



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. SILVER & GOLD: Short Race PLATINUM: Long Race		✓	✓	✓
Full Page Digital Ad (Digital screen on Regatta Day)		✓	✓	✓
Verbal Recognition on TV & Radio		✓	✓	✓
PRICE ANNUALLY	\$3,000	\$5,000	\$7,000	\$15,000



**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	\$10,000
Annual Dinner Sponsor	Sponsored by "Your Company Name" Presenting Sponsor	\$6,000
Marquee Sponsor (Regatta Day)	Presented by: "Your Company Name" signage outside building, company logo included in promotional materials	\$5,000
Racing Shell Sponsorship	"Your Company Name" on one of our Racing Shells	\$6,000
VIP Pontoon Boat Sponsor	Presented by: "Your Company Name" – Sign – Promotional Materials to VIPs (provide signage)	\$3,000
Corporate Digital Ad	10-20 Second Full Screen Ad – On rotation Regatta Eve & Regatta Day	\$500





FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES PLEASE CONTACT:

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St. John's Royal Regatta

Wednesday, August 5th, 2026

www.stjohnsregatta.com

