2019 USRowing Event
Sponsorship Opportunities
USROWING BY THE NUMBERS

Members by GENDER

Breakdown of total individual membership by gender.

52.9% female
47.1% male

75,160 total members

Members by REGION

Breakdown of total individual membership by region of the country.

- Northeast (27.5%)
- Midwest (13.3%)
- Southwest (14.5%)
- Northwest (8.3%)
- International (1.6%)

Mid-Atlantic & Northeast regions account for over 50% of members.

AGE of our members

48.2% of our members are 18 years of age & under

and 72% are under 23 years old

Types of ORGANIZATIONS

- DeKalb Team Camps (1.0%)
- Regatta/Organizers (1.0%)
- Boosters (2.1%)
- Single Race Teams (3.5%)
- Collegiate (21.2%)
- Scholarship... (24.4%)
- Clubs (45.6%)

1,387 total organizations
24% growth over 5 years

*2017 USRowing Membership Data
**TOP 10 REASONS FOR EVENT SPONSORSHIP**

Total audience of **150,000 individuals** through USRowing’s e-mail broadcast list, with above industry-average open rates.

Access to more than **75,000 individual members** and ~**1,400 member organizations**.

**67 percent** of rowers view sponsors as **leaders in their field** and are **more likely to select products or services** from sponsors than their competitors.

Multi-day events provide **expanded exposure to a brand-loyal audience** compared to other sporting events.

**National reach** across 45 states, with expanding opportunities and access to **inner city youth, para and adaptive communities**, and much more.

**60 percent** of members have **household incomes of more than $100,000**, with **25 percent above $200,000**.

Embracing **new technologies** to enhance spectator and sponsor experience through live streaming, jumbotrons, drones, touch screen results, and GPS data integration.

USRowing hosts or sponsors the **largest sprint regattas in the United States**.

In 2018, USRowing led the way **internationally**, sitting **atop the medal stand** at the junior, under 23 and senior world championships.

As an **original sport in the modern Olympics**, the **first collegiate sport** and the **oldest national governing body** in the U.S., rowing stands alone.
MEDIA REACH

USROWING WEBSITE
- Over 750,000 unique viewers per year

SOCIAL MEDIA
- Over 60,000 Facebook Followers
- Over 31,000 Twitter Followers
- Over 51,800 Instagram Followers

LIVE STREAMING VIDEO
- Over 12,000 YouTube subscribers
- Over 1,000,000 YouTube views

ROWING MAGAZINE
- Reaching 75,000 individual members of USRowing.
PARTICIPANT AND SPECTATOR PROFILE

**USROWING NATIONAL CHAMPIONSHIPS**
- 2,000 participants
- 2,500 spectators

**USROWING MASTERS NATIONAL CHAMPIONSHIPS**
- 1,700 participants
- 2,500 spectators

**USROWING YOUTH NATIONAL CHAMPIONSHIPS**
- 1,850 participants
- 10,000 spectators

**USROWING UNDER 17/UNDER 15 NATIONAL CHAMPIONSHIPS (NEW EVENT FOR 2019)**
- 1,000-1,250 expected participants
- 2,500 expected spectators
2019 Event Information
USRowing Indoor National Championships
  ○ February 24, 2019
  ○ Long Beach, Calif.

USRowing Under 17/Under 15 National Championships
  ○ June 1-2, 2019
  ○ Camden, N.J.

USRowing Youth National Championships
  ○ June 6-9, 2019
  ○ Sarasota, Fla.

USRowing National Championships
  ○ July 9-14, 2019
  ○ Bethel, Ohio

USRowing Masters National Championships
  ○ August 15-18, 2019
  ○ Grand Rapids, Mich.

USRowing Annual Convention
  ○ December 5-8, 2019
USROWING REGIONAL EVENTS

YOUTH

- Central Youth Championships
  - May 4-5, 2019
  - Oklahoma City, Okla.

- Mid-Atlantic Youth Championships
  - May 11-12, 2019
  - Princeton, N.J.

- Northeast Youth Championships
  - May 18-19, 2019
  - Lowell, Mass.

- Northwest Youth Championships
  - May 17-19, 2019
  - Vancouver, Wash.

- Southeast Youth Championships
  - May 11-12, 2019
  - Oak Ridge, Tenn.

- Southwest Youth Championships
  - May 3-5, 2019
  - Gold River, Calif.

- West Coast Scholastic Championships
  - April 13-14, 2019
  - Riverside County, Calif.
MASTERS

- **Northeast/Mid-Atlantic Masters Championships**
  - July 13, 2019
  - Lowell, Mass.
- **Northwest Masters Championships**
  - June 21-23, 2019
  - Vancouver, Wash.
- **Southeast Masters Championships**
  - June 22-23, 2019
  - Augusta, Ga.
- **Southwest Masters Championships**
  - July 13-14, 2019
  - Long Beach, Calif.
INCREASE YOUR REACH!

SERIES PACKAGES: Contact us to customize a package to meet your specific needs!

YOUTH SERIES
- Youth National Championships
- U17/U15 National Championships
- Seven Regional Championships

MASTERS SERIES
- Masters National Championships
- Four Regional Championships

NATIONAL CHAMPIONSHIPS SERIES
- National Championships
- Youth National Championships
- Masters National Championships
- U17/U15 National Championships
SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR
Go all-in with USRowing events! This opportunity provides the largest range of benefits and engagement with USRowing members and spectators.

SUPPORTING SPONSOR
Make it your event! Engage in promotional activities such as awards ceremonies and presentations.

REGATTA SPONSOR
Support the sport we love! Give back to the rowing community, while highlighting your brand on site!

PARTNER
Join the rowing family! Interact with participants and spectators through on-site activation and signage.
PRESENTING SPONSOR

MEDIA BENEFITS

- Exclusive designation as “Title Sponsor” for event (i.e. USRowing Youth National Championships presented by Your Company).
- Logo included on USRowing website sponsorship ribbon, series landing page, and each relevant event web page included in the series.
- Featured article on USRowing website describing partnership and highlighting your brand.
- Four (4) branded social media posts around the series/event.
- Logo placement on all live streaming broadcasts at all relevant events (where available).
- 30-second ad spot on live streaming broadcasts at all relevant events (where available).
- Press release announcing sponsorship. Exposure through USRowing website and social media platforms.
- Integrate exposure into USRowing’s E-newsletter.

ON SITE ACTIVATION

- Trophy and medal presentation opportunities at your branded awards area.
- Access to VIP/hospitality/special events (where applicable).
- Designation of race sponsorship for two (2) selected race categories.
- Up to eight (8) on-site banners with title sponsorship designation.
- Ten (10) general admission tickets to regatta.
- Premiere on-site activation space with preferred placement of your brand at each event.
SUPPORTING SPONSOR

MEDIA BENEFITS

- Sponsorship acknowledgment during live streaming broadcasts of events, with priority placement during select segments of the event.
- Feature article on USRowing website describing partnership and highlighting your brand.
- Two (2) branded social media post during series/event.
- Press release announcing sponsorship. Exposure through USRowing website and social media platforms.
- Logo included on series-specific landing page and relevant event web page(s) on USRowing website.
- Preferred on-site activation space at select event(s).

ON SITE ACTIVATION

- Custom, on-site activation opportunities such as:
  - Branded results area
  - Athlete area
  - Bow numbers
  - Individual race sponsorships
  - ...and much more!
- Recognition on event sponsor banners at all relevant event(s).
- Speaking and/or presenting opportunity during awards ceremonies at relevant events.
REGATTA SPONSOR

MEDIA BENEFITS

- Sponsorship acknowledgment during live streaming broadcasts of events.
- One (1) branded social media post during series/event.
- Press release announcing sponsorship. Exposure through USRowing website and social media platforms.
- Logo included on event web page(s) on USRowing website.

ON SITE ACTIVATION

- Preferred on-site activation space at select event(s).
- Logo on event sponsor banners displayed on-site at all relevant event(s).
**PARTNER**

**MEDIA BENEFITS**

- Logo included on event web page(s) on USRowing website.
- Press release announcing partnership. Exposure through USRowing website and social media platforms.

**ON SITE ACTIVATION**

- Preferred on-site activation space at your selected events
- Logo on event sponsor banners displayed on-site at all relevant event(s).
SPECIAL EVENT SPONSOR

2019 USROWING YOUTH NATIONAL CHAMPIONSHIPS GRADUATION CEREMONY
I.E. USRowing Graduation Ceremony
Sponsored by: XXXX

2019 USROWING NATIONAL CHAMPIONSHIPS COLLEGE FAIR
I.E. USRowing College Fair
Sponsored by: XXXX

2019 USROWING MASTERS NATIONAL CHAMPIONSHIPS BEER GARDEN
I.E. USRowing Beer Garden
Sponsored by: XXXX
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