



## **Cromwell Cup Regatta Sponsorship Opportunities**

Sunday, June 25, 2023  
Cambridge, Massachusetts





# The Cromwell Cup Regatta

## About the Cromwell Cup

Riverside Boat Club (RBC) is proud to host the 36th annual Cromwell Cup regatta, set to take place on Sunday, June 25, 2023 at Riverside's boathouse in Cambridge, MA, along the Charles River and Memorial Drive.

**An all-day event, the Cromwell Cup is the largest summer regatta on the Charles River, hosting well over 700 athletes from 9 different US states of all ages (16 through 70+) and skill levels.**

Named after RBC member and 1936 Olympian Seymour Cromwell, the Cromwell Cup is a 1000-meter rowing race between Weeks Bridge and Magazine Beach on the Charles River. The event is run entirely by Riverside volunteers and encourages friendly competition and promotes awareness of the Boston-Cambridge communities.



### Goals for the 2023 Cromwell Cup

#### Short Term

- Support the growing rowing community by offering competitive events
- Raise awareness of RBC's role in the community

#### Long Term

- Invest in the future growth of the Cromwell Cup Regatta
- Maintain RBC as a training center for aspiring US National Team athletes
- Engage the Cambridge community in a family-friendly event that promotes a healthy lifestyle

### At the 2022 Cromwell Cup,

Over **600** athletes of all ages competed, representing

**39** different boat clubs, from

**9** different US States states.

## About Riverside Boat Club

Established in 1869, Riverside is a member-run, non-profit organization in Cambridge Massachusetts that is committed to providing athletic opportunities to individuals of all ages and backgrounds, as well as to those in the community who have taken an interest in rowing. Home to over 300 members, including a group of elite, full-time athletes with Olympic aspirations. Riverside has continued to uphold its reputation as an energetic community and a competitive force in American rowing since its inception.

All sponsorship / vendor Inquiries, contact [jhayescha@gmail.com](mailto:jhayescha@gmail.com)



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## Why Sponsor the Cromwell Cup?

*All contributions go towards supporting the Regatta and local rowing programs.*

### **FACE-TO-FACE interaction with an audience interested in your product**

- » Direct access to over 600 potential customers interested in what you have to offer
- » Brand awareness among the influential rowing community who are actively spreading the word about products they love
- » On-site sales & sampling
- » Instant customer feedback & support
- » Exposure to individuals beyond those at the event due to RBC's location along Memorial Drive, attracting fitness-focused community members such as runners, walkers, bikers, and more

### **LOCAL, REGIONAL, & NATIONAL EXPOSURE of your company**

- » Your brand & product live in front of over 700+ athletes of all ages and from across the nation as well as thousands of Boston/Cambridge community locals
- » Dedicated social media posts about your company to extensive following, with guaranteed reposts by some of Riverside's athletes
- » Logo and company information on the Cromwell Cup Regatta-Central web page, emails sent to participants, and in regatta information packet, to be distributed to all 700+ racers and spectators

### **ALIGN YOUR BRAND with a premium, annual sporting event**

- » Position your brand as a key player & avid supporter of the Boston-Cambridge community
- » Reach a wide audience heavily interested in a healthy lifestyle & travel and/or the Cambridge- Boston community

### **PROVIDE SUPPORT to the growing rowing community & future Olympians**

- » Cromwell Cup proceeds go towards improving future regattas, as well as fostering the competitive spirit and Olympic dreams of developing athletes

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## Sponsor Benefits

		<b>GOLD</b> \$2000	<b>SILVER</b> \$1000	<b>BRONZE</b> \$500
<b>On-Site</b>	Centrally-located vendor table for product display/sales day-of event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Title rights + award distribution for a Final Event at the regatta	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
	Lawn Sign with logo regatta entrance	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Print</b>	Company logo in regatta information packet, distributed to all participants	Large	Medium	Small
	Company advertisement in regatta packet, distributed to all participants	Full page	1/2 page	1/4 page
	Company logo on all press releases	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Company logo on volunteer t-shirts			
	Signage permitted in designated area at RBC during regatta weekend	Large	Medium	Small
<b>Digital</b>	Company logo on RBC website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	Company logo on Cromwell Cup Regatta-Central page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Sponsorship ads/promotions on social media leading up to/during event	<input checked="" type="checkbox"/> x 15+	<input checked="" type="checkbox"/> x 10	
	Company logo on email blasts to participants	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

**Vendor Package: Centrally Located space for table for food or rowing related product. Cost: \$300**

***We're also happy to customize sponsor packages to suit your needs. Get started today!***

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