

# HEAD OF THE SCHUYLKILL REGATTA



## 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 |
|---|------------|----------|------|--------|--------|
| <b>BRANDING OPPORTUNITIES</b>   |            |          |      |        |        |
| 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  | √          | √        | √    | √      |        |
| Feature sponsorship with unique benefits (see opportunities below)  | √          | √        | √    |        |        |
| Company logo on HOSR website home page for one year   | √          | √        | √    |        |        |
| Company logo on HOSR website sponsor 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 News   | √          | √        | √    |        |        |
| 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   | √          | √        | √    | √      | √      |
| Announcement/advertisement (sponsor-supplied) presented on HOSR social media  | √          | √        |      |        |        |

|  | 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                                      | √          | √        | √    | √      | √      |
| <b>EVENT WEEKEND RECOGNITION/AMENITIES</b>   |            |          |      |        |        |
| 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                                    | √          | √        | √    | √      | √      |

| <b>Feature Sponsorships @ Presenting/Platinum Levels</b> | <b>Unique Benefits</b> |
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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  |

| <b>Feature Sponsorships @ Gold Level</b> | <b>Unique Benefits</b> |
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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. Alumni Events, 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   |

