



1834

# DURHAM REGATTA



**Sponsorship Opportunities for  
Corporate and Individual Partners  
2026**

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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 its 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 **licensed 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.



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 **LinkedIn**.

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

P.O.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 193<sup>rd</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:	£136
Four-oared or quad-sculls event:	£105
Pair or double-sculls event	£68
Single-sculls event:	£47

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:	£210
Half Page:	£125

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

£70 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 £70 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 •