

2023



INTRODUCTION

Rowing is one of Australia's oldest and most successful sports; it is recognised as much for its tradition and appeal to athletes of all ages as for its fantastic health benefits. Rowing is a cornerstone Olympic sport and Australian rowing has a long and proud history of success, consistently returning multiple medals at major international competitions. Rowing continues to play a large part in Australian sporting culture as a sport for all ages, skills and fitness levels.

Rowing South Australia (Rowing SA) has established a solid foundation creating a safe environment on and off our waterways, through training, programs club development and education. Our challenge is to continually improve in all that we do. To achieve this, we need business partners' support.

We understand our business partners are a key ingredient to our success. Sponsors are important to us financially and can foster great partnerships with our sport in the community.

We have reinforced to our clubs and to their members that their support of our sponsors is vital to the longevity of our sport. As a result, our community patronises our business partners and our members are extremely appreciative of sponsors' support.

We believe we can provide you with a cost-effective advantage over your competitors. Sponsorship packages can be tailored to meet your requirements. In addition, some sponsorships are tax-deductible if claimed under marketing.

We appreciate the time you have taken to consider a partnership with rowing and look forward to a long and mutually beneficial relationship.

Yours sincerely,

Christine Newberry
Operations Manager

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2022 State
Pathway
State Team



2023 Advertiser
Shield School
Boy coxed eight



ABOUT ROWING SA

Rowing South Australia Incorporated (Rowing SA) is the governing body of Rowing in South Australia. Rowing SA was formerly known as The South Australian Rowing Association (SARA) having been established in 1936. At present, we have 33 affiliated Rowing Clubs and Schools.

- 9 metropolitan clubs and 9 country clubs
- 15 metropolitan schools and 1 regional school
- 2,000 registered competitive rowers, ranging from school age through to seniors and masters (10 to 90+ years of age)

Rowing SA is committed to supporting all members of the rowing community, including grassroots rowers, regional clubs, school rowers, indoor rowers, coastal rowing, elite rowers, para rowers, and our volunteers. Through our partnerships we can generate the required funds to develop our sport further, while promoting your business.

Rowing is a physically demanding and highly competitive sport that requires dedication, talent, and significant resources. By supporting Rowing SA, sponsors have access to a range of advantages, from increased brand visibility on a local, a national and international scale. Rowing competitions, particularly major events like the Olympics and World Championships, attract large audiences and media coverage. Sponsors can leverage this exposure to reach a broader and more diverse audience.

Our rowers are associated with excellence. Our elite rowers are among the best athletes in the world. There is an opportunity to associate your brand with excellence, dedication, and high performance. Rowing is a resource-intensive sport, requiring specialized equipment, coaching, and training facilities. Sponsorship funds can help Rowing SA access the resources they need to support the rowing community and help with growth and further development of this sport.



Governor Frances Adamson AC presenting the SA Open Women's pair



OUR VALUES

Mission Statement

To promote, provide and administer rowing to create opportunity for all to enjoy the sport.

Vision

To support and grow an inclusive and thriving rowing community.

WHAT WE DO?

Rowing SA oversees rowing programs at clubs and schools around the State. Rowing SA, provides recreational programs, assists developing clubs, supports coaches and officials with education and training, provides inclusive opportunities as well as hosting a competitive regatta season, at venues all over the state.

The South Australian rowing community is vibrant, enthusiastic and engaged with more than 2,000 active members ranging from young rowers at school through to those at universities and in the wider community right through to masters rowing.



ELITE ATHLETES

Rowing is a physically demanding and a highly competitive sport that requires dedication, talent, and significant resources. By supporting Rowing SA, sponsors have access to a range of advantages, from increased brand visibility on a local, a national and international scale. Rowing competitions, particularly major events like the State Championships, Nationals, Olympics and World Championships, attract large audiences and media coverage. Sponsors can leverage this exposure to reach a broader and more diverse audience.

2023 RESULTS WORLD CHAMPIONSHIPS



SA athletes

GOLD **Para mixed Double sculls**
Jed Altschwager
Coached by: Christine MacLaren

BRONZE **Men's eight**

BRONZE **Womens' eight**

Our rowers are associated with excellence and our elite rowers are among the best athletes in the world. There is an opportunity to associate **your brand** with dedication, and high performance. Rowing is a resource-intensive sport, requiring specialized equipment, coaching, and training facilities. Sponsorship funds can help Rowing SA access the resources they need to excel in their sport.

BECOME A SPONSOR

We support the community

Your sponsorship helps us to maintain our high level of service to our community. Sponsorship funding is directed according to your preference toward the following services:

Indoor Rowing

Schools Programs

Coastal Rowing

Athlete support and development

Club development

Volunteer training and education

Purchase of essential equipment

State team and elite athletes resourcing

Inclusive Rowing

Mental Health Services

Support for our female rowers



Sponsorship of Rowing SA boosts brand advertising with exposure to a targeted local market as well as wider exposure via our website and social media. This heightens awareness of your company and its contribution to the community.

The relationship is not just financial - our corporate partners have found it rewarding to become actively involved with the sport, thus creating increased opportunities whilst networking with other supporters.

Sponsorship contributes to the growth and development of the sport itself. Increased funding can support youth development programs, coaching initiatives, and infrastructure improvements at both the grassroots and elite levels, ensuring the sport's sustainability.

We offer a multitude of benefits for both sponsors and athletes. Including - brand visibility, association with excellence and inspiration and we allow you to engage with specific target audiences. This can lead to community engagement, product improvement, networking opportunities, and long-term brand commitment. Furthermore, supporting rowers contributes to the development of the sport, ensuring its continued growth and success.

By becoming a sponsor, regardless of the size of your contribution, you become a friend for life.

SPONSORSHIP PACKAGES

There are a range of sponsorship options available that can all be tailored to suit your business to ensure you receive maximum exposure and brand visibility.

The relationship is not just financial - our corporate partners have found it rewarding to become actively involved with the club, thus creating increased opportunities whilst networking with other supporters.

34
State
clubs

2000
registered
rowers

165,000
visitors
year round

SOCIAL MEDIA

ROWING SA'S REACH

Facebook and Instagram
3,850 followers
45000 engagements with 310,000 views

YouTube (regatta livestreaming)
72,000 unique video views in one month
Average time viewed was 14 minutes per stream
Regattas livestreamed have 4,000+ views per regatta



Package Details

LEVEL	Major	Platinum	Silver	Bronze	Associate
Investment per annum	\$20,000+	\$10,000+	\$5,000	\$2,000	\$1,000
Your sign in full colour on our balustrade. (The cost of manufacturing the sign included in the sponsorship fee for the first year (no additional cost).)	✓	✓	✓		
Signage at West Lakes Regattas on finish line and on pontoon (to be supplied).	✓	✓	✓		
Recognition as “Official Partner of Rowing SA” on the Rowing SA website and all promotional material.	✓	✓			
Recognition as “Corporate Partner of Rowing SA” on the Rowing SA website and all promotional material.			✓		
Recognition as “Sponsor” on the Rowing SA website and all promotional material.				✓	✓
Logo featured on the Rowing SA website sponsorship page with links to your webpage	✓	✓	✓		
Named on Rowing SA website sponsorship page				✓	
Recognised via category in the Rowing SA monthly newsletter	✓	✓	✓	✓	✓
Major livestream partner for the 2024 South Australian Rowing Championships.	✓	✓	✓		
Logo to appear on the livestream broadcast at the 2024 South Australian Rowing Championships.	✓	✓	✓		
Advertising (video or still) played four times per day on the livestream broadcast, including continuously during the lunch break.	✓	✓	✓		
Naming rights to the 2024 South Australian State Rowing Championships.	✓	✓	✓		
Naming rights to the 2024 Masters & Sprint State Championships.	✓	✓	✓		
2024 State Championships - named sponsor for Championship events categories.	✓	✓			
2024 State Championships - named sponsor for – school & U19 categories			✓		
2024 Master State Championships - named sponsor for small boat events categories.	✓	✓			
2024 Sprint State Championships named sponsor for Championship events categories			✓		
Invitation to attend the 2024 South Australian Rowing Championships VIP Function and present awards.	✓	✓	✓		
Invitation to attend the 2024 South Australian State Team Awards Function and present teams with State uniform.	✓	✓			
Post on Rowing SA Socials monthly – advertising your business.	✓	✓	✓	✓	✓

Sponsorship packages are for a 12 month period. All amounts include GST.

LEVEL	Major	Platinum	Silver	Bronze	Associate
Investment per annum	\$20,000+	\$10,000+	\$5,000	\$2,000	\$1,000
Engagement and communication with affiliated clubs and schools and other stakeholders via Rowing SA newsletters.	✓	✓	✓		
Attend regattas to promote your business with signage and marquees	✓	✓	✓		
Site fee waived on front/main lawn area to regattas to promote your business with signage and marquees, at all South Australian Rowing Championship regattas	✓	✓	✓		

Sponsorship packages are for a 12 month period. All amounts include GST.



SPECIFIC SPONSORSHIP PACKAGES

NAMING RIGHTS

We hold our State Championships and have multiple Championship events for event categories. Each of these marquee events offer naming rights for our sponsors.

Your sponsorship helps us to maintain our high level of service to the community. Sponsorship funding is directed according to your preference toward the following services:

EQUIPMENT

COST

First Aid Supplies	\$500
Single Size Tents	\$500
Defibrillator	\$1600
Double Size marquee	\$2000
Set of Boat Oars	\$4000
Flag Sponsor	\$1000

VOLUNTEER PARTNER

Volunteers are the backbone of our organisation, and their contributions play a pivotal role in helping us achieve our mission. To express our gratitude and motivate more individuals to join our cause, we are seeking sponsorship to provide volunteer vouchers as a token of appreciation.

These vouchers will be distributed to our volunteers based on their service, achievements, or as part of special recognition programs. Your generous contribution will directly impact our volunteers and contribute to the success of our initiatives.

SPECIFIC PARTNER

INDOOR ROWING COMPETITION
COASTAL ROWING PROGRAM
SCHOOL'S PROGRAM



PRODUCTS IN KIND SPONSORSHIP

- Buns & sausages for our BBQ's
- Food and drink supplies
- Professional Services
- Sponsorship and Marketing Activities
- SEO/Webservices and Marketing
- Public Relations

- Graphic Designs
- Printing Services
- Vehicle Maintenance & Servicing
- Donations for raffle prizes and fundraising
- TV & AV Equipment
- Volunteer Support



BECOME A SPONSOR TODAY

We are happy to work with you to find a package that will suit your needs.

To discuss our sponsorship packages further please contact
0419 618 704 or email info@rowingsssa.asn.au

THANK YOU

We sincerely thank you for considering supporting our sport and hope to welcome you to our respected group of supporters. No matter your desire, whether it be to raise the profile of your business or take up rowing, we look forward to partnering with you.

"Rowing - Powering Dreams, Building Champions, and
Rowing Together to Success!"