

ROWING SA

PARTNER WITH ROWING SA

2026 - 2028 Partnership Program

Connect. Drive. Thrive.

Supporting South Australian rowing from junior development to the Olympic pathway.

33 Affiliated Clubs and Schools | 2,500+ Members | Ages 12 to 90+

WHY PARTNER WITH ROWING SA

Rowing SA is the governing body for the sport across South Australia, supporting 33 affiliated clubs and schools and more than 2,000 registered rowers aged 10 to 90+. Rowing is one of Australia's oldest and most successful Olympic sports, and South Australia has a proud history of producing state, national and international representatives.

A partnership with Rowing SA connects your brand with a values-driven, multi-generational community that spans metropolitan and regional South Australia - from first-time juniors and school programs through to master's and elite athletes. It's an association built on integrity, resilience, and teamwork with a proud State history.

Your partnership directly supports:

- Athlete pathways, coaching, and high-performance programs
- Volunteer development and recognition across our club network
- Safe, well-equipped regattas and training environments
- Junior, schools, and community participation initiatives

PARTNERSHIP TIERS AT A GLANCE

Rowing SA offers three straightforward partnership tiers. Multi-year terms and in-kind or product-based partnerships can also be arranged — see “Other Ways to Partner” below.

Your brand will feature at Rowing SA's state events across the October–April season, including:

- South Australian Rowing Championships — our flagship state event
- The Riverland Regatta — alternating annually between Renmark and Berri
- The Club Series — our club racing series held throughout the season

Partnership Tier	Annual Investment	Best Suited To
Platinum Partner	\$10,000+ (excl. GST)	One principal partner per industry category, seeking naming rights and premium, year-round exposure.
Corporate Partner	\$5,000 (excl. GST)	Businesses seeking strong, consistent visibility and category exclusivity.
Official Partner	\$2,500 (excl. GST)	Businesses building a genuine, visible association with the rowing community.

SPECIALISED PARTNERSHIP OPPORTUNITIES

Beyond our three core tiers, Rowing SA also offers dedicated partnerships for our growing programs - each a chance to reach an audience these core tiers don't cover.

Indoor Rowing Partner

Indoor rowing is Rowing SA's fastest-growing pathway, taking the sport into schools, other sporting partners, workplaces, and the community through ergo challenges and indoor competitions run outside the “on-water” events. Partnering here puts your brand in front of a younger, broader, and often new audience. This partnership includes naming rights to an indoor rowing event, on-site signage, and social media promotion tied to indoor rowing content.

Suggested investment: \$5,000+ (excl. GST), or in-kind.

Coastal Rowing Partner

Coastal rowing is one of the sport's fastest-growing disciplines, taking crews off the flatwater course and onto the coastline. This new event will feature in the Olympics both in LA in 2028 and our home games in It suits brands with an outdoor, lifestyle or marine connection. Includes event naming and signage at coastal regattas, plus dedicated social media promotion.

Suggested investment: \$2,500+ (excl. GST), or in-kind.

Volunteer Partner

Rowing SA runs on the generosity of hundreds of volunteers each season — timekeepers, safety crews and event-day helpers. A Volunteer Partnership funds recognition for this volunteer workforce, such as thank-you vouchers or our annual volunteer function and positions your business as a genuine supporter of the community that makes rowing possible.

Suggested investment: \$1,000+ (excl. GST), or in-kind.

Medical Partner

Rowing SA is offering the opportunity to become our exclusive medical partner. This partnership supports increased referrals and mutual referrals, enhanced community reputation, and association with a program built on excellence — alongside joint health workshops and seminars, collaborative content creation, branding and marketing exposure across uniforms, equipment and events, and visibility at local events and regattas.

Suggested investment: \$2,500+ (excl. GST), or in-kind.

OTHER WAYS TO PARTNER

Not every partnership needs to be a cash investment. We are open to discussing options including:

- In-kind and product partnerships — goods or services provided in lieu of a cash contribution (e.g. printing, graphic design, event catering, vehicle servicing, or professional services). Event-specific or equipment sponsorship for a club, regatta, or program.
- Multi-year partnership agreements, available on request

If none of the standard tiers quite fit, we are happy to design a partnership around what matters most to your business.

PARTNERSHIP BENEFITS

What you receive at each level - all inclusions can be tailored, and we are happy to discuss a package that fits your goals.

Benefit	Platinum	Corporate	Official
Recognition	"Platinum Partner" branding	"Corporate Partner" branding	"Official Partner" branding
Naming rights opportunity	By negotiation (e.g. SA Rowing Championships)	—	—
Category exclusivity (one partner per industry)	✓	✓	—
Signage at state events	Large logo signage at the SA Rowing Championships, Riverland Regatta and The Drive Series	Logo signage at the SA Rowing Championships	Listed on sponsor board at the SA Rowing Championships
Website presence	Homepage feature + dedicated profile, logo, and link	Logo and link on Partners page	Logo on Partners page
Social media posts (Facebook and Instagram)	12+ dedicated posts per year (approx. monthly)	4 dedicated posts per year (quarterly)	1 dedicated post per year
Newsletter feature	Every edition	Twice yearly	Once yearly
Complimentary marquee/trade site at the SA Rowing Championships	✓	✓	—
VIP hospitality tickets (SA Rowing Championships Presentation Evening)	4 tickets	2 tickets	—
Acknowledgement at AGM and Presentation event	✓	✓	✓
First right of renewal	✓	✓	—

NEXT STEPS

We would welcome the opportunity to discuss a partnership tailored to your organisation's goals. Please get in touch to start the conversation.

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