



# **CROMWELL CUP**

## **Sponsorship Opportunities**



**SUNDAY, JUNE 20, 2010**

**Riverside Boat Club**  
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Riverside Boat Club Presents  
**The Cromwell Cup Regatta**

**EVENT:** Riverside Boat Club's 2010 Cromwell Cup Regatta

**DATE:** Sunday, June 20<sup>th</sup>, 2010

**TIME:** 7:00 a.m. to 6:15 p.m.

**LOCATION:** Riverside Boat Club, 769 Memorial Drive, Cambridge, Massachusetts

**NUMBER OF ATHLETES:** 600+ men and women athletes, from all over New England and the Mid Atlantic. Ages 16-70+ years old.

**SUMMARY:** The Cromwell Cup Regatta, named after Riverside Boat Club [RBC] member and 1936 Olympian Seymour Cromwell, is the largest summer regatta held on the Charles River. Attracting rowers of all ages and skill levels, this regatta is run entirely by RBC volunteers. In 2009, we hosted rowers from 42 clubs and representing nine states. Riverside's goal by hosting this regatta is to encourage friendly competition on the Charles River and build awareness of rowing in the Boston/Cambridge community.

**OUR GOALS:**

Short Term

- Continued support of the local rowing community by offering competitive events
- Raise awareness of Riverside's past and present role in the (onshore) local community
- Improve the physical structures that foster this active community

Long Term

- Invest in the future growth and success of the Cromwell Cup Regatta
- Maintain Riverside as a training center for aspiring U.S. National Team athletes

**ABOUT RIVERSIDE**

**HISTORY:** Riverside Boat Club was founded in 1869 by printers, many of them Irish and employed at The Riverside Press. Throughout its 140-year history, Riverside has emerged as the most successful rowing club in New England. Despite the shift of rowing's role in the American and worldwide sporting scene, Riverside Boat Club has retained its commitment to making rowing available to working people. Today, even as Riverside maintains its tradition as a member-run non-profit organization for oarsmen and women of all economic backgrounds, it has once again emerged as an energetic rowing community and a competitive force in American rowing.

**ACTIVE MEMBERSHIP: 275**

**NATIONAL TEAM ATHLETES: 49**



## **WHAT DOES A SPONSORSHIP AT CROMWELL CUP OFFER THAT DAILY ADVERTISEMENT DOES NOT?**

### **Live Audience**

Sponsorship provides built-in opportunities for:

- On-site sales and sampling
- Surveying
- Customer feedback
- Interaction with sales-force
- Product testing
- Consumer Interaction
- Product Showcase

*Adapted from information provided by International Events Group, Chicago, IL.*

### **Align your brand with a premium, annual sporting event.**

**Locally:** Position your brand as a key player and large supporter of the community in the Cambridge area

**Nationally:** Reach an audience with a keen interest in a healthy lifestyle & travel



## **Sponsorship Opportunities** AT RIVERSIDE BOAT CLUB

### **ELITE LEVEL**

\$5,000 DONATION

- Signage rights for 1 year at RBC during all major Charles River events
- Title rights for a Final Event in the Regatta
- Company logo in all Press Releases
- Front-and-center placement of your logo on RBC banners
- Your logo appearing in Cromwell Cup media and competitor information packet
- Special invitation to our National Team Athlete banquet
- All mentioned below

### **GOLD LEVEL**

\$3,000 DONATION

- Special mention in Cromwell Cup media and competitor information packet
- Company logo in e-mail blasts to rowing clubs
- Signage permitted at Riverside Boat Club during the weekend of the Regatta
- Sponsorship announcements through social media
- Large placement of your logo on RBC banners
- All mentioned below

### **SILVER LEVEL**

\$1,000 DONATION

- Placement of your logo on RBC banners
- Mention in Cromwell Cup media and competitor information packet
- Company logo on Riverside Boat Club Website
- Company logo on Regatta Central
- Company logo in Regatta Packets distributed to the 600+ participants



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