

22



2023
SPONSORSHIP
PACKAGE

*Royal St. John's
Regatta*

23

2023

The Benefits

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.

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 next year's Regatta.

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 for our Sponsors. In addition to our physical audience, you will be publicized 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.

Get Involved

- Become a gold, silver or bronze sponsor
- Become a Health and Wellness 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





FACT SHEET

Date Formed

1818

Location

Quidi Vidi Lake

Involvement

The Organization hosts approximately 120 teams, with over 800 athletes consisting of Rowers, Coxswains and Coaches. Out of these 156 teams in 2019, 60 were Youth teams.

Mission

The Mission of the Organization is to promote the sport of fixed seat rowing 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

- Learn to Row Program
- Athlete Health and Wellness Program
- IceMeltErg Indoor Rowing Challenge -
- Discovery Day Races
- Time Trials
- Royal St. John's Regatta
- Fall Regatta and Food Truck Fair
- Various events, fostering growth and fellowship

Website | Social Media Contact

Website: stjohnsregatta.com

Facebook: facebook.com/stjohnsregatta

Twitter: twitter.com/stjohnsregatta

Instagram: instagram.com/stjohnsregatta

Shannon Brown

Director of Sponsorship

sponsorship@stjohnsregatta.com

LEVELS

The official benefits based on a typical Regatta Day, please see next page for contingency perks, in absence of a Royal St. John's Regatta event.

<i>Benefit</i>	<i>Bronze</i>	<i>Silver</i>	<i>Gold</i>
Official use of the Royal St. John's Regatta Logo in print and TV Ads only	FOUR MONTHS	SIX MONTHS	ONE YEAR
Ad in Regatta Souvenir Programme	1/4 PAGE	1/2 PAGE	FULL PAGE
Display of Company signage*	✓	✓	✓
Invitation to Regatta Day Luncheon	✓	✓	✓
Guest passes to prestigious Marquee event on Regatta Day	TWO	FOUR	SIX
Invitation to Annual Recognition Event	✓	✓	✓
Company logo displayed during luncheon	✓	✓	✓
Promotion on Social Media on Regatta Day	✓	✓	✓
Parking permits on Regatta Day	ONE	TWO	FOUR
Company logo displayed on Royal St. John's Regatta website banner	✓	✓	✓
Rental of Regatta Boathouse for one night annually	✗	✗	✓
Company name to be assigned to a Race on Regatta Day, listed in the programme and referred to by the media as Your Company Race.	✗	✓	✓
Prominent logo recognition on printed material	✓	✓	✓
Vendor Space Regatta Day	✗	10 FT.	20 FT.
Digital Ad on large screens on Regatta Day	✗	✗	✓
Your representative will have viewing access to a race on the VIP boat, and be asked to make a presentation to the race winners	✗	✓	✓
First right of refusal for following year sponsorship	✓	✓	✓
PRICE - ANNUALLY	\$2,000	\$4,000	\$6,000

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

LEVELS

The official benefits, in absence of a Royal St. John's Regatta. Should a Regatta occur at a later date (in its traditional form) you will receive the regular Regatta Day benefits, in addition to the below.

<i>Benefit</i>	<i>Bronze</i>	<i>Silver</i>	<i>Gold</i>
Official use of the Royal St. John's Regatta Logo in print and TV Ads only	FOUR MONTHS	SIX MONTHS	ONE YEAR
Ad in Digital Souvenir Season Programme	HALF PAGE	FULL PAGE	FULL PAGE
Display of Company signage**, around the high-traffic Boathouse, from June-September	✓	✓	✓
Boosted Digital Ad on Social Media	✓	✓	✓
Logo recognition on Royal Regatta Run Event communication	✓	✓	✓
Company logo displayed during virtual events	✗	✓	✓
Company logo displayed during in-person* events	✓	✓	✓
Social Media Promotion throughout Season	TWO	FOUR	SIX
Ad in Rowing Season Digital Media Guide	HALF PAGE	FULL PAGE	FULL PAGE
Company logo displayed on Royal St. John's Regatta website banner	✓	✓	✓
Rental of Regatta Boathouse for one night annually	✗	✓	✓
Company name to be assigned to a Race during Ice MeltErg Indoor Rowing Challenge and any Race Day which should occur.	✗	✓	✓
Recognition on "Regatta Day" - the first Wednesday in August and any celebrations surrounding (should an event NOT occur).	✓	✓	✓
First right of refusal for following year sponsorship	✓	✓	✓
PRICE - ANNUALLY	\$2,000	\$4,000	\$6,000

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

*This is based on the premise that planned in-person events will occur. This could change based on the status of the Pandemic.