



1834

# DURHAM REGATTA



**Sponsorship Opportunities for  
Corporate and Individual Partners  
2025**

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## What is Durham Regatta?

Durham Regatta is **the premier rowing event in the North of England**. Dating back to **1834**, the Regatta is predated only by Chester Regatta earning its place as the **second oldest regatta** in England. Racing takes place over one of two courses on the scenic **River Wear** in the heart of the **historic city of Durham**. Held on the **second weekend in June**, Durham Regatta attracts up to **2,000 competitors** and **10,000 spectators** from across the UK. Competitors ages spans the Junior category with athletes aged **12 years+** to the Masters category with the age of athletes extending up to **80 years**. Demand for entries is highly sought after with crews representing **School, University and City rowing clubs** from as far north as **Edinburgh** and as far south as **Kent**. Spectators are a broad mix of visitors from **across the Northern region** alongside those who have travelled from **outside of the region** to support competitors and the Regatta.

A **unique event in the rowing calendar**, Durham Regatta offers it's visitors not only the opportunity to watch **elite crews** race head to head but also to enjoy the wide range of **bankside activities and entertainments** which take place within the Regatta Enclosure. Previously, these have included a **Classic Car Rally, Viking living history camp, walkabout entertainers, musical performances, face painting, crazy golf, inflatables and funfair rides**. Visitors can also expect to find a wide variety of stalls selling **street food, drinks and specialist goods and merchandise** as well as a **licenced riverside bar** featuring a **programme of entertainment**.



## Who organises Durham Regatta?

Durham Regatta is organised by a company limited by guarantee, **Durham Regatta**, which consists of **volunteer members** from both the **local community** and **local rowing clubs** on the River Wear.

The operation of the company is managed by an honorary **Executive Committee**, appointed annually from the membership, overseen by 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.

Members of the **Executive Committee**, alongside a dedicated team of over **200 volunteers**, work tirelessly over the Regatta weekend to ensure its **smooth running**. Volunteers are drawn from the **rowing and student communities, local schools, community groups and individuals**. Durham Regatta works closely with its partners to facilitate recruitment of these volunteers.

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## Media Partnerships and Coverage

In 2024 Durham Regatta participated in **two high profile and unique media partnerships**. These were broadcast at both **national and regional levels** and enabled the Regatta to reach an **entirely new audience**.

In September 2024, Durham Regatta was the title feature in an episode of the **More4** series **Matt Baker: Travels with Mum and Dad**. The episode followed **Matt** and his parents, **Mike and Janice**, over the course of the Regatta weekend as they took part in a **variety of tasks related to the running of the regatta** and learnt some of the **Regatta's history**. The episode was a **showcase** not only for the **Regatta** but for **Durham City** as a whole.



Over the Regatta weekend, Durham Regatta also played host to **BBC Radio Newcastle presenter, Matt Bailey** as he took part in a **charity pedalo challenge** against a **member of the Executive Committee**. Raising funds for the **Great North East Air Ambulance Service**, the challenge and the Regatta received **extensive coverage on Matt's breakfast show**.

Additionally, for a number of years the Regatta has had a **successful partnership** with the **award winning student-led broadcaster, PalTV**. As the Regatta's **official broadcaster**, PalTV, provide a **dedicated live stream of the racing** alongside **interviews** and other **exclusive content** available via their **YouTube Channel**. **Viewing figures** are in **excess of 6,000** for each day of the Regatta.

A promotional graphic for PalTV, the exclusive broadcaster of the 191st Durham Regatta. The graphic features the PalTV logo and text: "Exclusive Broadcaster of The 191st Durham Regatta". Below this, it says "We're Durham's award-winning student broadcaster." and lists several bullet points: "Hard-hitting student journalism", "Innovative entertainment shows", "Powerful documentaries about local issues", and "Exciting sports coverage". There is a QR code with the text "Scan to see our content" and a YouTube logo with the text "youtube.com/PalTVUK" and "Watch the live broadcast on our channel for free!". At the bottom, it says "paltv.co.uk | @paltvuk" and "As featured on" followed by logos for BBC, ITV, and UTV. On the right side, there are several smaller images of PalTV content, including "College Drinks II", "The Durham Student", and "The Future". At the bottom right, it says "MASTA BROADCASTER OF THE YEAR 2024".

Regionally, Durham Regatta is reported frequently in local press publications (**The Northern Echo, The Chronicle, Sunderland Echo**) as well as on **local radio and television news**. **Feature articles** on the Regatta have also been published in specialist publications (**The Field magazine, British Rowing magazine and Durham County Council promotional materials**).

Durham Regatta is widely **promoted online** through its own **web site** and **social media channels** on **Facebook, Instagram** and **X**.

Durham Regatta is also a firm favourite with **amateur photographers** who publish their photos **extensively across social media**.

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## Why Sponsor Durham Regatta?

The **financial cost** of staging Durham Regatta each year is **significant** and **sponsors are key to the Regatta's continuing success**. As a **not-for-profit event**, any **surplus proceeds generated** are **returned directly to the local rowing community** in Durham, either through the **provision of grants** or support for **long term projects** such as **river dredging** and **rowing facility improvements**.

Sponsors who support the Regatta do so with the **assurance that they are able to:**



Reach up to **10,000 spectators** and **2,000 competitors** during the Regatta weekend through **programmes, banners** and **announcements**

Appear in **media coverage** of the **North East's premier rowing event** including the Regatta's own **website** and **social media channels**

Enjoy a **dedicated hospitality area with refreshments**

Contribute to the **continuing success** of the **second oldest Regatta** in England

Support the **local rowing community** through the provision of **grants for coaching** and **other qualifications**

Be a **champion** for one of **Team GB's most successful Olympic sports**

There are **sponsorship packages** and **options** to suit **all budgets** and these are outlined in more detail on the following pages. Durham Regatta is also able to discuss **bespoke packages** tailored to a sponsor's **specific requirements**.

Durham Regatta has a **dedicated** and **responsive sponsorship team** who **oversee all arrangements** with sponsors from **initial enquiry** through to **delivery of sponsorship** ensuring that their requirements are met to their **upmost satisfaction**.

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## Key Contact

If you would like to **sponsor Durham Regatta** or would like to **discuss any of the sponsorship opportunities** in more detail, please do not hesitate to contact:

Debbie Mortimer, Sponsorship Secretary

using the details given below.

Telephone: 07989 249782

Email: [sponsorship@durham-regatta.org.uk](mailto:sponsorship@durham-regatta.org.uk)

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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 192<sup>nd</sup> (insert company name) Durham Regatta**'. Naming rights would be referenced on **all correspondence and Regatta publications**, including the **header of the official programme**, the **homepage of the Regatta website** and **all press releases** to media organisations made 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

**Double-page colour advertisement** to be included within the **official programme**

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 Grand Marquee**

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

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

You will receive an **invitation** for up to **10 guests** to attend the **President's marquee** on the **Saturday afternoon** of the Regatta – light refreshments are served and each guest will receive a **complimentary gift bag** and a **copy of the official programme**.



## Co-Sponsorship (including hospitality)

£4,750 p.a.

The Co-Sponsorship (including hospitality) package **includes an allocated space for corporate hospitality**. Other 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**

Your **company name and logo** will be printed as **Co-Sponsor** on the front cover of the official programme

Your **company name and logo** will be listed as **Co-Sponsor** on the Regatta's **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 the company as **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

You will receive an **invitation** for up to **6 guests** to attend the **President's marquee** on the **Saturday afternoon** of the Regatta – light refreshments are served and each guest will receive a **complimentary gift bag** and a **copy of the official programme**.

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## Co-Sponsorship (excluding hospitality options)

£2,650 p.a.

The Co-Sponsorship (excluding hospitality options) package **includes the same key benefits listed above with the exception of a designated hospitality space, complimentary admission tickets and copies of the official programme**.

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## Corporate Hospitality

£2,100 p.a.

This package provides a **designated space for hospitality**. 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 programme



Durham Regatta is able to offer sponsorship related to **specific operational areas** of the Regatta such as **volunteers, entertainment provision** and **prize presentation**. Specific details subject to discussion with prospective sponsors.

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## Race Sponsorship

Sponsorship of **individual rowing events** at Durham Regatta varies depending on the **type of boat class sponsored**. These are:

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 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.

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## Programme Advertisements

The official programme is **distributed free of charge to regatta visitors and competitors**. The programme is printed in full colour and the cost of advertisements available are:

Full Page:	£200
Half Page:	£120

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

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## Durham Regatta Vice President

£100 min p.a.

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 **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 complimentary gift bag which includes **one copy of the 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 Grand Marquee**

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## Race Day Hospitality

£75

The Race Day Hospitality option is available on the Saturday only of Durham Regatta. The benefits of this package include:

You will receive **complimentary admission** to the regatta on the **Saturday**

You will have access to Durham Regatta's **hospitality area (between 12-3pm)** on the **Saturday**. Light refreshments will be available during this time.

You will receive a **complimentary gift bag** which includes **one copy of the official programme**



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](http://www.durham-regatta.org.uk)

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

• Kevin Creaghan • C Lawson • Big Circus Media • Durham Sixth Form Centre •