Worcester Rowing Club

2025 Regattas

Corporate Sponsorship Opportunities

17th May & 6th September 2025

THE WORCESTER ROWING CLUB

2025 REGATTAS

Saturday 17th May 2025 &

Saturday 6th September 2025

Corporate Sponsorship Opportunities

Worcester Spring Regatta Saturday 17th May 2025
Worcester Autumn Regatta Saturday 6th September 2025

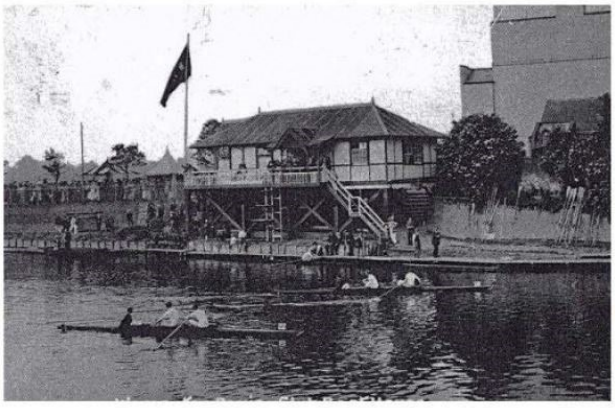
Worcester Rowing Club is delighted to offer you the opportunity of sponsorship. 2024 marked the club's 150-year centenary and to mark this occasion for both the club and the City of Worcester, we released a series of new corporate sponsorship options.

You can either sponsor Worcester Rowing Club for a specific occasion such as the club's ***Spring Regatta in May*** or ***Autumn Regatta in September***. Alternatively, you can choose *general corporate sponsorship* which provides a range of opportunities and benefits for local businesses; not only will you be partnering with one of the oldest and most well-known sporting clubs in the Midlands, but you will also be joining in celebrating an iconic regional event, through which you can promote your brand via a range of different sponsorship options.

You can jump to the key benefits of the different sponsorship options here:

About Worcester Rowing Club and its Regattas

Worcester Rowing Club is steeped in history and has been established on the banks of the beautiful River Severn at Worcester since 1874, competing at local, national, and international level.



Worcester Regatta

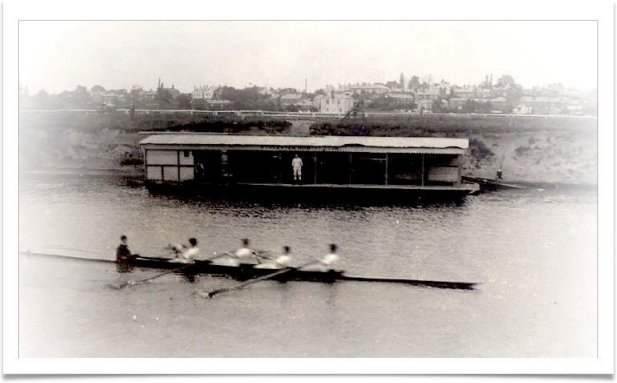
A historic City, Worcester has hosted rowing activities for centuries, with records tracing organised rowing races back 210 years; only horse racing has been going for longer in the City.

Worcester Rowing Club's clubhouse, built in 1972 and extended in 1992, provides a picturesque backdrop to the regattas and is an iconic building on the banks of the River Severn, adjacent to Sabrina Bridge. We have a dedicated sponsors enclosure located in our old clubhouse, a well-known landmark on the banks of the River Severn, which provides our sponsors with spectacular views over the River Severn and the racing course from its own private sponsor's balcony.

The club's membership is large (around 300) and diverse, welcoming high-performance athletes through to juniors and recreational rowers. Worcester Rowing Club competes at regattas across the UK and internationally. Members have rowed in the GB National Rowing squad and competed in the Olympic games. Honours include the Jackson Trophy at the Tideway Head of the River in London, the Wyfold Challenge Cup at Henley Royal Regatta, and the George Innes Cup at Henley Women's Regatta.

1882

WORCESTER ROWING CLUB'S FIRST BOATHOUSE



The new floating clubhouse of 1882

The club provides opportunities for people to learn how to row and compete at events, allowing juniors and adults of all ages to keep fit through rowing and become involved through the great sport of rowing.

Key Benefits of Sponsoring Worcester Rowing Club

Worcester Spring Regatta Saturday 17th May 2025 & Worcester Autumn Regatta Saturday 6th September 2025

Worcester Rowing Club's clubhouse provides a picturesque backdrop to the regattas and is an iconic building on the banks of the River Severn. This, combined with the excitement of the racing backdrop, makes it an ideal sponsorship opportunity for businesses looking at partnering with one of the oldest and most well-known sporting clubs in the Midlands.
The 2025 Spring Regatta will be held on Saturday 17th May 2025 and the Autumn Regatta on Saturday 6th September 2025.
Although numbers fluctuate, we anticipate hosting approximately 200 crews at *each* regatta. The events also attract hundreds of supporters from across Worcestershire and around the country.

Here are some of the opportunities and benefits * associated with sponsoring the Spring and/or Autumn 2025 Regatta/s:

• An opportunity to **place your brand** in front of hundreds of rowers and spectators
• Specific races allocated to your business and your **business name announced over the public address system** before each race begins
• An opportunity to **display your brand banners** around the regatta site, visible to spectators & competitors from around the UK
• **Photo opportunities** during prize presentations and trophy presentations which you may be able to use in your marketing and publicity**
• Back-links available via **digital advertising** through the club website
• An opportunity to **entertain your clients and network with other potential business prospects** in our sponsor hospitality suite
• **Keep tradition alive** by not just supporting but being part of an associated with the spectacle of **one of Worcestershire's oldest amateur sporting events**
• **Support one of the oldest volunteer run Rowing Clubs in the Midlands**

* *Opportunities and benefits vary depending upon the corporate sponsorship package you select*

** *Photo opportunities may be subject to individual consent of competitors, and this will always be the case where the competitor is a child. However, most competitors' consent to their image being used for marketing by our sponsors.*

Broader Sponsorship Opportunities & Benefits

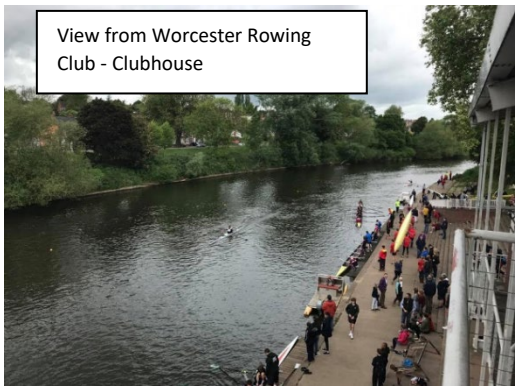
Instead of, or in addition to, sponsoring a 2025 Regatta, we also offer a diverse range of broader sponsorship opportunities through which you can promote your brand and be associated with this iconic rowing club:

- **Main corporate sponsor for Worcester Rowing Club for 2 years:** delivering an opportunity to place your brand on signage at the Rowing Club and at all events (including Regattas and Heads), advertising on the website and in printed material.

- **Rowing Trailor sponsorship:** place your brand on the side of one of our rowing trailers and not only be associated with Worcester Rowing Club but advertise your brand wherever the trailer goes. (Trailers travel to other regattas and Head races all around the UK and throughout the entire year). When not in use they are located outside the clubhouse adjacent to Worcester Racecourse and on view to the public.

- **Website advertising**: place an advert on our website with a backlink to your website.

Worcester Rowing Club Exclusive Sponsors Suite



View from Worcester Rowing Club - Clubhouse

- **Banner advertising:** Display your banner at the site of Worcester Rowing Club. There is a public right of access across the club so your brand will be seen not only by club members and visitors but also the general public.

- **Sponsor a rowing boat**: the ultimate in sponsorship is to sponsor a rowing boat. There are a selection to choose from. Your brand will be clearly displayed on the side of the boat for 2 years at every UK event the boat competes at.

Worcester Rowing Club Sponsorship Options & Prices

As a not-for-profit organisation, corporate partners are vital to Worcester Rowing Club.

We can offer our corporate partners a diverse range of tailored sponsorship opportunities including sponsorship of our Regattas, boats, boat trailers and races. And, for those looking for broader engagement with our activities, high profile partnerships. Examples of how you can sponsor us and the benefits you will receive in return are set out below. If you do not see a package that suits you, please get in touch as we can usually adapt any option to suit your business objectives.

Enquiries: Fundraising@WRC1874.co.uk m. 0775 3958645

2025 Spring Regatta Headline Sponsor Package £1,550

As the headline sponsor, your name is featured in the Regatta title itself, e.g. ***"The 2025 [your name goes here] Worcester Spring/Autumn Regatta".*** This Regatta title will feature in all Regatta media, including the front of the official Regatta programme, the homepage of the Regatta webpage and all media communications.

Additional **Benefits include:**

- Entertain up to 12* guests including to a summer lunch in the exclusive sponsors suite. (x12 passes in total.) If you would like to invite more than 12 guests, we may be able to accommodate this. Please ask us.
- A full-page colour advertisement on the outside back cover of the official Regatta programme
- Your name & logo featured as the headline sponsor in the Regatta programme which is published in hard copy format and digitally on the club's website, and the club's social media platforms
- Your name and logo printed on every crew number for the day. Crew must display a crew number (worn on their back)
- Your name announced over the P.A system at least ten times during the day
- Your name will automatically sponsor individual races throughout the day and will be announced on the P.A. system at the start of each of those races
- Display up to 2 of your advertising banners, one of which will be placed "front and centre" on the clubhouse balcony overlooking the racecourse and spectators
- An opportunity to place your signage at the regatta entrance
- Your company name printed on official regatta t-shirts worn by regatta helpers
- An opportunity to present prizes to the winners of five races

2025 Spring Regatta Co-sponsors Package £850

Co-Sponsors will benefit from:

- Entertain up to 6* of your guests including to a Summer lunch* in the exclusive sponsors suite (x6 passes in total.) If you would like to invite more than x6 guests, we may be able to accommodate this. Please ask us.
- A full-page colour advertisement in the official Regatta programme
- Your organisation's name & logo with a web-link featured on Worcester Rowing Club's website for 1 year
- Your organisation's name announced over the PA system at least six times over the course of the day
- An opportunity to display your advertising banner at the Regatta site
- A regatta race named after your brand and announced over the PA system at the start an end of the race
- An opportunity to present prizes to the winners of three races

Other sponsorship opportunities

Adverts in Regatta Programme:

In addition to a block advert in the Regatta Programme (both printed and on the website), advertisers' names will be published alongside a race/s allocated to them. Advertisers' names will be announced over the PA system at the start of their respective race/s. Example public address:

"The TBC race, which is kindly sponsored by [YOUR NAME IS ANNOUNCED HERE]"

	¼ page black & white (64 x 93mm portrait)	£100
	½ page black & white (133 x 93mm landscape)	£150
	Full page black & white (133 x 192mm portrait)	£250
Advert with weblink on Worcester Rowing Club website/Facebook page – 12 months		£150

Sponsorship of individual Regatta Races Sponsors will be allocated a race/s, and their names will be printed in the body of the Regatta Programme alongside details of that race/s. Sponsors' names will be announced over the PA system at the start of their respective race/s. Example address: ***"The TBC race, which is kindly sponsored by [YOUR NAME IS ANNOUNCED HERE]"***	£75
Banner display at a Regatta Display your banner on the Regatta site (up to 3000mm x 750mm): Available events include May Regatta; Autumn Regatta; (WRC can recommend banner producers. Please call us on 0775 3958645)	£145
[Summer lunch in sponsors exclusive suite at the May Regatta] *Example menu: Coronation chicken or quiche, baby potatoes and a selection of salads with a bread roll; dessert; cheese and ½ bottle of wine per person	£65 per head
Sponsor a Rowing Boat for 2 Years There is nothing like the kudos of your organisation's name appearing on and being associated with a rowing boat. Boats available include our elite eights, fours, doubles and pairs. Sponsorship fee includes sign production. Your name and brand travel with the boat to events across the UK.	£550
Corporate Partner of Worcester Rowing Club Become a corporate partner of Worcester Rowing Club for 1 year and receive: • Acknowledgement of your support on our website, in our printed and digital regatta programmes and at our events • Put up your banner at all of our events including both Regattas and Heads (Up to 4	Please contact us to discuss

events per year) • Two passes to our sponsors suite including a summer lunch at the Spring Regatta • Your signage prominently displayed at the entrance to our club adjacent to Worcester racecourse	
Sponsor a Rowing Trailor or Worcester Rowing Club Truck Your signage is placed on a rowing trailer and/or Club Truck. Your brand is not only associated with supporting Worcester Rowing Club but travels with the trailer across the UK to other regattas and events throughout the year including the prestigious Henley Royal regatta. When not in use, our trailers are parked outside the clubhouse and will be on view to the general public.	£950 pa

Worcester Rowing Club winners of the Leicester Cup, Henley Women's Regatta 2023

Regatta Sponsorship Opportunities

Sponsorship Application Form

To apply for a sponsorship option, please complete and sign the application form below. Return it via email to ***Fundraising@WRC1874.co.uk***

Questions? If you would like to speak to us before applying or would like to bespoke an option, please do not hesitate to contact us using the email address or telephone number below, and we will be delighted to help you.

Paula Williamson, Fundraising Lead, Worcester Rowing Club, Grandstand Road
Worcester, WR1 3EJ

Fundraising@WRC1874.co.uk or

Worcester Rowing Club Bank Details

If you are making a financial donation or paying an invoice, please use the following bank details. If paying an invoice, please quote our invoice number as your reference. Thank you.

Worcester Rowing Club

Bank Account: 71696904

Sort Code: 402608

Fees quoted are excluding VAT which is also payable

Sponsorship Type	***Event***	***Benefits***	***Sponsors Suite Passes per Day***	***Cost Ex. VAT***	***Indicate Choice***
Headline Sponsor Package	Spring Regatta	See above for full list of benefits	12 day passes to Sponsors enclosure	£1550	☐
Co-Sponsor Package	Spring Regatta	See above for full list of benefits	6 day passes to Sponsors enclosure	£850	☐
Summer Lunch in Sponsors Suite	Summer Regatta	See above for example, menu	Yes. Indicate number required	£65 per head	☐
Banner display (Max dimensions above)	May and/or Autumn Regatta/s. *Circle your choice*	Display your banner at the Regatta	None	£145	☐
Sponsorship of individual events	May and/or Autumn Regatta/s. *Circle your choice*	See above for full list of benefits	None	£75 per race Elite eights £95 per race	☐
Commercial stall	May and/or Autumn Regatta/s. *Circle your choice*	See above for details	None	£75 per event	☐
Advertise in Regatta Programme	May and/or Autumn Regatta/s. *Circle your choice*	¼ page black & white (64 x 93 mm portrait)	None	£100	☐
Advertise in Regatta Programme	May and/or Autumn Regatta/s. *Circle your choice*	½ page black & white (133 x 93 mm landscape)	None	£150	☐
Advertise in Regatta Programme	May and/or Autumn Regatta/s. *Circle your choice*	Full page black & white (133 x 192 mm portrait)	None	£250	☐
Advert with weblink on WRC website	N/A	12 months duration. See details above	None	£150	☐
Sponsor a boat (elite 8, any 8, any 4/quad, any double/pair, single)	N/A	24 months *Circle your choice.* See details above	None	£550	☐
Sponsor a rowing Trailor or truck	N/A	12 or 24 months. *Circle your choice.* See details above	None.	£950	☐
Corporate Sponsor of WRC	Contact us !	See details above	Yes. Two per year	POA	☐

Your Information

PLEASE COMPLETE THIS FORM CLEARLY IN BLOCK CAPITALS. RETURN TO FUNDRAISING@WRC1874.CO.UK

Contact Name:

Company/Organisation Name:

Postal Address:

Company Website:

Contact: Email Address:

Contact Telephone:

Mobile Number:

Purchase Order:

I confirm that I have read, understood and agree to the terms and conditions below:

Your signature:

Date:

INDIVIDUAL SPONSORS – GIFT AID YOUR SPONSORSHIP HERE

If you are eligible and would like to Gift Aid your sponsorship to WRC please tick this box, complete ALL of the details below and ensure they are correct. Thank you very much. ☐

Gift Aid is a wonderful tax relief scheme for charities and similar organisations. Your sponsorship will instantly be worth more to Worcester Rowing Club as we can claim the tax back, at no extra cost to you.

*I confirm this is my **personal** money. I am a UK taxpayer, and I would like this sponsorship/donation/s to be treated as a Gift Aid donation. I declare that I pay tax (in the UK), of an amount that is at least equal to the sponsorship donation/s I am making to Worcester Rowing Club.*

Name:

Residential Address:

Email Address:

Corporate Sponsorship Terms and Conditions

1. All sponsorship opportunities are subject to availability. Worcester Rowing Club ("WRC") reserves the right to refuse any application at its discretion.
2. Once your sponsorship application is accepted, your booking constitutes a legally binding contract between you (the Sponsor) and WRC (the Organiser.)
3. All artwork for programme adverts is to be provided in the required format and no later than 2 calendar months in advance of the event. Where artwork isn't provided in the required format or by the deadline, we cannot guarantee your advert will be published. No refund is payable in these circumstances.
4. Where sponsorship includes the option to display a banner at an event or site, the banner is to be supplied by you at your own cost and in the required format and dimension, together with fixings (e.g. cable ties.) WRC is not liable for displaying banners that are not provided in the required dimensions specified in this document. This is to ensure that your banners can be erected successfully at the regatta and show your brand in the best possible light.
5. Where sponsorship includes signage or a commercial stall at the clubhouse, you are responsible for providing, erecting and removing the signage/stall.
6. Where you are sponsoring a boat, you are responsible for providing us with, and approving, appropriate artwork and WRC is responsible for producing the boat vinyl signs showing your brand name and/or logo.
7. Applications for sponsorship opportunities will be confirmed by WRC, by email within 14 days of receipt. If you have not heard from us by then, please check your spam folder or contact us. If your application is accepted, we will then send you an invoice. Invoices relating to the Sponsorship Fee (the amount you are liable to pay WRC under this agreement) are payable in full within 30 days of the date of the invoice.
8. Liability: Under no circumstances shall either party be liable to the other for any of the following, whether in contract, tort (including negligence) or otherwise: (a) loss of revenue or anticipated revenue; (b) loss of savings or anticipated savings; (c) loss of business opportunity; (d) loss of profits or anticipated profits; (e) wasted expenditure; or (f)any indirect or consequential losses.
9. Subject to clause 8 and 11, WRC's maximum aggregate liability in contract, tort (including negligence) or otherwise, however arising, under or in connection with this agreement shall be limited to the amount of the Sponsorship Fee paid under or pursuant to this agreement.
10. Event Cancellation: The organiser reserves the right to cancel the event for any reason (including, without limitation, by reason of a Force Majeure event). In the unlikely event of event cancellation, the agreement shall automatically terminate, and the Organiser shall not be in breach of this agreement by virtue of cancellation or abandonment.
11. Right of negotiation of reduction: Subject to clause 12, without prejudice to the other rights of the Sponsor under this agreement, the parties agree to negotiate a reasonable reduction and, where applicable, refund of the Sponsorship Fee to reflect any material restriction in the benefit or value of the Sponsorship Rights to the Sponsor, including if any of the following events occurs during the Term: (i) any change in any laws or regulatory provisions which has an adverse impact on the value of the Sponsorship Rights; (ii) cancellation of the Event for any reason including as a result of a Force Majeure Event (where Force Majeure means any circumstance not within the parties control that prevents the event from taking place such as acts of God, flood, earthquake, epidemic or other natural disaster.)
12. The Sponsor shall notify the Organiser within 30 Business Days from the occurrence of an event (if a specific event or otherwise as soon as practicable) that the Sponsor wishes to obtain a reduction and/or refund of the Sponsorship Fee. The Organiser and the Sponsor shall negotiate in good faith to agree an appropriate reduction and/or refund to reflect the reduced value of the sponsorship rights as a result of the occurrence of an event.
13. Data Protection: Where the Sponsor processes any personal data under this Agreement, it does so as an Independent Controller and agrees to process such data in compliance with relevant UK data protection legislation including but not limited to the UK General Data Protection Regulation, Data Protection Act 2018 and the Privacy and Electronic Communication Regulations 2003.
14. The Sponsor agrees to respect the privacy, rights and freedoms of individual competitors and spectators, particularly where the individual is a child. The sponsor agrees not to process (include publish) personal data, including images and names of event competitors or spectators under the age of 18 years without the fully informed consent of the relevant child and the person with parental responsibility for the child. (In most cases, individual competitors will consent to Sponsors publicity, but this may be subject to individual consent. Individual consent will be required where the individual is a child.)

Keeping in Touch and Data Protection

Any personal data you provide to Worcester Rowing Club will be handled securely, strictly in line with the UK General Data Protection Regulation, related laws and our Privacy Notice which can be read **here**. Worcester Rowing Club occasionally contacts its supporters and business contacts to let them know about potential sponsorship opportunities similar to these that we think will be of interest. We never inundate your Inbox or share your details with others for their marketing. You can stop this at any time quickly and easily.