

Miami Rowing Club

Sponsorship Opportunities



Row and grow with us in 2023-2024



Why Sponsor?

- Miami Rowing Club (MRC) is one of the premier South Florida rowing clubs and is based out of the historic and highly visible Miami Marine Stadium Basin
 - MRC is composed of Youth Rowers from schools all over Miami and Masters Rowers
 - MRC has competed nationally and internationally and has been featured on local and national media (ESPN)
 - MRC families are loyal and eager to support our supporters
 - MRC hosts multiple premier events throughout the year and participates in regattas locally, nationally and internationally





MRC Middle School Regatta

December 2nd, 2023

- The MRC Middle School Regatta is a fun spirit-building event, taking place in the Miami Marine Stadium Basin on Virginia Key
 - Organized entirely by the Miami Rowing Club (MRC) Varsity rowers
 - Includes family-friendly activities, music, and food vendors
 - Carwash fundraiser organized and staffed by the MRC Varsity team



- | MSR Costs: | |
|------------|------------------|
| – \$1000 | Food and Snacks |
| – \$200 | Carwash Supplies |
| – \$500 | Medals |



MRC Blue Blazer Gala

February 10, 2024

- The MRC Blue Blazer is the signature fundraising event taking place in the evening at the beautiful MRC Boathouse patio with a view of the Miami Marine Stadium and downtown skyline
 - Organized entirely by the Miami Rowing Club (MRC)
 - Silent Auction, Dinner and Dancing
 - Attracts all MRC families and supporters
 - Average attendance of over 150 people



BB Operating Costs (200 participants):

- | | |
|----------|---|
| – \$8000 | Food and space rental |
| – \$5000 | Other Expenses (Decoration, Music, Insurance and rentals) |
| – \$4500 | Auction Set up (Custom platform, Media, Marketing, Video & Photo) |
| – \$250 | Visitor services |



Miami International Regatta

April 6th, 2024

- Miami International Regatta (MIR) is the most important regatta in Miami, taking place in the most scenic and historic location of the Miami Marine Stadium Basin on Virginia Key
 - Organized entirely by the Miami Rowing Club (MRC)
 - Yearly race with 51 years of history
 - Attracts on average 15 rowing teams from Florida and US including 5 out of state and international teams
 - Over 600 participants
 - Average attendance of over 2500 people
 - Inaugural MRC Hall of Fame induction
 - Press and Media Coverage

Why Sponsor?

- Brand Visibility
- Community Recognition through press, media & social media and significant promotional opportunities
- Celebrate tradition and one of the fastest growing youth sports
- Align with MRC core values of hard work, respect and persistence
- Support community engagement and diversity through scholarship program



Miami International Regatta

April 6th, 2024

MIR Operating Costs (based on previous years):

\$5300	– Race timing, telemetry, and Referees
\$3500	– Course Set Up (incl. lanes and buoys)
\$7000	– Permits, insurance, and security (including the City of Miami, Police, and Fire dept.)
\$7500	– Visitor services, incl. bathrooms and tents
\$1400	– Light towers and Sound rentals
\$2100	– Medals and Trophies
\$1100	– Drone Video and Photos
\$1900	– Rower's lunch
\$6600	– Additional supplies (Fuel, Snacks, High Top tables, Wireless Radios)
\$7000	– Other Operating Expenses (Payroll)
\$1300	– Rental of two (2) generators.



Awards Ceremony

May, 2024

A festive and elegant dinner event which brings together all our youth rowers and their families for awards and recognition

- Organized entirely by the Miami Rowing Club (MRC)
- Attracts all MRC families and supporters
- Average attendance of over 150 people



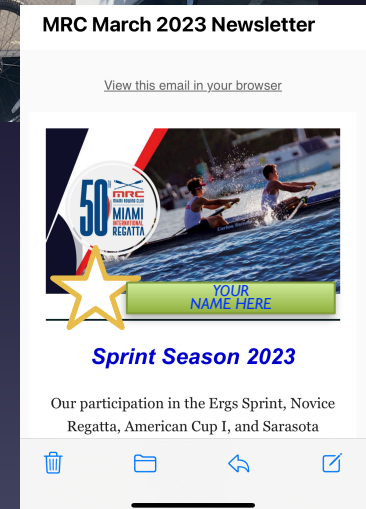
Awards Ceremony Costs:

- \$9100 – Food and space rental (including gratuity, and service fee)
- \$1700 – Decoration incl. centerpieces
- \$1250 – Trophies and awards



Year-Long Opportunities 2023-2024

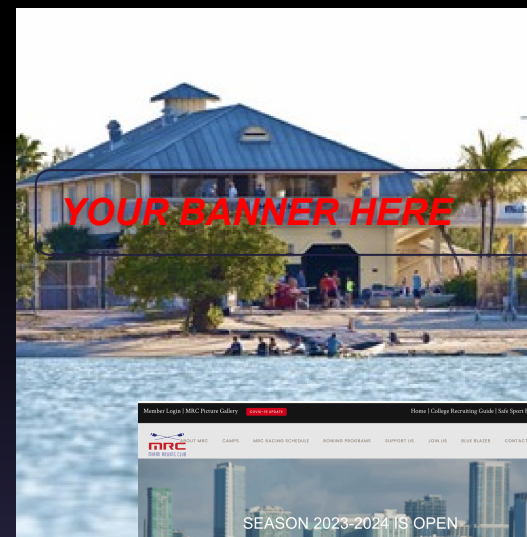
- Monthly Happy Hour sponsorship - Naming rights across all media
- MRC Boat Dock - logo
- MRC Launches - logo
- MRC Boat Trailer - logo
- MRC Spirit Practice Tee - logo
- MRC Monthly Newsletter - logo and signage





MRC DIAMOND SPONSOR 2023-2024

- Exclusive Presenting Sponsor naming rights for the Miami International Regatta, Blue Blazer, Middle School Regatta
- Your promotional banners prominently displayed throughout venue including MRC Boathouse terrace during events
- Your Name/Logo on MIR VIP bracelets
- Acknowledgment on MIR Press Releases and Social Media marketing campaigns
- Stand alone tent and table for your promotional materials and team
- Name on the Overall Winner of the MIR Regatta Trophy and MS Regatta
- Naming Rights for (1) MIR Race
- (4) VIP bracelets for MIR
- Plus multiple year-long opportunities:
 - Name/Logo on Racing Boat
 - Name/Logo on set of 8 oars
 - Name/Logo on Custom practice shirt for all rowers
 - Name/Logo on Boat Trailer
 - Recognition at Blue Blazer/MIR/Award Dinner
 - Name/Logo on MRC Website
 - Social Media - Newsletter/Insta/FB 2x year
 - Name/Logo in club wide emails to MRC family



YOUR LOGO HERE



YOUR LOGO HERE





Other Opportunities

Platinum \$25,00	<ul style="list-style-type: none">• Naming Rights for (1) MIR Race.....PLUS Gold benefits
Gold \$15,000	<ul style="list-style-type: none">• Name/Logo on Racing Boat.....PLUS Silver benefits
Silver \$10,000	<ul style="list-style-type: none">• Name/Logo on set of 8 oars.....PLUS Bronze benefits
Bronze \$5,000	<ul style="list-style-type: none">• Name/Logo on Custom practice spirit shirt for all rowers.....PLUS Podium benefits
Podium \$1,000	<ul style="list-style-type: none">• Name/Logo on Boat Trailer• Recognition at Blue Blazer/MIR/Award Dinner• Name/Logo on MRC Website• Social Media - Newsletter/Insta/FB 2x year.....PLUS Launch benefits
Launch \$1,000	<ul style="list-style-type: none">• Name/Logo in club wide emails to MRC family• (4) VIP bracelets for MIR



About Miami Rowing Club

- Founded in 1973, Miami Rowing Club (MRC) is Miami's premier rowing club, a 501(c)(3) organization with an active youth development program for our community
- Central to the program at MRC is teaching young rowers respect for the legacy of and participation in one of the oldest sports
- MRC instills pride in being part of one of the fastest growing sports in the United States with over a 20% growth in the past 5 years. The Club is Open to all and age ranges from 12-70 years old
- MRC Youth Rowers are a diverse group of students from all over Miami Dade County who have enjoyed decades of competitive success in local, state, regional, national and international competition
- Volunteer-led, MRC relies on over 200 family members for all support and fundraising
- MRC receives no financial assistance from the government, schools or other athletic programs

Season Highlights 2022-2023

- States 2022: A best-ever record of 16 medals won by the Varsity and Novice Squads, including 8 Gold Medals.
- Youth Nationals 2022: Out of 210 teams participating and 778 entries representing states from all over the U.S., MRC participated with more than 2000 rowers in multiple U17 and U19 categories, and won 2 Silver medals.
- USROWING Summer National U-23 Championship 2022: Out of 52 entries, MRC won 4 Gold, 1 Silver and 2 Bronze medals.
- USROWING Summer National U-19-17 Championship 2022: Out of 56 teams and 718 entries, MRC won 2 Silver and 2 Bronze medals.
- Youth World Rowing Championships 2022: -5 MRC rowers qualified, and 3 competed in Italy.
- Centro American Games 2023 in El Salvador: 5 MRC rowers competed, representing Puerto Rico
- Head of the Charles 2022: For the first time in its history, MRC won 1 Gold Medal and finished in the top 10 nationally in another 3 events
- Head of the Hooch 2022: With its the best performance in years, MRC won 6 Gold, 4 Silver, and 3 Bronze medals, and finished second in team standings
- States 2023: A record 14 medals won by the Varsity and Novice Squads, including 6 Gold medals.
- Youth Nationals 2023: Out of 225 entries representing states from all over the U.S., MRC participated with 32 rowers in multiple U17 and U19 categories and won 1 Gold and 1 Bronze medals
- USROWING Summer National Championship 2023: Out of 74 teams and 938 entries, MRC won 2 Bronze Medals.

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