



1834

DURHAM REGATTA



**Sponsorship
Opportunities
2024**

Sponsorship Prospectus for Corporate and Individual Partners

What is Durham Regatta?

Durham Regatta is the premier rowing event in the North of England. Dating back to 1834, the Regatta, commonly referred to as 'the Henley of the North' is the second oldest in the country, and is only pre-dated by Chester Regatta. Racing takes place each June over one of two courses on the scenic River Wear in Durham City, regularly attracting in excess of two thousand competitors and ten thousand spectators from across the United Kingdom. In recent years, the Regatta has attracted international entries, welcoming clubs from the Netherlands, Norway and Germany.

In addition to rowing activities, a wide range of bank side activities take place within the Regatta Enclosure. These include a Vintage Car Rally, climbing wall, live music, family entertainment, displays and exhibitions, and a wide range of local trade stands. In 2015, Durham Regatta celebrated the 200th anniversary of the Battle of Waterloo, where commemoration races took place. The Regatta also sought to trace local descendants of the Battle of Waterloo, who were invited as VIP's to the Regatta.

Durham Regatta normally takes place on the second weekend in June.

Who organises Durham Regatta?

Durham Regatta is a not-for-profit event, with any proceeds generated returned directly to the local rowing community in Durham, either through the provision of grants for coaching or other qualifications, or support for long term projects such as river dredging and facility improvements.



Durham Regatta is organised by Durham Regatta Limited; a company limited by guarantee which consists of members from both the local community and local rowing clubs on the River Wear. All give their time freely as volunteers.

The operation of the company is managed by an honorary Executive Committee, appointed annually from the membership, which reports to the Board of Directors. The board consists of members from the Executive Committee and representatives from Durham County Council, Durham University, Durham School and Durham Amateur Rowing Club, who are all Partners of the Regatta.

The financial cost of staging Durham Regatta each year is significant. The Regatta is financed through a mixture of competitor entry fees, spectator admission fees and sponsorship.

Media Coverage

As the premier rowing event in the North of England, Durham Regatta receives extensive media coverage each year from broadcast, printed and social media, both in the build-up to the event, and over the Regatta weekend.

The Regatta is reported in local and national press (Northern Echo, Newcastle Evening Chronicle, Sunderland Echo, BBC) as well as local radio and television news and increasingly on social media (Facebook, Twitter).

Recent examples of publicity relating to Durham Regatta can be found at:

<https://www.thenorthernecho.co.uk/sport/23581360.pictures-rowing-river-wear-190th-durham-regatta/>

<https://juniorrowingnews.com/durham-regatta-2023-womens-preview/>

<https://www.palatiniate.org.uk/durham-regatta-returns-to-the-wear/>

In addition to media coverage, Durham Regatta is widely promoted online through its own web site, Facebook and Twitter pages.

Feature articles are publicised in Council magazines and publications, web sites and event posters are displayed in key community locations.



Sponsorship

Durham Regatta offer a number of sponsorship opportunities for companies and individuals wishing to promote themselves.

These opportunities, set out below, range from Principal Sponsorship to Vice-Presidency of the Regatta. All can be tailored to suit specific requirements or individual needs.

Principal and co-sponsorship opportunities can also be arranged for an extended period, covering a number of years. This offers the opportunity to build media exposure over a greater period of time.

Contact

To discuss any of the sponsorship opportunities in more detail, please do not hesitate to contact Debbie Mortimer, Sponsorship Secretary using the details below.

Telephone: 07989 249782

Email: sponsorship@durham-regatta.org.uk

Principal Sponsorship

£6,300 p.a.

Principal sponsorship of Durham Regatta includes exclusive rights to the title sponsorship of the Regatta - i.e. the Regatta will be referred to as the **190th X Durham Regatta**, where X relates to the name of the sponsoring business. Naming rights would be referenced on all correspondence and Regatta publications, including the header of the **official programme**, the **homepage of the Regatta web site** and all **press releases** to media organisations by Durham Regatta.

Other key benefits include:

A **designated space** within the Regatta Enclosure for a **corporate hospitality marquee**, or **promotional space**. This would be **strategically located for maximum exposure** of your company

Allocated spaces for **advertising banners / boards** within the Regatta Enclosure, including **Baths Bridge**, a focal point of the Regatta, which appears in many Regatta photographs

Full-page colour advertisement to be included within the official programme, **2,000 copies** of which are printed and distributed

A **representative** of your company will be invited to present prizes at the **Prize Giving ceremony** on the Sunday evening of the Regatta normally held in **The Gala Theatre**

Your **company name and logo** will be printed as **Principal Sponsor** on the front cover of the Regatta's **official programme**

Your **company name and logo** will be listed as the **Principal Sponsor** on the Regatta's **official website**

Your company name will be printed on the **official Regatta t-shirts**

Your company will be named as **sponsor of eight individual races** – four races scheduled on Saturday and four races scheduled on Sunday

Your company will receive **regular announcements** over the public address system, making reference to Principal Sponsor

You will receive **100 complimentary admission tickets for each day** of the Regatta, for corporate guests

You will receive **50 complimentary copies** of the official Regatta programme



Co-Sponsorship (including hospitality)

£4,725 p.a.

Two co-sponsorship packages exist: either including or excluding space for corporate hospitality. The key benefits include:

A **designated space** within the Regatta Enclosure for a **corporate hospitality marquee, or promotional space**

An allocated space for an **advertising banner / board** within the Regatta Enclosure

Full-page colour advertisement to be included within the official programme, **2,000 copies** of which are printed and distributed

Your **company name and logo** will be printed as co-sponsor on the front cover of the Regatta's official programme

Your **company name and logo** will be listed as co-sponsor on the Regatta's official website

Your company will be named as sponsor of **four individual races** - two races scheduled on Saturday and two races scheduled on Sunday

Your company will receive **regular announcements** over the public address system, making reference to Co-Sponsor

You will receive **50 complimentary admission tickets for each day** of the Regatta, for corporate guests

You will receive **25 complimentary copies** of the official Regatta programme



Co-Sponsorship (excluding hospitality)

£2,625 p.a.

This package includes all of the above, excluding a designated space within the Regatta Enclosure, complimentary admission tickets and copies of the official Regatta programme.

Hospitality Only

£2,100 p.a.

This package provides space for hospitality only, and is ideally suited to those who wish to entertain corporate guests or host an employee reward day. Key benefits include:

A **designated space** within the Regatta enclosure for a **corporate hospitality marquee, or promotional space**

You will receive **50 complimentary admission tickets for each day** of the Regatta, for corporate guests

You will receive **25 complimentary copies** of the official Regatta programme

Race Sponsorship

Organisations and individuals can sponsor individual rowing events at Durham Regatta. The cost of these varies, depending on the type of boat class sponsored.

Eight-oared event:	£130
Four-oared or quad-sculls event:	£100
Pair or double-sculls event	£65
Single-sculls event:	£45

Key benefits of race sponsorship include:

Your **name** will appear twice in the **official programme** and also on the Regatta's **website**

Your **name** will be announced as **race sponsor** over the public address system as part of the race commentary for the event sponsored

You will receive **two complimentary admission tickets for entry on each day** of the Regatta

You will receive a **Sponsor's pack**, which includes **one copy of the Regatta's official programme**

You will receive an **invitation** to attend as a guest of the Regatta President for light refreshments in the **President's marquee** on the Saturday afternoon of the Regatta.



Programme Advertisements

Organisations and individuals may place advertisements in the Durham Regatta programme, 2,000 copies of which are printed and distributed over the Regatta weekend. All advertisements will be printed in colour. The cost of advertisements varies, depending on the size required.

Full Page	£200
Half Page:	£120
Quarter Page:	£75

Other benefits of programme advertising also include:

Your **name** will appear in the list of advertisers in the **official programme** and also on the Regatta's **website**

You will receive **two complimentary admission tickets for entry on each day** of the Regatta

You will receive a **Sponsor's pack**, which includes **one copy of the Regatta's official programme**

You will receive an **invitation** to attend as a guest of the Regatta President for light refreshments in the **President's marquee** on the Saturday afternoon of the Regatta.

Banner Advertisements

£60 each

Durham Regatta is able to offer the opportunity for organisations to **display banners at strategic locations** within the Regatta Enclosure. Banners can be displayed at a cost of £60 each.

Durham Regatta Vice President

The minimum donation to become a Vice President of Durham Regatta is £100 per annum. Key benefits of becoming a Vice President include:

Your **name** will be included in the list of **Vice Presidents** published within the Regatta's **official programme** and on the Regatta's **website**

You will receive **two complimentary admission tickets for entry on each day** of the Regatta

You will receive a **Sponsor's pack**, which includes **one copy of the Regatta's official programme**

You will receive an **invitation** to attend as a guest of the Regatta President for light refreshments in the **President's marquee** on the Saturday afternoon of the Regatta.

An **open invitation** to attend the **Prize Giving** ceremony on the Sunday evening of the Regatta normally held in **The Gala Theatre**





Durham Regatta. A Company Limited by Guarantee.

Registered in England No. 07479131

Registered Office: The Clubhouse, Durham Amateur Rowing Club,
Green Lane, Durham, DH1 3JU.

www.durham-regatta.org.uk

Durham Regatta would like to thank the following photographers for the use of their images:

• J. Attle • D. Forster • G. Hodgson • C Lawson • A. Sharp