

2011- 2012 Austin Rowing Club Events & Sponsorship Opportunities

When?	October 29, 2011	March 3-4, 2011	April 28-29, 2012
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Time?	Saturday, 7am-5pm	Saturday 7am-5pm, Sunday 7am-5pm	Saturday 7am-5pm, Sunday 7am-3pm
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What?	Head of the Colorado "Pumpkinhead" Regatta	Heart of Texas Regatta	Texas Rowing Championships
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Where?	Festival Beach Park, East Austin		
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Who?	450 Juniors	600 Juniors	400 Juniors
	500 Collegiate/Open	200 Collegiate/Open	
	250 Masters	400 Masters	200 Masters
	1200 Athletes	1200 Athletes	600 Athletes
	1800 Spectators	1800 Spectators	1000 Spectators
	3000 in attendance	3000 in attendance	1600 in attendance

From Where?	20% from Austin	20% from Austin	20% from Austin
	60% from Texas	60% from Texas	80% from Texas
	20% from out of state	20% from out of state	

Web:	http://www.austinrowing.org/head_of_the_colorado.php	http://www.austinrowing.org/heart_of_texas.php	http://www.austinrowing.org/texas_rowing_championships.php
	http://Facebook.com/AustinRowing		
	http://Twitter.com/AustinRowing		
	http://YouTube.com/AustinRowing		
	http://Flickr.com/AustinRowing		

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Contact	<p>Sara-Mai Conway, Regatta Director Austin Rowing Club PO Box 1741, Austin, TX 78767 Director@AustinRowing.org phone (512) 472-0726 fax (512) 472-0700</p>
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About:	<p>Austin Rowing Club is a non-profit 501c3 organization offering low-cost and no-cost rowing programs in the City of Austin. Our mission is to promote rowing in Austin, and to promote Austin rowing throughout the world. Whether you are new to the sport, or a seasoned competitor, Austin Rowing Club welcomes you.</p>
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<p>The Head of the Colorado is a 5000 meter 'head race.' Races span Lady Bird Lake from Barton Springs Creek to Bird Island in the East. Spectators watch from the several bridges as well as Festival Beach Park.</p> <p>In addition to rowing events, Stand Up Paddle & Kayak events are offered.</p> <p>Several 2011 events benefit Row for the Cure & Komen Austin</p>	<p>The Heart of Texas Regatta is a 1000 meter sprint race. Annually the first weekend in March, it is the first competition of the spring season. 2012 marks the 30th annual Heart of Texas Regatta.</p>	<p>The Texas Rowing Championships are a 1000 meter sprint race, crowning the fastest juniors and masters crews in the state of Texas. This regatta is open to Texas crews only.</p>
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Why Rowing ?	Athletes and Spectators are ON SITE, in one place for 4-8 hours per day.
	80% of athletes will have at least 1 companion with them in attendance on race day.
	Rowers are ALL affiliated with schools, clubs and programs. They will take your product back to their club.
	Rowers are well educated. Masters rowers are professionals.
	Rowing is an indoor/outdoor sport.
	Rowing is a total-body, low-impact sport, and as such, attracts a wide range of abilities and ages.
	Adaptive rowing provides opportunities for EVERYONE - anyone can row!

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Site Layout:	Vendors will set up or receive tent space in the designated vendor area. Close to the finish line, this area is well attended by spectators, and all competitors go to the vendor area to register for races, receive results and awards. Volunteer check in is also located at the vendor area. Food vendors and others keep spectators entertained and looking at merchandise all day.
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Tents:	Each vendor receives a 10x10 tent, including 2 tables and 4 chairs. Additional 10x10 tent space, and additional tables and chairs may be rented.
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Electric	Each tent comes equipped with lighting. Vendors needing additional electricity should contact the Regatta Director to make arrangements.
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Food Vendors:	Food Vendors will receive a parking space if vending from a truck, or a tent space if needed. Electricity is provided. Food vendors supplying their own generators should contact the Regatta Director for the applicable discount. There is a shared eating area (tables and chairs) in the vendor area.
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Boat Vendors:	There is no additional charge for exhibiting rowing shells, although space is limited. Each vendor has room for one single and one pair/double - OR one four/quad. There is NO room to display an eight.
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Parking & Access:	There is ample trailer parking space immediately adjacent to the vendor area for those who arrive the day prior. Trailer parking is on a first-come, first-served basis. We are not able to reserve trailer space for vendors.
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Collateral	Your logo & link on the event website
	Your logo & link on the registration website (http://RegattaCentral.com)
	Your logo on over 400 event t-shirts
	Your logo on all correspondence (3-5 pre-event email blasts, and all print materials and press releases)
	We can distribute business cards, promotional materials, coupons, etc. Please provide us with 500 of each item to distribute.
	Public Announcements will be made throughout the day, encouraging spectators to visit the vendor area.