Official Brand: 200+ Volunteers displaying logo for 2-day event and beyond
Live Streaming Sponsor	Banner on-screen during live streaming
Festival Tent Sponsor	Top visibility on exterior and interior of Festival Tent/location for vendors, food and awards ceremonies
Billboard signage Sponsor	High visibility & association with iconic Philadelphia event
Program Book Sponsor	Free and available to all competitors and spectators. Prominent display of sponsorship at Information Booths, at Registration and within Program Book
Other Regatta Areas Available Upon Request	To be determined

Feature Sponsorships @ Gold Level	Unique Benefits
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Finish Line Sponsor	Top visibility on Historic Boathouse Row
Club Chuck Wagon Cook-off	Visibility on signage, awards and promotional materials
Volunteer & Community Recognition Events	Guest admissions, participation in event program, signage
Featured Race Category, e.g. Community Race, Corporate Challenge	High visibility on website and all marketing materials/ social media. Editorial content in commemorative program books
Quick Reference Fold-out Regatta Guide	Free and available to all competitors and spectators. Prominent display of sponsorship at Information Booths, at Registration and within Guide
Other Regatta Areas Available Upon Request	To be determined

