2018 USRowing Annual Convention

Sponsorship Opportunities

December 6-9, 2018
San Diego, California
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 the Olympics.

More than 1,000,000 people row in the United States, with over 200,000+ racing in over 200 registered events throughout the year. USRowing membership reflects the spectrum of rowers in America: junior, collegiate, adaptive and masters athletes, those who row for recreation, competition or fitness, and even those not on the water -- our indoor rowers. Through our inclusion program, America Rows, USRowing is introducing the sport to underserved populations across the country.
Annual Convention
Overview

Location

The 2018 USRowing Annual Convention will be hosted in partnership with the San Diego Crew Classic at the Hilton San Diego Resort & Spa in the Mission East area of San Diego, Calif. This year’s Annual Convention is anticipating 400–600 attendees.

Hilton San Diego Resort & Spa
1775 East Mission Bay Dr.
San Diego, CA 92109
Planned Programs

Junior Day: Juniors start off the day with a panel of world champion and Olympians. Hear how they started their rowing careers, the ins and outs of being an elite rower, and the successes and challenges that made them the champions they are today!

USRowing’s National Team nutritionist shows how (and what) elite athletes “eat for speed.” In College Recruiting 101, juniors learn from Princeton University coach Bill Manning about the different types of rowing programs, the pros and cons of each, and how to match their collegiate (rowing) goals to the right school. And for those athletes with elite rowing aspirations, junior national team coaches lay out “The Path to the National Team.”

Business of Rowing 2.0: This year’s program returns with a new, more robust programming schedule. Business of Rowing 2.0 is designed to bring the entire administrative side of the sport under one program, incorporating the former America Rows Forum and Regatta Management tracks, while expanding the offerings to topics applicable to any administrator.

Advanced Coaches Conference: Back by popular demand the Advanced Coaches Conference returns, continuing to provide leading edge insights and speakers that coaches have come to expect. The program will run Saturday and Sunday, featuring group general sessions and a variety of breakout speakers.

This year’s slate of speakers include U.S. National Team coaches Tom Terhaar and Mike Teti, University of Washington Women’s Head Coach Yasmin Farooq, Yale University Head Coach of Men’s Heavyweight Crew Steve Gladstone, USOC Senior Physiologist of Athlete Performance Services Michael Shannon, legendary coach and Senior Men’s Head Coach for Rowing Canada Aviron Dick Tonks, three-time Olympian Mary Whipple Murray, and that’s just for starters!

Masters Track: Join us for a day of programming focused on the unique needs of the masters rowing community. Meet other masters rowers and learn about topics focused on the unique challenges facing the masters rowing community. Learn about “eating for speed” from the U.S. National Team nutritionist, how
small adjustments in your equipment can make you better, and explore the relationship between stroke length, power and rating, as well as other “tricks of the trad” to make your boat go forward...faster!

**CRCA Collegiate Coaches Conference:** USRowing and the Collegiate Rowing Coaches Association are partnering once again to bring the CRCA Collegiate Coaches Conference to the USRowing Annual Convention. College coaches, both CRCA members and non-members, are invited to attend this track of programming.

**Level 2 Coaching Certification:** Complete the coursework and test required to earn your Level 2 Coaching Certification. The standard bearer for quality coaching, USRowing coaching certification is the credential that head coaches and administrators want their coaches to have. Level 2 is designed to train assistant and head coaches at the high school and collegiate levels.

**Referee Track:** This year’s program welcomes all referees, including current candidates and prospective candidates, kicking off on Friday with the annual December Meetings of the Regional Coordinators and the Referee Committee. Topics on current issues and future plans will be discussed and voted on. The meeting is open to the public, and welcomes all referees to attend.

Licensed referees can look forward to the (Chief) Referee College programming on Saturday and a session with staff of Nielsen-Kellerman, who will be showing their latest technology and products. Candidates can attend a ‘Candidate Clinic’ on Sunday and complete their first two observations at this year’s Winter Class regatta.

**Race at the Convention!** “The Rowing Season Ends Here.” Attendees to this year’s Convention will have the opportunity to get one last race in before the end of the year. The 3rd-Annual Winter Classic will be held Sunday, December 9, 2018.
Receptions and Social Events

Fiesta & USRowing Annual Awards Reception: Plan to join us in celebrating the year in rowing and recognizing the people and organizations that have made 2018 another banner year for the sport of rowing.

This year’s event will begin with an authentic San Diego style fiesta, including a happy hour leading into the presentation of USRowing’s annual awards.

Celebration of Women in Rowing Happy Hour
Hosted by ZLAC Rowing Club & WeCOACH: Attendees will be invited to visit the ZLAC Clubhouse to experience and learn about the history of the oldest women’s rowing club in the world. Don’t miss this chance to experience one of rowing’s truly historic settings. ZLAC members will be on hand to present the history of women’s rowing, and the clubhouse will serve as an authentic setting to celebrate the achievements of women in the sport.
Opportunities

The 2018 USRowing Annual Convention brings a wide range of participants, perfect for your sponsorship needs. Participants range from youth and their parents to collegiate coaches and athletic administrators. This event also attracts USRowing referees, as well as the USRowing Board of Directors and committees.

The 2018 Annual Convention provides high-quality, interactive opportunities in an uncluttered marketplace. You will have the experience to provide opportunities to allow members of the rowing community to interact with your brand.

USRowing members report great affinity to our sponsors. Sponsorship with USRowing events provides access to a large national network of rowers and their families and friends, clubs and regattas for perfect marketing opportunities. As a sponsor, your company’s message will be delivered to over 85,000+ USRowing members and 1,300 USRowing organizational members.

By being part of our USRowing sponsorship program, your company will have access to decision makers through our master rowers, referees and parents of our youth rowers. These individuals are affluent, successful and influential. They are leaders in the business community at the local, national and international level, while nearly half have decision-making authority in their company.
Sponsorship Packages

Title Event Sponsor .................................................. $20,000

Gold Medal Sponsor .................................................. $10,000

Silver Medal Sponsor .................................................. $7,500

Bronze Medal Sponsor .................................................. $5,000
Title Event Sponsor—
$20,000

(2018 USRowing Annual Convention Presented by _____)

As the Title Event Sponsor, you will have exclusive brand awareness and promotion for the marketing of the event, as well as during the conference.

On-site Benefits/Activities

- Up to six signage opportunities with sponsorships designation
- Designation of specific speaker sponsorship up to three (3) speakers, i.e. “Tom Terhaar - The Olympic Journey Presented by _______” (Featured Speaker not included)
- Opportunity to provide promotional item with company logo to all attendees
- One complimentary 6’ table vendor space
- One complimentary breakfast sponsorship
- Logo on all multi-sponsor event signage
- Logo opportunity on membership lunchbox giveaway
- Five complimentary admissions to event

Media/Marketing Benefits

- Title Sponsorship designation wherever applicable, “2018 USRowing Annual Convention Presented by _______”
- Logo on event page on USRowing website
- Email blast to all participating convention attendees: 400+ individuals
- Press release announcing sponsorship, with exposure through social media to over 150,000+ followers
Gold Medal Sponsor - $10,000

On-site Benefits/ Activities

- Up to four signage opportunities with designation as a Gold Medal Sponsor
- Opportunity to provide promotional item with company logo to all attendees
- Designation of specific speaker sponsorship up to two (2) speakers, “Tom Terhaar - The Olympic Journey Presented by_________” (Featured Speaker not included).
- One complimentary 6’ table vendor space
- Logo on all multi-sponsor event signage
- Logo opportunity on membership lunchbox giveaway
- Three complimentary admissions to event

Media/Marketing Benefits

- Logo on event page on USRowing website
- Email blast to all participating convention attendees: 400+ individuals
- Press release announcing sponsorship, with exposure through social media to over 150,000+ followers.
Silver Medal Sponsor—
$7,500

On-site Benefits/Activities

- Up to two signage opportunities with designation as a Silver Medal Sponsor
- Opportunity to provide promotional item with company logo to all attendees
- Designation of one specific speaker sponsorship, “Tom Terhaar - The Olympic Journey Presented by_______” (Featured Speaker not included).
- One Complimentary 6’ table vendor space
- Logo opportunity on membership lunchbox giveaway
- Logo on all multi-sponsor signage

Media/Marketing Benefits

- Email blast to all participating convention attendees: 400+ individuals
- Press release announcing sponsorship, with exposure through social media to over 150,000+ followers.
Bronze Medal Sponsor—
$5,000

On-site Benefits/Activities

- One Complimentary 6’ table vendor space
- Logo on all multi-sponsor signage
- Logo opportunity on membership lunchbox giveaway

Media/Marketing Benefits

- Email blast to all participating convention members: 400+ individuals
- Press release announcing sponsorship, with exposure through social media to over 150,000+ followers.
Push Notification Messaging Sponsorship
$3,000

On-site Benefits/Activities

- Opportunity for one sponsored push notification message to be sent through the convention’s app
- Messaging of sponsor’s choice to be sent to 400+ attendees

Media/Marketing Benefits

- Notification blast sent to all participating convention members: 400+ individuals
A la Carte Sponsorships

Happy Hour................................................................. $6,000

Meal Sponsorship.......................................................$5,000
Breakfast and/or Lunch

Annual Awards Reception........................................... $4,000

Program Sponsorship.................................................. $3,000
Junior Day, Masters Track, Referee Track & Business of Rowing 2.0

Coffee Sponsorship..................................................... $2,500
Happy Hour- $6,000

(2018 USRowing Happy Hour Presented by____)

The USRowing Happy Hour provides an opportunity to highlight the vendors and sponsors that support USRowing events. Complimentary hors d’ oeuvres will be served, as well as up to two free drinks to each of our 400+ attendees. Be the presenting sponsor of this event and you’ll be sure to receive the exposure your company desires.

The event is scheduled for Saturday evening, December 8, 2018, and leads into the Awards Reception.

On-site Benefits/ Activities

- One banner with sponsorship delegation at the Reception
- Opportunity to provide promotional item with company logo to all attendees
- One complimentary 6’ table vendor space
- Logo on all multi-sponsor Annual Convention signage
- Logo on all complimentary drink tickets: 400+ tickets

Media/Marketing Benefits

- Sponsorship designation wherever applicable, “2018 USRowing Vendor Happy Hour Presented by _____”
- Logo on event page on USRowing website in correlation with the Vendor Happy Hour
- Email blast to all participating convention attendees: 400+ individuals
- Press release announcing sponsorship, with exposure through social media to over 150,000+ followers.
Meal (Breakfast & Lunch) 
Sponsorship- $5,000
(Today’s Breakfast/Lunch Brought to you by____)

Everyday at the Annual Convention we provide complimentary breakfast, lunch and drinks to all attendees (400+ individuals).

On-site Benefits/ Activities

- Three signage opportunities with sponsorship delegation
- One ½- page sign on each table where lunch is served with sponsorship designation
- Company logo on the event schedule in conjunction with lunch sponsorship
- One complimentary 6’ table vendor space

Media/Marketing Benefits

- Sponsorship designation wherever applicable, “Today’s Breakfast/Lunch Brought to you by______”
Annual Awards Reception-

$4,000

(2018 USRowing Awards Reception Presented by____)

The Awards Reception is the last opportunity to recognize some of the men and women who have had a real impact on the sport of rowing during the previous year. As an ode to our award winners, we put together a reception.

This year’s event will begin with an authentic San Diego style fiesta, leading into the presentation of USRowing’s annual awards.

On-site Benefits/Activities

- One banner with sponsorship delegation at the Reception
- Opportunity to provide promotional item with company logo to all attendees
- One complimentary 6’ table vendor space
- Logo on all multi-sponsor Annual Convention signage

Media/Marketing Benefits

- Sponsorship designation wherever applicable, “2018 USRowing Awards Reception Presented by______”
- Logo on event page on USRowing website in correlation with the Awards Reception
- Email blast to all participating convention attendees: 400+ individuals
- Press release announcing sponsorship with exposure through social media to over 150,000+ followers.
Program Sponsorship- $3,000

(Business of Rowing 2.0 Presented by ___)

Associate your brand with a targeted segment of the rowing population. Track sponsors can take advantage of branding opportunities with their selected programming. You’ll have the opportunity to take five minutes at the beginning of each session to introduce yourself, your company and the guests speaker. The opportunity allows your company to obtain direct exposure with Annual Convention attendees.

On-site Benefits/Activities

- Branding opportunities within selected programming track
- Logo displayed on schedule in association with selected track
- 5-minute introduction of yourself, your company and guest speaker
- Opportunity to provide promotional item with company logo to all attendees
- One complimentary 6’ table vendor space
- Logo on all multi-sponsor Annual Convention signage

Media/Marketing Benefits

- Sponsorship designation wherever applicable, “Business of Rowing 2.0 Presented by ___”
- Logo on event page on USRowing website in correlation with the breakout room/schedule
- Email blast to all participating convention attendees: 400+ individuals
- Press release announcing sponsorship, with exposure through social media to over 150,000+ followers.
Coffee Sponsorship – $2,500
(Today’s Coffee Break Brought to you by____)

Everyday at the Annual Convention we provide complimentary coffee and snacks to all attendees (400+ individuals).

On-site Benefits/ Activities

- Three signage opportunities with sponsorship delegation at the sponsored breakfast
- One ½-page sign on each where coffee and snacks are served with sponsorship delegation
- Company logo on the event schedule in conjunction with breakfast
- One complimentary 6’ table vendor space

Media/Marketing Benefits

- Sponsorship designation wherever applicable, “Today’s Coffee Break Brought to you by ________”
Sponsorship Package Form

Please fill out this form and send to the contact information below if your company is interested in being a 2018 USRowing Annual Convention sponsor.

Company:
_________________________________________________________________

Contact:_____________________________ Phone:________________________

Address:
_________________________________________________________________
_________________________________________________________________

Visa/MasterCard/Discover/AMX: ________________ Expiration Date: __/___

Check #:______________________________
*Checks should be made payable to USRowing*

Total Due: _______________________

Please Contact AJ Dominique for Sponsorship Inquiries:

AJ Dominique
USRowing Senior Events Manager
2 Wall Street
Princeton, NJ 08540
(P) (609) 786-9018
(E) alvin.dominique@usrowing.org
A la Carte Sponsorship Form

Please fill out this form and send to the contact information below if your company is interested in being a 2018 USRowing Annual Convention A la Carte sponsor.

Company:
_________________________________________________________________

Contact: __________________________ Phone: __________________________

Address:
_________________________________________________________________
_________________________________________________________________

Visa/MasterCard/Discover/AMX: __________________________ Expiration Date:__/____

Check #: __________________________
*Checks should be made payable to USRowing*

Total Due: _________________________

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