



Cromwell Cup Regatta Sponsorship Opportunities

Sunday, July 14, 2019
Cambridge, Massachusetts





The Cromwell Cup Regatta

About the Cromwell Cup

Riverside Boat Club (RBC) is proud to host the 16th annual Cromwell Cup regatta, set to take place on Sunday, July 14th, 2019 at Riverside's boathouse in Cambridge, MA, along the Charles River and Memorial Drive.

An all-day event, the Cromwell Cup is the largest summer regatta on the Charles River, hosting well over 700 athletes from 9 different US states of all ages (16 through 70+) and skill levels.

Named after RBC member and 1936 Olympian Seymour Cromwell, the Cromwell Cup is a 1000-meter rowing race between Weeks Bridge and Magazine Beach on the Charles River. The event is run entirely by Riverside volunteers and encourages friendly competition and promotes awareness of the Boston-Cambridge communities.



Goals for the 2019 Cromwell Cup

Short Term

- Support the growing rowing community by offering competitive events
- Raise awareness of RBC's role in the community

Long Term

- Invest in the future growth of the Cromwell Cup Regatta
- Maintain RBC as a training center for aspiring US National Team athletes
- Engage the Cambridge community in a family-friendly event that promotes a healthy lifestyle

At the 2018 Cromwell Cup,

Over **700** athletes of all ages competed, representing

39 different boat clubs, from

9 different US States states.

About Riverside Boat Club

Established in 1869, Riverside is a member-run, non-profit organization in Cambridge Massachusetts that is committed to providing athletic opportunities to individuals of all ages and backgrounds, as well as to those in the community who have taken an interest in rowing. Home to over 300 members, including a group of elite, full-time athletes with Olympic aspirations. Riverside has continued to uphold its reputation as an energetic community and a competitive force in American rowing since its inception.

All sponsorship / vendor Inquiries, contact Cromwell.cup@gmail.com

Sunday, July 14th, 2019 | Cambridge, MA
Bit.ly/Cromwell-cup | @cromwellCup | #CromwellCup

Regatta Directors: David Wiedaseck
Tolga Durak



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Why Sponsor the Cromwell Cup?

All contributions go towards supporting the Regatta and local rowing programs.

FACE-TO-FACE interaction with an audience interested in your product

- » Direct access to over 700 potential customers interested in what you have to offer
- » Brand awareness among the influential rowing community who are actively spreading the word about products they love
- » On-site sales & sampling
- » Instant customer feedback & support
- » Exposure to individuals beyond those at the event due to RBC's location along Memorial Drive, attracting fitness-focused community members such as runners, walkers, bikers, and more

LOCAL, REGIONAL, & NATIONAL EXPOSURE of your company

- » Your brand & product live in front of over 700+ athletes of all ages and from across the nation as well as thousands of Boston/Cambridge community locals
- » Dedicated social media posts about your company to extensive following, with guaranteed reposts by some of Riverside's athletes
- » Logo and company information on the Cromwell Cup Regatta-Central web page, emails sent to participants, and in regatta information packet, to be distributed to all 700+ racers and spectators

ALIGN YOUR BRAND with a premium, annual sporting event

- » Position your brand as a key player & avid supporter of the Boston-Cambridge community
- » Reach a wide audience heavily interested in a healthy lifestyle & travel and/or the Cambridge- Boston community

PROVIDE SUPPORT to the growing rowing community & future Olympians

- » Cromwell Cup proceeds go towards improving future regattas, as well as fostering the competitive spirit and Olympic dreams of developing athletes

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Sponsor Benefits

		PLATINUM \$5000	GOLD \$2000	SILVER \$1000	BRONZE \$500
On-Site	Centrally-located vendor table for product display/sales day-of event	☒	☒	☒	☒
	Title rights + award distribution for a Final Event at the regatta	☒			
Print	Company logo in regatta information packet, distributed to all participants	Large & feat. on Cover	Medium	Small	Small
	Company advertisement in regatta packet, distributed to all participants	Full page	Full page	1/2 page	1/4 page
	Company logo on all press releases	☒	☒	☒	☒
	Company logo on event t-shirts	Large	Medium	Small	Small
	Signage permitted in designated area at RBC during regatta weekend	☒			
Digital	Company logo on RBC website	☒	☒	☒	
	Company logo on Cromwell Cup Regatta-Central page	☒ + info	☒	☒	☒
	Sponsorship ads/promotions on social media leading up to/during event	☒ x 20+	☒ x 15+	☒ x 10	
	Company logo on email blasts to participants	☒	☒	☒	

Vendor Package: Centrally Located space for table for food or rowing related product. Cost: \$300

We're also happy to customize sponsor packages to suit your needs. Get started today!

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