


**ALBANY**



**ROWING CENTER**

Providing recreational and competitive rowing opportunities  
for both youth and adults in Albany since 1984.

“Coming together is a beginning.  
Keeping together is progress.  
Working together is success.”  
- Henry Ford

An aerial photograph of a rowing team on a river. A long, narrow rowing boat is filled with about a dozen rowers, all wearing colorful gear and using oars. They are positioned next to a long, narrow concrete dock. One person is standing on the dock, and another is leaning over the side of the boat. The water is dark and rippled, and the background shows a riverbank with trees and a bridge structure.

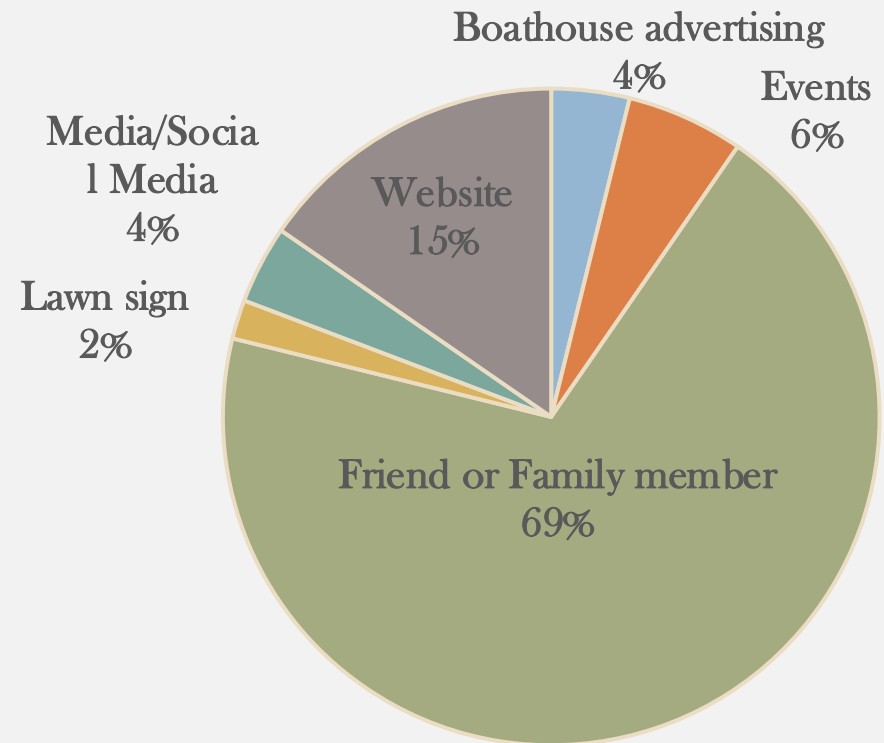
Find value in  
supporting our  
hard-working team!

# ALBANY ROWING CENTER

## How we connect with our community:

- ✘ Word of mouth
- ✘ Website
- ✘ Facebook followers: 950+
- ✘ Instagram followers: 920+
- ✘ Boathouse traffic:
  - up to 2,000 vehicles per day
- ✘ 14 Regattas per year across the Northeast
- ✘ Media mentions
- ✘ Lawn signs

## Where did you learn about ARC?



# ICE BREAKER CHALLENGE 5K RACE

- ✕ Hosted in Albany since 2011
- ✕ Marks the start of outdoor rowing and running season!
- ✕ Average of 280+ participants
- ✕ Runners challenge rowers from the Albany Rowing Center racing along side in shells on the Hudson River
- ✕ Course runs along the Corning Preserve Bicycle Path
- ✕ More than 500 attendees and spectators

# ICE BREAKER CHALLENGE SPONSORSHIP OPPORTUNITIES

## Race Naming Sponsor: \$2,000

*1 Available*

Full naming rights to the 2023 event!

Listed as naming sponsor on ARC website, Social Media, and all race materials with logo, including race t-shirts

Opportunity to have vendor booth at race and banner/sign of sponsor's choice at starting line

Promotional materials in race bag

Special PA announcements mentioning sponsor name during and after the race

Four (4) complimentary race entries w/ race t-shirts

## Starting Line Sponsor: \$800

*Multiple Available*

Listed as top sponsor on ARC website, Social Media, and all race materials with logo, including race t-shirts

Opportunity to have vendor booth at race and banner/sign of sponsor's choice at starting line

Promotional materials in race bag

Special PA announcements mentioning sponsor name during and after the race

Two (2) complimentary race entries w/ race t-shirts

## Finish Line Sponsor: \$800

*Multiple Available*

Listed as top sponsor on ARC website, Social Media, and all race materials with logo, including race t-shirts

Promotional materials in race bag

Special PA announcements mentioning sponsor name during and after the race

Two (2) complimentary race entries w/ race t-shirts

More on Next Page...

# ICE BREAKER CHALLENGE SPONSORSHIP OPPORTUNITIES

## Mile Marker Sponsor: \$500

*3 Available*

Listed as sponsor on ARC website, Social Media, and race materials, including race t-shirts

Exclusive Sponsorship of your choice of 1<sup>st</sup>, 2<sup>nd</sup>, or 3<sup>rd</sup> Mile Marker

Two (2) complimentary race entries w/ race t-shirts

## Kids Fun Run Sponsor: \$400

*1 Available*

Listed as sponsor on ARC website, Social Media,  
and race materials, including race t-shirts

## Photo Sponsor: \$400

*1 Available*

Listed as sponsor on ARC website, Social Media,  
and race materials, including race t-shirts

## General Sponsor: \$350

*Multiple Available*

Listed as sponsor on ARC website, Social Media, and race materials, including race t-shirts

## Runner Fuel Support Sponsor: In Kind Donations

*Multiple Available*

Listed as sponsor on ARC website, Social Media, and race materials, including race t-shirts

Promotional materials in race bag

# THE HEAD OF THE HUDSON REGATTA

- ✕ Hosted in Albany since 2005
- ✕ First regatta of the season!
- ✕ In 2025 we had 36 rowing clubs from all over the Northeast
- ✕ Over 150 athletes
- ✕ More than 300 attendees
- ✕ 37 different races across all adult and youth events

# HEAD OF THE HUDSON SPONSORSHIP OPPORTUNITIES

## Naming Sponsorship: \$3,000

Company name precedes regatta name on promotional materials.

*Ex: Company XYZ presents the Head of the Hudson Regatta*

## General Sponsorship: \$500

- ✓ Banner logo
- ✓ T-shirt logo
- ✓ Website logo
- ✓ Social media mentions

## Add on items:

These are in addition to your General Sponsorship and include preferred placement of the General Sponsorship items.

### Safety Sponsor: \$500

Help ensure the safety of our athletes!

- ✓ Sign at launch
- ✓ Megaphone mentions

### Timing Sponsor: \$500

Help ensure accurate and fair recording of all events!

- ✓ Sign at results board
- ✓ Megaphone mentions

### Food Tent: In-kind donations

Keep the athletes and supporters energized!

- ✓ Sign at food tent
- ✓ Distribute promotional items

### Welcome Announcements: \$500

Start the event off with your brand!

- ✓ Address the full crowd before first race starts

### Fun Sponsor: \$300

Make sure everyone has a great time at the regatta!

- ✓ Distribute promotional items
- ✓ Interact with attendees