

# HEXHAM REGATTA



## OPPORTUNITIES FOR SPONSORS

Hexham Rowing Club is pleased to extend the following opportunities to sponsors of the 2009 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.*

### 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
- 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:

- **£100** 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
- **£50 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;
- **£20 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 Gillian Orrell at: [gillianorrell@yahoo.co.uk](mailto:gillianorrell@yahoo.co.uk)

# HEXHAM REGATTA



THANK YOU FOR YOUR SUPPORT – WE LOOK FORWARD TO WORKING WITH YOU

## WHY SUPPORT THE HEXHAM REGATTA?

### OUR MISSION IS SIMPLE:

***”to provide a high quality sporting event for participants, spectators, the local community and visitors to Hexham”.***

### A RECORD EVENT

- Hexham Regatta 2008 was the fourth largest in the whole of the UK. The only three larger events were all held in the south east of England...
- ... and Hexham Regatta 2009 is expected to be even larger
- In 2008 Hexham Rowing Club celebrated its 130<sup>th</sup> anniversary, making it also one of the oldest Rowing Clubs in Great Britain

### WIDE RANGE OF PARTICIPANTS AND ACTIVITIES

- >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.

## HEXHAM REGATTA



### 2009 REGATTA DETAILS:

DATE: Saturday, 6<sup>th</sup> June 2008  
PLACE: Tyne Green Riverside  
TIME: RACING 9AM – 7PM

### WHY SUPPORT HEXHAM ROWING CLUB?

#### OUR MISSION:

**“Hexham Rowing Club is dedicated to enabling rowing to be accessible to all for fun, fitness, recreation and personal achievement”.**

#### EXCITING DEVELOPMENTS

- Active membership of Hexham Rowing Club has more than doubled in the last two years – with junior membership the fastest growing of all.
- The Club won medals at all but one of the events we entered last year – and we have more in our sights for 2009.
- Hexham Rowing Club is working in partnership with Tynedale Council and other river users to further the proposed regeneration of Tyne Green for the community in Hexham.
- A Community Sports Coach appointed in 2007 and dedicated to rowing and sculling is making the sport more accessible to the local community.
- The Club is investing in training an additional 5 members to accredited coaching status.

#### INCLUSIVE ETHOS

Hexham Rowing Club prides itself on its fun and open atmosphere. We plan to maintain amongst rowers our reputation for running the “*FRIENDLY REGATTA*”.

We want to train junior members who could become Great Britain’s rowers of the future, but we also want to promote the sport of rowing - for ages 12 to 120 - in the local area and community as a simply fantastic way of getting and staying fit and healthy.

#### TYNEDALE HERITAGE

- The club was founded in 1878.
- The club’s original name was the Hexham and Ebchester Rowing and Swimming Club.
- Today the Club offers both rowing and sculling and is affiliated to the Northern Region of the Amateur Rowing Association.
- Our most famous members were Jack Hopper and Jack Dodds, who raced at National Level in the late 19<sup>th</sup>/early 20<sup>th</sup> centuries.
- Currently we have one member who won a GB schoolboy vest.

**TO MAINTAIN THE SUCCESS OF HEXHAM ROWING CLUB AND REGATTA  
WE RELY ON SUPPORT FROM SPONSORS**

## HEXHAM REGATTA



[www.hexhamrc.co.uk](http://www.hexhamrc.co.uk)

A HUGE THANK YOU TO ALL OUR SPONSORS FOR THE 2008 HEXHAM REGATTA

WE LOOK FORWARD TO WORKING WITH OUR SPONSORS FOR THE  
2009 HEXHAM REGATTA