



Thank you for considering sponsorship of the Royal St. John's Regatta and its accompanying events.

There are many benefits of being associated as a Sponsor with our organization:

Be associated with the oldest continuing sporting event in North America, which is also the largest Tourism event in Newfoundland Labrador. The prestigious Royal St. John's Regatta has been in operation since 1816 and held its first official event in 1818. Its deep roots are a major part of Newfoundland Labrador history, with individuals from all across the Province taking part. In 2018, we will be celebrating our 200th anniversary.

Have first right of refusal for the following year Regatta. Becoming involved as a sponsor with the Royal St. John's Regatta presently would secure your place as a sponsor for the 2018 Regatta. This is a prime opportunity, projected to garner major interest from companies wishing to obtain sponsorship.

Display your organization within a large audience and attractive demographic. With over 50,000 people in attendance yearly, from youth to senior citizens, the reach is astronomical giving a large return on investment to our Sponsors. In addition to our physical audience, you will be publicised to our web audience, which exceeds 20,000 visitors per month during the rowing season. Sponsors also receive passes to attend various prestigious events, attended by prominent community members (including politicians and local celebrities) which provides great networking opportunities.

There are several ways to support The Royal St. John's Regatta:

- Become a gold, silver or bronze sponsor
- Become the prestigious clock sponsor
- Become an associated-event sponsor
- Offer products utilized by the Royal St. John's Regatta in-kind
- Donate prizes to be used at the Royal St. John's Regatta or associated events




Please review the material contained in this package to determine if this prestigious opportunity is the right fit for your organization. You will find the following items:

- Royal St. John's Regatta Fact Sheet
- Sponsorship Opportunities Table
- Contact Information

Kindest Regards,
The Royal St. John's Regatta Committee



The Royal St. John's Regatta Fact Sheet

Name	The Royal St. John's Regatta	
Website and Social Media	 stjohnsregatta.com	
	 facebook.com/royalstjohnsregatta	
	 twitter.com/stjohnsregatta	
Date Formed	September 22, 1818	
Location	Quidi Vidi Lake, St. John's, Newfoundland Labrador	
Involvement	The Organization hosts approximately 120 teams, with over 800 athletes consisting of Rowers, Coxswains and Coaches. Out of these 120 teams in 2016, 27 were Youth teams, with additional growth projected for 2017.	
Mission	The Mission of the Organization is "to promote the sport of fixed seat rowing in the City of St. John's" and "to organize the Annual Royal St. John's Regatta" in perpetuity so that this event maintains the reputation as the "oldest continuing sporting event in North America", having first been held in the year of 1818.	
Major Activities and Events	<ul style="list-style-type: none">• Chevron Learn to Row Program• 2017 IceMeltErg Indoor Rowing Challenge• Discovery Day Regatta• Time Trials• Royal St. John's Regatta• Fall Regatta• Various events, fostering growth and fellowship amongst Rowing Community	
Contact Information	LeighAnne O'Neill General Manager general@stjohnsregatta.com (709) 576-8921	Susan Collins Sponsorship Director scollins@pfcollins.com



General Sponsorship Levels

	Bronze	Silver	Gold
Official use of the Royal St. John's Regatta Logo in print and TV Ads	Four months	Six months	One year
Display of Company signage	On Boathouse during Regatta Day	In prominent designated area of Quidi Vidi Lake, as well as presentation area on Regatta Day	In prominent of highly-populated designated area, throughout the rowing season
Ad in the Regatta Day Program	One quarter page	One half page	One full page
Company logo displayed on tent cards during annual luncheon & events	Regatta Day Luncheon	Regatta Day Luncheon	Regatta Day Luncheon and Annual Regatta Dinner
Promotion throughout the year on Royal St. John's Regatta Social Media	Yes	Yes	Yes
Company logo displayed on Royal St. John's Regatta website banner	One year	One year	One year
Prominent logo recognition on printed material	Yes	Yes	Yes
Invitation to Regatta Day Luncheon	Yes	Yes	Yes
Invitation to Annual Regatta Dinner	Yes	Yes	Yes
Guest passes to prestigious Marquee event on Regatta Day	Two	Four	Six
Company name to be assigned to a Race on Regatta Day, listed in the program and referred to by the media as Your Company Race. Your representative will have viewing access to the race on the VIP boat, and be asked to make a presentation to the race winners.		Yes	Yes
Parking permits on Regatta Day.		One	Two
Booth on Regatta Day		Maximum of 10 ft.	Maximum of 20 ft.
Use of Regatta Boathouse for one night annually			Yes
Digital Ad on large screens on Regatta Day			Yes
Reference in Regatta Newsletter		Yes	Yes
First right of refusal for following year sponsorship (including 200h Regatta)	Yes	Yes	Yes
Price (annually)	\$1,500.00	\$4,000.00	\$6,000.00

***Note: Your organization will be responsible for the production and maintenance of all promotional materials related to your partnership.**