

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

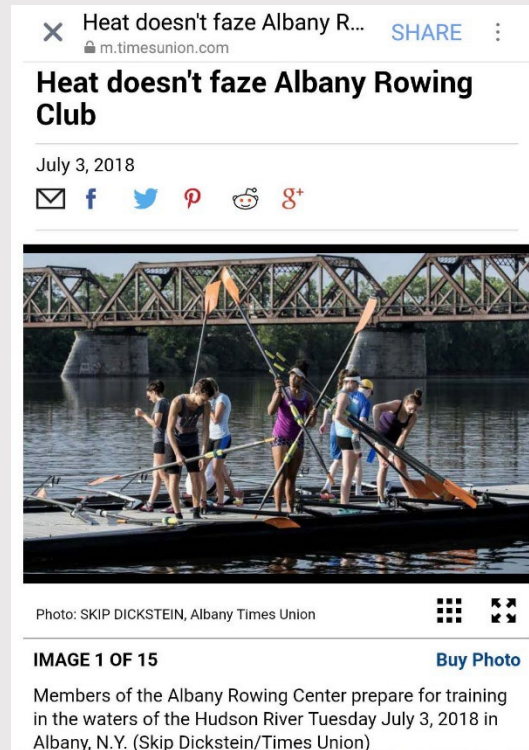


Find value in
supporting our
hard-working team!

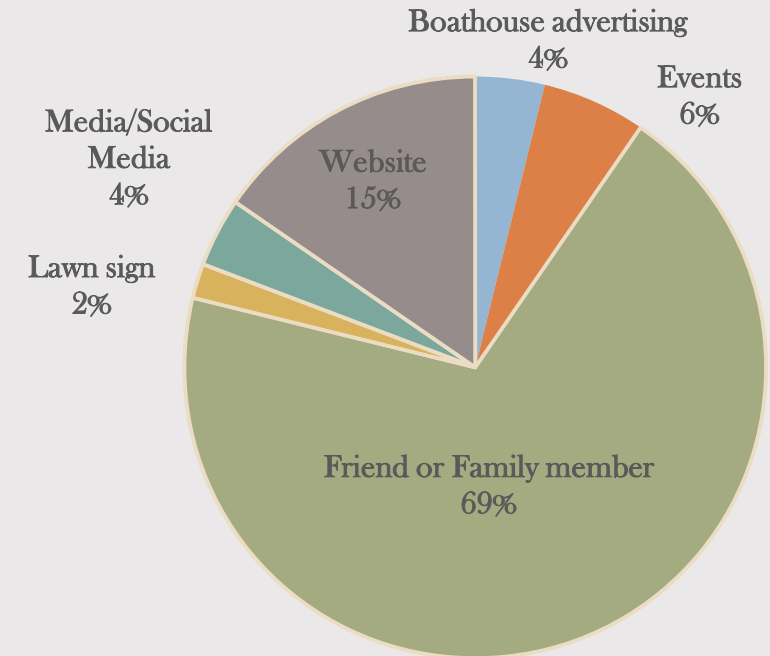
ALBANY ROWING CENTER

How we connect with our community:

- ✘ Word of mouth
- ✘ Website
- ✘ Facebook followers: 589
- ✘ Twitter followers: 701
- ✘ Boathouse traffic:
 - up to 2,000 vehicles per day
- ✘ 15 Regattas per year across the Northeast
- ✘ Media mentions
- ✘ Lawn signs



Where did you learn about ARC?



ICE BREAKER CHALLENGE 5K RACE

Saturday, March 26, 2022 | Albany Rowing Center Boathouse

- ✕ Hosted in Albany since 2011
- ✕ Marks the start of outdoor rowing and running season!
- ✕ Average of 300+ 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 2022 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 (these are due by March 19, 2022)

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 (these are due by March 19, 2022)

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 (these are due by March 23, 2022)

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 1st, 2nd, or 3rd 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 (these are due by March 19, 2022)

THE HEAD OF THE HUDSON REGATTA

Saturday, September 18, 2022 | Albany Rowing Center Boathouse

- ✂ Hosted in Albany since 2005
- ✂ First regatta of the season!
- ✂ Average of 19 rowing clubs from all over the Northeast participate annually
- ✂ Over 100 athletes
- ✂ More than 300 attendees
- ✂ 18 races for both adult and junior rowers

HEAD OF THE HUDSON SPONSORSHIP OPPORTUNITIES

Naming Sponsorship: \$3,000

Company name precedes regatta name on all 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 their 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