USRowing®

Event Sponsorship Opportunities
2012 Racing Season

Presented January 12, 2012

About USRowing

USRowing is a nonprofit membership organization recognized by the United States Olympic Committee as the national governing body (NGB) for the sport of rowing in the United States.

USRowing selects, trains and manages the teams that represent the U.S. in international competition including the world championships, Pan American Games and Olympics.

More than 200,000 people row in America, with upwards of 88,000 racing in over 200 registered events throughout the year. USRowing membership reflects the spectrum of American rowers – juniors, collegians, masters – and those who row for recreation, competition or fitness. Through our inclusion program, America Rows, USRowing is introducing the sport to an additional 1.2 million urban youth through our partnership with HopSports.

USRowing hosts five national championships, seven regional regattas, numerous national team selection events and an annual convention each year, which directly reach more than 15,000 individuals annually. These events provide local and national sponsors the opportunity to interact directly with the USRowing community.

Opportunites

- **Consumer Interaction/Client Acquisition:**

  Products and services can be easily marketed to a specific target demographic (youth, masters) through our events both at the national and regional level. USRowing events provide a high-quality interactive opportunity in an uncluttered sports marketplace.

- **Access to National Network of Loyal Consumers:**

  USRowing members report great affinity to our sponsors. Sponsorship provides access to a large national network of rowers and their families and friends, clubs and regattas for marketing opportunities.

- **Access to Decision Makers:**

  Our masters rowers are affluent, successful and influential – they are leaders in the business community at the local, national and international level. Nearly half have decision-making authority in their companies. These same attributes apply to many family members of our junior rowers.

USRowing Member Overview

Educated and Affluent:

- 73% have undergraduate degrees, 39% post graduate, 9% doctorate
- 44% of USRowing masters members earn $100,000 to $250,000
- 14% of USRowing masters members earn more than $250,000
- 89% own retirement or investment accounts
- 55% are “likely” to purchase products/services from a USRowing sponsor

Business and Community Leaders:

- 48% have decision-making authority over corporate or business expenditures
- 44% hold management positions
- 76% volunteer for non-profit organizations
- 37% serve as a volunteer committee chair or on a Board of Directors

Source: USRowing Member Survey

USRowing National Events

National Championships:

- USRowing Youth National Championships
  - –1,500+ participants + 6,000 spectators
  - –2012 Event: June 8-10 – Oak Ridge, Tenn.
- USRowing National Championships
  - –250+ participants + 1,000 spectators
  - –2012 Event: June 27-29 – West Windsor, N.J.
- USRowing Club National Championships
  - –1,500+ participants + 6,000 spectators
  - –2012 Event: July 11-15 – Camden, N.J.
- USRowing Masters National Championships
  - –1,700+ participants + 6,800 spectators
  - –2012 Event: August 9-12 – Worcester, Mass.
- USRowing Masters National Head Race Championships
  - – Expecting 500 participants + 2,000 spectators
  - –2012 Event: September 16 – Cleveland, Ohio
- USRowing Annual Convention and Advanced Coaches Conference
  - – 300+ participants
  - –2012 Event: November 29-December 2 – Oklahoma City, Okla.

USRowing Events

Regional Championships:

- Mid-Atlantic Junior District Championships
  - 750 participants + 3,000 spectators
  - May 11-12, 2012, West Windsor, N.J.
- Northeast Junior District Championships
  - 1,500 participants + 6,000 spectators
  - May 19-20, 2012, Worcester, Mass.
- Northwest Junior District Championships
  - 1,200 participants + 4,800 spectators
  - May 18-22, 2012, Vancouver, Wash.
- Northwest Masters Regional Championships
  - 1,000 participants + 4,000 spectators
  - June 22-24, 2012, Klamath Falls, Ore.
- Southwest Junior District Championships
  - 1,600 participants + 6,400 spectators
  - May 5-6, 2012, Gold River, Calif.
- Southwest Masters Regional Championships
  - 600 participants + 2,400 spectators
  - July 8, 2012, Oakland, Calif.

Sponsorship Overview

Title Sponsorship

- Title sponsorship (ex. USRowing Masters National Championships presented by XXXXX)
- **On-site Benefits/Activities**
  - Up to six banners with title sponsorship designation
  - Designation of race sponsorship and presentation opportunities for up to three (3) events (ex. Youth Men's Eight Championships presented by XXXXX)
  - Flyer in registration packets
  - Public address announcements
  - Free 10x10 vendor space
  - Logo on all multi-sponsor banners
  - Logo on volunteer t-shirts and all places where logos are visible
  - Access to hospitality tent (where available)
- **Media/Marketing Benefits**
  - Free one-page USRowing Yearbook advertisement (excludes covers)
  - Logos on live-streaming video
  - Logo on USRowing Web site sponsorship banner (appears on all pages)
  - Ad on event page on USRowing Web site
  - E-mail blast to USRowing Members
  - Free full-page ad in event program (where available)
  - Free USRowing E-magazine and USRowing E-newsletter advertisements
  - Press release announcing sponsorship – exposure through Facebook, Twitter, etc.

Gold Medal Sponsor

- Recognition as Gold Medal Sponsor in all signage/marketing materials.
- **On-site/Activities Benefits**
  - Up to four banners with designation as gold-level sponsor
  - Designation of race sponsorship and presentation opportunities for up to three (3) events (ex. Youth Mens Eight Championships presented by XXXXX)
  - Flyer in registration packet
  - Public address announcements
  - Free 10x10 vendor space
  - Logo on all multi-sponsor banners
  - Logo on volunteer t-shirts and all places where logos are visible
  - Access to hospitality tent (where available)
- **Media/Marketing Benefits**
  - Free one-page USRowing Yearbook advertisement (excludes covers)
  - Logos on live-streaming video
  - Ad on event page on USRowing Web site
  - E-mail blast to USRowing Members
  - Free full-age ad in event program (where available)
  - Free USRowing E-magazine and USRowing E-newsletter advertisements
  - Press release announcing sponsorship – exposure through Facebook, Twitter, etc.

Silver Medal Sponsor

- Recognition as Silver Medal Sponsor in all signage/marketing materials
- **On-site Benefits/Activities**
  - Up to two banners with designation as silver-level sponsor
  - Designation of race sponsorship and presentation opportunities for one (1) event
  - Flyer in registration packet
  - Public address announcements
  - Free 10x10 vendor space
  - Logo on all multi-sponsor banners
  - Logo on volunteer t-shirts and all places where logos are visible
  - Access to hospitality tent (where available)
- **Media/Marketing Benefits**
  - Ad on event page on USRowing Web site
  - 25% Discount on USRowing Yearbook ad
  - E-mail blast to USRowing Members
  - Free full-page ad in event program (where available)
  - Free USRowing E-magazine and USRowing E-newsletter advertisements
  - Press release announcing sponsorship – exposure through Facebook, Twitter, etc.

Bronze Medal Sponsor

- Recognition as Bronze Medal Sponsor in all signage/marketing materials
- **On-site Benefits/Activities**
  - Free 10x10 vendor space
  - Up to two banners (provided by sponsor)
  - Logo on all multi-sponsor banners
  - Logo on volunteer t-shirts and all places where logos are visible
  - Access to hospitality tent (where available)
- **Media/Marketing Benefits**
  - Public address announcements
  - Press release announcing sponsorship – exposure through Facebook, Twitter, etc.
  - E-mail blast to participating organizations
  - Free 1/2-page ad in program (where available)

Sponsorship Term

A-la-Carte:

- Title: $25,000
- Gold: $12,500
- Silver: $5,000
- Bronze: $2,500

Multi-Event Packages:

- All Events Package (15+ events): $60,000 (T), $45,000 (G), $30,000 (S), $20,000 (B)
  - Title sponsorship includes title sponsorship to two events and gold-level to remaining events
- Junior (5 events): $40,000 (T), $25,000 (G), $15,000 (S), $10,000 (B)
  - Title sponsorship includes title sponsorship to Youth Nationals, title sponsorship to one regional championship and gold-level to remaining events.
- Mix and Match (5 events): $40,000 (T), $25,000 (G), $15,000 (S), $10,000 (B)
  - Title sponsorship includes title sponsorship to one national championship event, title sponsorship to one regional championship and gold-level to remaining events.
- Masters (3 events): $30,000 (T), $20,000 (G), $10,000 (S), $5,000 (B)
  - Title sponsorship includes title sponsorship to Masters Nationals and gold-level to remaining events.

Thank you!