

HEXHAM REGATTA



www.hexhamregatta.co.uk

Saturday 4th June 2011



Hexham Rowing Regatta attracts thousands of competitors and visitors from around the North to one of the most attractive stretches of the Tyne. This includes visitors from the Tyne Valley, students from Durham, Berwick, Cumbria, Newcastle and the Tyne Valley, plus competitors from over 30 rowing clubs. Around 2500 competitors are expected to attend the event and the regatta attracts considerable press and radio coverage. There will be hot food and drinks served at the event.

Hexham Rowing Club is delighted that Northern Rail is once again our lead sponsor and we are pleased to extend the following additional opportunities to sponsors of the 2011 Hexham Regatta, which is widely expected to be, once again, *in the top four largest single-day rowing regattas in the whole of the UK.*



These packages are designed to give you an indication of what is available – we can accommodate your additional requirements for the day.

PREMIER SPONSORS PACKAGE

In return for sponsorship of **£500** you will receive the following benefits:

- Your organisation's name (and logo, as appropriate) on the official Regatta Poster
- Your organisation's name and logo in the official Regatta Programme
- A one page advert in the regatta programme
- Your logo on the Regatta Website
- A link to your website from the Hexham Rowing Club website

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- Announcement of your organisation's name and brief promotional description (provided by you) over the public address system with the race commentary
- Space and support for you to undertake marketing activities during the event, including: display of your company banner (provided by you); product sampling; point of sale promotion; trade stand; etc
- A mention of your company in press releases about the regatta
- Preferential access for your staff to one of Hexham Rowing Club's corporate team-building and hospitality days

OTHER SPONSORSHIP OPPORTUNITIES

Our over-riding aim is to maximise benefits to our sponsors and to the Club. We are therefore very flexible – we would provide benefits to you that would match the type and amount of any sponsorship you could provide.

For example:

- **£200** could secure, as a minimum: a one page advert in the Regatta Programme; A link to your website from the Hexham Rowing Club website; announcement of your organisation's name over the public address system with the race commentary
- **£75 event sponsorship** could secure, as a minimum: announcement of your organisation's name with event commentary and for the medals/trophies award ceremony; the event named after you in the Regatta Programme and on our website;
- **£50 race sponsorship** could secure, as a minimum: announcement of your organisation's name over the public address system with the race commentary; inclusion of your company's name in the Regatta Programme
- **provision of products (refreshments, prizes, gifts, etc), service vouchers or services:** - we will be very happy to discuss the publicity benefits to you

Please also feel free to contact the Club with any other ideas or offers of support.

Please speak to your club contact or email Oliver Stephens at:
Oliver.stephens@mblsolutions.co.uk

2011 REGATTA DETAILS:

DATE: Saturday, 4th June 2011
PLACE: Tyne Green Riverside
TIME: RACING 9AM – 6PM

2010 Sponsors included



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WHY SUPPORT THE HEXHAM REGATTA?

- >1,200 competitors from approx. 30 clubs across the North East, Cumbria, Yorkshire, Lancashire and Scotland
- competitors age from 12 to >60 years old, with a strong contingent from universities
- approx. 2,500 visitors to Tyne Green on the day
- full programme of rowing and sculling events from 9am onwards, with the awards ceremony taking place around 7pm
- other activities on Tyne Green typically include a bouncy castle and play area for families, hot and cold refreshments and a market-place for trade stands



MEDIA AND OTHER PUBLICITY

- The Regatta is always covered in *The Hexham Courant*, and *The Journal*
- Regatta Posters and signs are displayed in the month prior to the event throughout the Tyne Valley (target audience approx. 25,000 people in the Tyne Valley)
- The Regatta Poster is distributed to all participants and other club members of rowing clubs throughout the north of England and southern Scotland
- Hexham Rowing Club is actively courting additional radio and press coverage in 2009 e.g. from the BBC and the national *Rowing & Regatta* magazine



BUILD GOODWILL IN THE COMMUNITY

- Hexham Rowing Club punches far above its weight in running the Hexham Regatta – we are easily the smallest club by number of members to host such a large event in Great Britain
- We rely on our whole club membership, our local sponsors and other supporters to enable us to cover the considerable costs and effort required to host this successful event.

