



Partner With Rowing SA

2026 - 2028 PARTNERSHIP PROGRAM
Connect. Drive. Thrive.

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

33 Clubs & Schools | 2,500+ Members | Ages 12–90+



Why Partner With Rowing SA

Rowing SA is the governing body for the sport across South Australia. A partnership connects your brand with a values-driven, multi-generational community - from first-time juniors and school programs through to Masters and elite athletes - built on integrity, resilience and teamwork.

One of Australia's oldest and most successful Olympic sports.



33

Affiliated clubs & schools



2,500+

Registered rowers



12–90+

Years of age



Olympic

State, national & international
pathway

What Your Partnership Supports



Athlete Pathways and Coaching

Investment in coaching and high-performance programs from junior through to elite level.



Volunteer Development

Recognition and capability-building for the volunteers who power our club network.



Safe, Well-Equipped Regattas

Safety equipment and training environments across every event on the calendar.



Junior and Community Participation

Programs that welcome schools and first-time rowers into the sport.

Where You'll Be Seen

Your brand at Rowing SA's state events across the October–April season



South Australian Rowing Championships

Our flagship state event



Riverland Regatta

Alternating annually between Renmark and Berri



The Club Series

Our club racing series held throughout the season

Partnership Tiers at a Glance

Three straightforward tiers. Multi-year and in-kind options are also available.



Platinum Partner

\$10,000+

annual investment (excl. GST)

One principal partner per industry category - naming rights and premium, year-round exposure.



Corporate Partner

\$5,000

annual investment (excl. GST)

Strong, consistent visibility and category exclusivity.



Official Partner

\$2,500

annual investment (excl. GST)

A genuine, visible association with the rowing community.

Partnership Benefits

Recognition & Visibility

Benefit	Platinum	Corporate	Official
Recognition	“Platinum Partner” branding	“Corporate Partner” branding	“Official Partner” branding
Naming rights opportunity	By negotiation (e.g. SA Rowing Champs)	—	—
Category exclusivity (one per industry)	✓	✓	—
Signage at state events	Large logo at SA Rowing Champs, Riverland Regatta and The Club Series	Logo signage at the SA Rowing Championships	Listed on sponsor board at SA Rowing Championships
Website presence	Homepage feature + dedicated profile, logo and link	Logo and link on Partners page	Logo on Partners page

Partnership Benefits

Promotion, Access & Renewal

Benefit	Platinum	Corporate	Official
Social media posts (Facebook and Instagram)	12+ per year (approx. monthly)	4 per year (quarterly)	1 per year
Newsletter feature	Every edition	Twice yearly	Once yearly
Complimentary marquee/trade site	✓	✓	—
VIP hospitality tickets (Presentation Evening)	4 tickets	2 tickets	—
Acknowledgement at AGM / Presentation Evening	✓	✓	✓
First right of renewal	✓	✓	—

Specialised Partnership Opportunities

Dedicated partnerships for four growing programs — each reaching an audience the core tiers don't cover.



Indoor Rowing Partner

Reaches schools, workplaces and the community through ergo challenges and indoor competitions run outside the on-water season.

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



Coastal Rowing Partner

One of the sport's fastest-growing disciplines, featuring at the LA 2028 and Brisbane 2032 Olympics. Suits outdoor, lifestyle and marine brands.

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



Volunteer Partner

Funds recognition for the hundreds of volunteers who make rowing possible — timekeepers, safety crews and event-day helpers.

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



Medical Partner

Become our exclusive medical partner — supporting athlete care, joint health workshops, and brand exposure across uniforms, equipment and events.

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

Other Ways to Partner

Not every partnership needs to be a cash investment.



In-Kind and Product Partnerships

Goods or services in lieu of cash - e.g. printing, graphic design, event catering, vehicle servicing, or professional services.



Event-Specific and Equipment Sponsorship

Support a club, regatta or program directly.



Multi-Year Agreements

Available on request, for partners looking to commit long-term.

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

Let's Build a Partnership

We would welcome the opportunity to discuss a partnership tailored to your organisation's goals.



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