



THE ROYAL ST. JOHN'S  
**REGATTA**  
EST. 1818

# 2024 SPONSORSHIP PACKAGE





## THE BENEFITS

Be associated with the oldest continuing sporting event in North America, which is also the largest tourism event in Newfoundland Labrador. Its deep roots are a major part of Newfoundland Labrador history, with individuals from all over the province taking part.

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 and showcased all our social media platforms.

Sponsors also receive passes to attend various prestigious events, attended by prominent community members (including politicians and local celebrities) which provides great networking opportunities.

## DATE FORMED

1818

## LOCATION

Quidi Vidi Lake



**The Regatta draws crowds of up to 50,000 people** annually to the shores of Quidi Vidi Lake. It is widely known as “The Largest Garden Party in the World” because it has been about socializing as much as amateur sport.

## INVOLVEMENT

The Organization hosts approximately 80 teams, with over 800 athletes consisting of Rowers, Coxswains and Coaches. We aim to engage younger rowers in our organization to ensure the longevity of the sport and the biggest community event, The Garden Party!

## MISSION

The Mission of the Organization is to promote the sport of fixed seat rowing and to organize the largest community-oriented event, 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

- Ice MeltErg Indoor Rowing Challenge
- June Day Races
- Time Trials
- Royal St. John’s Regatta
- Fall Regatta (Weather Permitting)
- Chevron Learn to Row Program

# GET INVOLVED

Become a Platinum, Gold, Silver, Bronze or Presenting (Monetary or In-Kind)

BENEFITS	BRONZE	SILVER	GOLD	PLATINUM
Display of Company signage at Quidi Vidi Lake. (June - September)	✓	✓	✓	✓
Promotion on Social Media on June Day Races, Time Trials & Regatta Day & upon Request by Sponsor	✓	✓	✓	✓
Company logo displayed on Royal St. John's Regatta website banner	✓	✓	✓	✓
Official use of the Royal St. John's Regatta Logo in print and TV Ads only	4 MONTHS	6 MONTHS	1 YEAR	1 YEAR
Guest passes to Regatta Day Marquee Networking event includes light refreshments, snacks, washrooms and roof top patio	2	4	6	12
Parking permits on Regatta Day	1	2	3	6
Invitation to Annual Dinner		2	2	6
Invitation to Regatta Day Luncheon		2	2	6
Vendor Space Regatta Day		10ft	20ft	20ft
Company logo displayed during luncheon, sponsor signage (June-September)		✓	✓	✓
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.		✓	✓	✓
Access to watch your your race on the VIP boat, and medal presentation. SILVER & GOLD: Short Race PLATINUM: Long Race		✓	✓	✓
Corporate Race Starter - Visit the Timing Tower and officially start a race at the 2024 regatta scheduled for the first Wednesday n August - weather permitting! - " Are you ready #1....		✓	✓	✓
Full Page Digital Ad (Digital screen on Regatta Day)		✓	✓	✓
Corporate Pontoon Boat Ride - 1 hour Boat ride around Quidi Vidi Lake Regatta Eve for 10 people with snacks.		✓	✓	✓
Rental of Regatta Boathouse Museum for meetings, luncheons or team building			✓	✓
Verbal Recognition on TV & Radio			✓	✓
<b>PRICE ANNUALLY</b>	<b>\$3000</b>	<b>\$5000</b>	<b>\$7000</b>	<b>\$15,000</b>



**Concession stands, wheels of fortune, games of chance, and food & drink are just as much part of the Regatta's history as the races.**



## PRESENTING SPONSOR BENEFITS

“The Royal St. John’s Regatta Sponsored by Company Name”

### All the Benefits of a Platinum with Extras:

- Increases Brand Awareness & Loyalty
- Builds Image within the Community
- Feature recognition in Digital, Print & Media
- Recognition by Event Speakers
- Press Availabilities

Guest passes to Regatta Day Marquee Networking event includes light refreshments, snacks, washrooms and roof top patio	24
Parking permits on Regatta Day	10
Invitation to Annual Dinner	10
Invitation to Regatta Day Luncheon	10
Vendor Space Regatta Day	Up to 40ft
Company logo displayed during luncheon, sponsor signage (June-September)	✓
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.	✓
Access to watch your race on the VIP boat, and medal presentation. Long Race	✓
Full Page Digital Ad (Digital screen on Regatta Day)	✓
Rental of Regatta Boathouse Museum for meetings, luncheons or team building	✓
Verbal Recognition on TV & Radio	✓
Verbal Recognition at all Events	✓
Logo on Participation Medals	✓
1 Year – Royal St. John’s Regatta Sponsored by “Your Company Name” Presenting Sponsor	✓

**PRICE ANNUALLY**

**\$25,000**

# MAJOR SPONSORSHIP OPPORTUNITIES

Digital Screen Sponsor	Regatta Eve & Regatta Day	<b>\$10,000</b>
Drone Sponsor	Presented by: "Your Company Name"	<b>\$7,500</b>
Annual Dinner Sponsor	Sponsored by "Your Company Name" Presenting Sponsor	<b>\$6,000</b>
Regatta Eve Bandstand Concert	Presented by: "Your Company Name" – Sign – Promotional Materials	<b>\$5,000</b>
Marquee Sponsor (Regatta Day)	Presented by: "Your Company Name" – Sign – Promotional Materials	<b>\$5,000</b>



## OTHER SPONSORSHIP OPPORTUNITIES

Racing Shell Sponsorship	"Your Company Name" on one of our Racing Shells	<b>\$6,000</b>
VIP Pontoon Boat Sponsor	Presented by: "Your Company Name" – Sign – Promotional Materials to VIPs (provide signage)	<b>\$3,000</b>
Boathouse Clock Sponsor	4 spaces for you company's Logo (4x4)	<b>\$2,500</b>
Start/Finish Line Sponsor	2024 "Your Company Name" Start/Finish Line	<b>\$2,500</b>
Lanyard Sponsor	Company Provides Branded Lanyards for Rowers, Vendors, Committee, VIP & Sponsors	<b>\$1,500</b>
Bridge Sponsor	Carnell Drive Bridge Signage (12x4)	<b>\$1,000</b>
Ice Melt Sponsor	2024 "Your Company Name" Ice Melt Challenge Logo on Participant Certificates	<b>\$1,000</b>
Corporate Digital Screen Ad	10-20 second Full Page Ad	<b>\$600</b>
Corporate Pontoon Boat Rides	Boat ride around Quidi Vidi Lake Regatta Day for 10 people (10mins)	<b>\$500</b>
Corporate Regatta Day Parking Passes	5 Parking Passes at the Marquee	<b>\$500</b>



**For more information on sponsorship opportunities, please contact:**

Shannon Brown  
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# St. John's Royal Regatta

Wednesday, August 7<sup>th</sup>, 2024

[www.stjohnsregatta.ca](http://www.stjohnsregatta.ca)