



LINCOLN PARK BOAT CLUB

Lincoln Park Lagoon · Chicago · Illinois
www.lpbc.net

LINCOLN PARK BOAT CLUB CHICAGO SPRINTS REGATTA

Sponsorship Packet

Saturday July 09 and Sunday July 10, 2011

Lincoln Park Boat Club

The mission of the Lincoln Park Boat Club is to make rowing and paddling accessible, affordable, safe and enjoyable for members and residents throughout metropolitan Chicago.

The Lincoln Park Boat Club is the oldest organization in Chicago that provides equipment, instruction, classes and a range of competitive training opportunities for rowing, sculling, kayaking and canoeing. The Lincoln Park Boat Club is known throughout the rowing community as a competitive and vibrant club and our annual Chicago Sprints Regatta is much anticipated by rowers and spectators throughout the Midwest.

The Lincoln Park Boat Club is a volunteer-run, tax exempt, non-profit organization. The Chicago Sprints Regatta is Lincoln Park Boat Club's largest fund-raising effort. Every dollar of your contribution to the Lincoln Park Boat Club and the Chicago Sprints Regatta goes towards helping us continue our strong tradition of providing rowing and paddling opportunities for everyone.

Rowing

Beginning and Intermediate Rowing Classes (Sculling and Sweep Rowing)
Competitive Rowing Programs
Recreational Rowing Programs
Adaptive Rowing Program

Paddling

Beginning, Intermediate and Advanced Kayak classes
Competitive Kayak Program
Dragon Boat Racing Program
Outrigger Canoe Program

Chicago Sprints Regatta

Since its inception in 1980, The Chicago Sprints Regatta has been a large and highly visible event and provides a unique opportunity to showcase the Lincoln Park Boat Club and its sponsors to the Midwest rowing community. The Chicago Sprints is the largest sprint-season regatta in the Midwest, and among the top 5 largest non-collegiate sprint regattas in the nation. Highly competitive, it draws on the wealth of talent at the Lincoln Park Boat Club, rowing clubs throughout the region, the Midwest National Development team, and nationally ranked junior and collegiate programs. In 2010 the Lincoln Park Boat Club's Chicago Sprints Regatta was host to 670 athletes, fielding 294 entries from 29 clubs throughout 8 states. In addition, it was attended by over 1000 casual and dedicated spectators who line the thousand meter course situated between Lake Shore Drive and the Lincoln Park Zoo.

In 2011, the Chicago Sprints Regatta will be one of only three 'open' regattas in the Midwest. By assisting us in hosting this regatta, you will allow the Lincoln Park Boat Club to provide a valuable service to the rowing community and fill a demonstrated need by offering a venue for rowing competitions.

Sponsorship Opportunities

Hosting the Chicago Sprints Regatta requires a great deal of resources and the event's continued success depends on the generous support of our community partners and sponsors. 100% of the proceeds from the Chicago Sprints Regatta contribute to club operations and programs to sustain our ongoing efforts. Organizations wishing to support the Chicago Sprints Regatta can participate at the following levels.

Presenting Sponsor

\$5,000

- Featured as presenting the race: "Chicago Sprints Regatta presented by [company]"
- Name or logo on all direct mail and registration information
- Name or logo mention in all media coverage of race
- Name or logo on front of official race T-shirt
- Opportunity to speak on race day and welcome attendees as well as mentions throughout the day over public announcement system.
- Name or logo and link to company site on race registration site.
- Banner prominently displayed and visible to over 5,000 runners covering the Lakefront Path, 1,000 regatta attendees, foot traffic visiting Lincoln Park Zoo, and travelers on Lake Shore Drive.
- Company insert in race registration packets
- Opportunity to have booth space on race days

Friends of LPBC

\$500

- Name or logo on all direct mail and registration information
- Name or logo mention in all media coverage of race
- Name or logo on official race T-shirt
- Name or logo and link to company site on race registration site.
- Opportunity to have a booth on site to hand out any promotional materials, samples, etc.
- Name or logo on race banners.
- Coupons or promotions inserted into race registration packet

Demo Experience

\$500

Participate in a unique opportunity to have race participants test your company's product on the water from 6-8 p.m. on first day of racing. This will enable vendors to promote their products to:

- Participants of the largest sprint-season regatta in the Midwest
- The fast-growing Chicago rowing community
- Largest group of masters rowers in the Midwest

Participating vendors will receive:

- Name and logo on all race promotional materials, banners and on official T-shirt
- Name mentions during results announcements on Saturday
- Promotional inserts in race registration packets