1834

# DURHAM REGATTA



# Sponsorship Opportunities for Corporate and Individual Partners 2027

## 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. Competitor ages span the Junior category with athletes aged **12 years+** to the Masters category with the age of athletes extending up to **80 years**. Entries are 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 travelling from **outside 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 entertainment** which take place within the Regatta Enclosure. Typically these include 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.

## Media Partnerships and Coverage

In 2026 Durham Regatta was chosen by **Dean Midas Films** as a **location to feature in their horror short film**, The Stitcher. Shot entirely on a mobile phone, the budget film was **released on 2nd October 2026** on their **YouTube, Facebook and TikTok channels** and had **exceeded 200,000 views before the end of the month**.

In 2024 Durham Regatta participated in **two high profile and unique media partnerships**. These were broadcast at both **national and regional levels** enabling 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 tried their hand at **tasks related to the running of the regatta** and learnt about the **Regatta's history**. The episode was a **showcase** not only for the **Regatta** but for **Durham City** as a whole.



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** at the 2024 Regatta. Raising funds for the **Great North East Air Ambulance Service**, the challenge 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 **website** 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**.

## 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**.

## 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

## 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 194th (insert company name 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 made by Durham Regatta.

Other key benefits include:

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

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

**Double-page colour advertisement** included in the **official programme**.

An invitation for a **representative** of your company to present prizes at the **Prize Giving Ceremony** on the **Sunday evening** normally held in **The Grand Marquee**.

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

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

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

Your company 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**.

**100 complimentary admission tickets for each day** of the Regatta for guests.

**50 complimentary copies** of the official programme.

An **invitation** for up to **10 guests** to attend the **President's marquee** on the **Saturday afternoon** – 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 **include an allocated space for corporate hospitality**. Other key benefits include:

A **designated space** in the Regatta Enclosure for a **corporate hospitality marquee** or **promotional space**.

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

**Full-page colour advertisement** included in the **official programme**.

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

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

Your company 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**.

**50 complimentary admission tickets for each day** of the Regatta for guests.

**25 complimentary copies** of the official Regatta programme.

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

## 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**.

## Corporate Hospitality £2,100 p.a.

This package provides a **designated space for hospitality**. Key benefits include:

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

**50 complimentary admission tickets for each day** of the Regatta for guests.

**25 complimentary copies** of the official programme.



## Event Specific Sponsorship P.O.A.

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.

## 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.
- **Two complimentary admission tickets for entry on each day** of the Regatta.
- A **Sponsor's pack** which includes **one copy of the official programme**.
- An **invitation** to attend as a guest of the Regatta President for light refreshments in the **President's marquee** on the **Saturday afternoon**.

## 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**.
- **Two complimentary admission tickets for entry on each day** of the Regatta.
- A **Sponsor's pack** which includes **one copy of the official programme**.
- An **invitation** to attend as a guest of the Regatta President for light refreshments in the **President's marquee** on the **Saturday afternoon**.

## Banner Advertisements £70 each

Durham Regatta offers the opportunity for organisations to **display banners at strategic locations** in the Regatta Enclosure. Banners can be displayed at a cost of £70 each.

## 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.**

**Two complimentary admission tickets for entry on each day** of the Regatta.

A **complimentary gift bag** which includes **one copy of the official programme.**

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

An **open invitation** to attend the **Prize Giving** ceremony on the **Sunday evening** normally held in **The Grand Marquee**.

## Race Day Hospitality £75

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

**Complimentary admission** to the Regatta on the **Saturday**.

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

A **complimentary gift bag** which includes **one copy of the official programme.**



Durham Regatta. A Company Limited by Guarantee.
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www.durham-regatta.org.uk

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