



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

# 2026

## 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 upwards of 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) thus providing 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)
- 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)  | 4' x 4' | 4' x 8' | 4' x 8' | 4' x 8'  |
| 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   | ✓       | ✓       | ✓       | ✓        |
| Guest passes to Regatta Day Marquee Networking event includes light refreshments, snacks, washrooms and roof top patio             | 2       | 4       | 6       | 8        |
| Parking permits on Regatta Day   | 1       | 2       | 3       | 6        |
| Invitation to Annual Dinner  |         | 2       | 2       | 6        |
| Company logo displayed during luncheon, sponsor signage (June - September)   | ✓       | ✓       | ✓       | ✓        |
| Invitation to Regatta Day Luncheon   |         | 2       | 2       | 6        |
| Vendor Space Regatta Day   |         | 10ft    | 20ft    | 20ft     |
| 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.<br>SILVER & GOLD: Short Race<br>PLATINUM: Long Race             |         | ✓       | ✓       | ✓        |
| Full Page Digital Ad<br>(Digital screen on Regatta Day)  |         | ✓       | ✓       | ✓        |
| Verbal Recognition on TV & Radio   |         | ✓       | ✓       | ✓        |
| PRICE ANNUALLY   | \$3,000 | \$5,000 | \$7,000 | \$15,000 |



A large photograph showing two young boys at a Regatta. The boy on the left, wearing a blue shirt and a red baseball cap with 'Pernambuco II NOVA SCOTIA' on it, is holding a wooden ring and aiming it. The boy on the right, wearing a black t-shirt and a pink baseball cap, is holding a wooden post. They are standing behind a wooden railing. In the background, other people are visible, including a man in a grey shirt and a woman in a blue shirt.

**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"

- 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

Prominent sponsor signage displayed on the Boathouse patio, wrapping the front and side of the building (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.



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, & Social Media



Verbal Recognition at all Events



Logo on Participation Medals



1 Year – Royal St. John's Regatta Sponsored by "Your Company Name" Presenting Sponsor



Company logo displayed on Royal St. John's Regatta website banner



Official use of Royal St. John's Regatta logo in print and TV ads only



**PRICE ANNUALLY**

**\$25,000**



## OTHER SPONSORSHIP OPPORTUNITIES

|                                  |  |                 |
|----------------------------------|--|-----------------|
| Digital Screen Sponsor           | Regatta Eve & Regatta Day  | <b>\$10,000</b> |
| Annual Dinner Sponsor            | Sponsored by "Your Company Name"<br>Presenting Sponsor   | <b>\$6,000</b>  |
| Marquee Sponsor<br>(Regatta Day) | Presented by: "Your Company Name" signage<br>outside building, company logo included in<br>promotional materials | <b>\$5,000</b>  |
| 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 –<br>Promotional Materials to VIPs (provide signage)                    | <b>\$3,000</b>  |
| Corporate Digital Ad             | 10-20 Second Full Screen Ad<br>– On rotation Regatta Eve & Regatta Day   | <b>\$500</b>    |







**FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES PLEASE CONTACT:**

**MEGAN BROWN – DIRECTOR OF SPONSORSHIP**  
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**St. John's Royal Regatta**

**Wednesday, August 5<sup>th</sup>, 2026**

**[www.stjohnsregatta.com](http://www.stjohnsregatta.com)**

