



[crewclassic.org](http://crewclassic.org)

**50th Anniversary**

# **SAN DIEGO CREW CLASSIC®**

Crown Point Shores :: Mission Bay

**March 31 - April 2, 2023**





**4,000+**  
**ATHLETES**

**140 RACES**

**15,000+**  
**SPECTATORS**

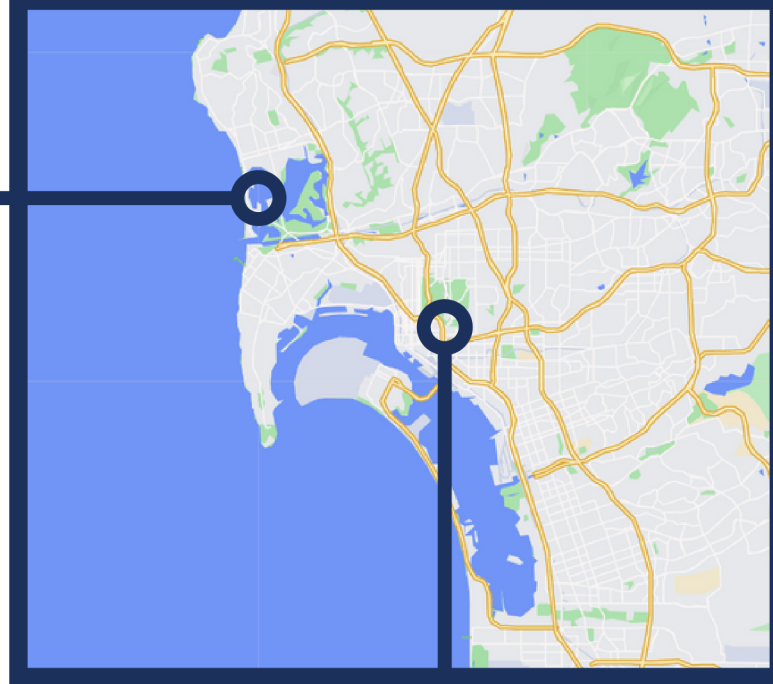
## EVENT OVERVIEW

Founded in 1973 as a way to unite the titans of East and West Coast collegiate rowing, the San Diego Crew Classic has grown and evolved into the premier spring rowing regatta in the United States. It is one of the largest rowing events in the world, and one of the only springtime regattas to bring junior, collegiate, masters, elite and para competitors together at the same event. Year after year the iconic beachfront venue at Crown Point Shores and welcoming Southern California climate continue to draw athletes from every corner of the country who look forward to opening their competitive seasons here. San Diegans can be proud of the impact the Crew Classic's legacy has had on American rowing culture.



# OUR VENUE

**MISSION  
BAY**



**SAN DIEGO**

The Crew Classic is a unique beachfront regatta that offers participants an experience they can't get anywhere else. We are the only avenue for people to enjoy dramatic 2,000m racing and one-of-a-kind hospitality functions on Mission Bay.





# PARTICIPANT DETAILS

The Crew Classic attracts top talent in every class of competition. In the regatta's marquee races, defending back-to-back women's NCAA Champions, **Texas**, will return to Mission Bay in 2023, along with defending men's IRA Champions **Cal**. They will face tough competition from both domestic and international challengers, **Stanford, USC, Washington, Oxford-Brookes** (GBR) and **A.S.R. Nereus** (NED). Clubs will participate in the juniors and masters categories from 20+ states, with teams traveling from as far as Alaska and Maine.

- A.S.R. Nereus,/Amsterdam, NED

Artemis Rowing/Oakland, CA

Athletes Without Limits/Washington, DC

Atlanta Rowing Club/Atlanta, GA

Austin Rowing Club/Austin, TX

Bair Island Aquatic Center/Redwood City, CA

Baja State Rowing/San Felipe, MEX

Bates College/Lewiston, ME

Cal State Long Beach/Long Beach, CA

Cambridge Boat Club/Cambridge, MA

Capital Crew/Gold River, CA

Cathedral Catholic High/San Diego, CA

Club Nautico San Juan/San Juan, PR

College Club Seattle/Seattle, WA

Community Rowing SD/San Diego, CA

Community Rowing/Brighton, MA

Connecticut Boat Club/Norwalk, CT

Crimson Death Barge/Wellesley, MA

Dallas United Crew/Dallas, TX

Detroit Boat Club Crew/Detroit, MI

East Bay Rowing/Oakland, CA

Ex Nemo Rowing Club/Wellesley, MA

Freedom Rows/Princeton, NJ

Friends of Brown Women's Crew/Dedham, MA

Gonzaga University/Spokane, WA

Isla Vista Rowing Club/Santa Barbara, CA

Kent Mitchell Rowing Club/San Jose, CA

Lake Casitas Rowing/Ventura, CA

Lake Las Vegas Rowing/Henderson, NV

Lake Merritt Rowing/Oakland, CA

Lake Union Crew/Seattle, WA
- Long Beach Rowing/Long Beach, CA

Los Angeles Rowing/Marina del Rey, CA

Los Gatos Rowing/Los Gatos, CA

Loyola Marymount/Los Angeles, CA

Marietta College/Marietta, OH

Marin Rowing/Greenbrae, CA

Marina Aquatic Center/Marina del Rey, CA

Marist College/Poughkeepsie, NY

Maritime/East Norwalk, CT

Martha's Mom's/Seattle, WA

M.I.T./Cambridge, MA

Newport Aquatic Center/Newport Beach, CA

Newport Seabase/Newport Beach, CA

Norcal Crew/Redwood City, CA

North Dakota Indoor Rowing/New York, NY

Oakland Athletic Rowing/Oakland, CA

Oklahoma City Riversport/Oklahoma City/OK

Old Dominion University/Norfolk, VA

Orange Coast College/Costa Mesa, CA

Pacific Rowing Club/San Francisco, CA

Palm Beach Rowing/West Palm Beach, FL

Penn A.C./Philadelphia, PA

Potomac Boat Club/Washington, DC

Purdue/West Lafayette, IN

Radcliffe Alumnae/Cambridge, MA

Redwood Scullers/Redwood City, CA

Rio Salado Rowing/Tempe, AZ

River City Rowing/Sacramento, CA

Riverside Boat Club/Cambridge, MA

Rocky Mountain Rowing/Aurora, CO

Rogue Rowing/Ashland, OR
- RowLA/Marina del Rey, CA

Sacramento State/Sacramento, CA

Sammamish Rowing/Redmond, WA

San Diego Rowing Club/San Diego, CA

San Diego State/San Diego, CA

Sarasota Crew/Sarasota, FL

Saugatuck Rowing/Westport, CT

Seattle University/Seattle, WA

St. Ignatius College Prep/San Francisco, CA

Stanford University/Palo Alto, CA

Station L Rowing/Portland, OR

Steeringwright/Scottsdale, AZ

Texas Rowing Center/Austin, TX

University of Oklahoma/Norman, OK

UCLA/Los Angeles, CA

Univ. of British Columbia/Vancouver, CAN

University of Calgary/Calgary, CAN

UC Davis/Davis, CA

UC San Diego/La Jolla, CA

UC Santa Barbara/Santa Barbara, CA

UC Berkeley/Berkeley, CA

University of Colorado/Boulder, CO

University of Portland/Portland, OR

University of San Diego/San Diego, CA

USC/Los Angeles, CA

University of Texas/Austin, TX

University of Washington/Seattle, WA

Vancouver Rowing/Vancouver, BC, CAN

White Rock Boathouse/Dallas, TX

ZLAC/San Diego, CA



# 2022 PARTICIPATING TEAMS





# AN INTERNATIONAL AFFAIR



The Crew Classic is proud to welcome several international teams to Mission Bay in 2023, including teams from the Netherlands, Mexico, Great Britain, and Canada.

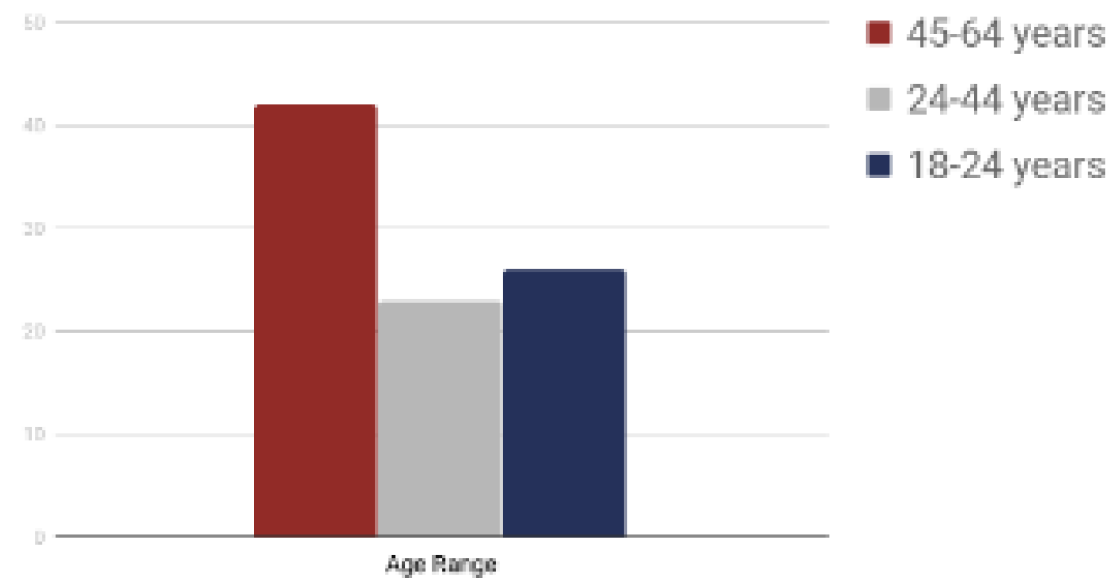
Collegiate rowing in the US is world-renowned and attracts the top Under-23 and pre-Olympic athletes from countries all over the world. Many of the programs racing at the Crew Classic have the majority of their Varsity and Junior Varsity crews populated by international students,

The Crew Classic will continue to welcome the participation of international crews at every level of competition in order to further support our mission of encouraging and fostering the sport of rowing in our local community.

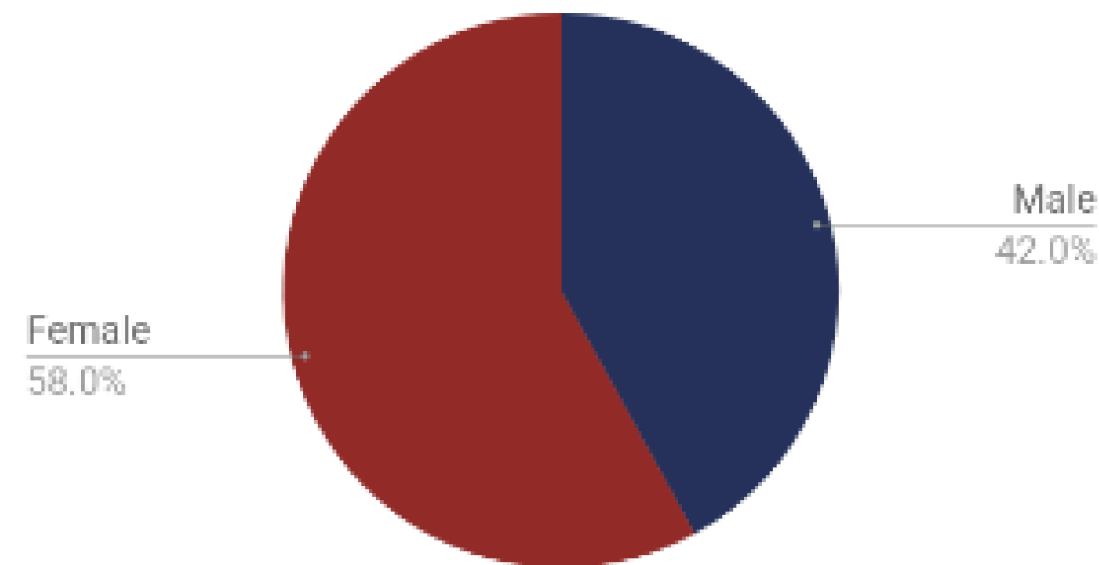


# PARTICIPANT AND SPECTATOR DEMOGRAPHICS

Age of Attendees



Gender of Attendees



Income of Attendees



Given the sport's strong role in the development of the intercollegiate athletics system, and its ties to Title IX, Rowing has long attracted hard-working, disciplined women and men into its fold. D1 NCAA rowers graduate at a rate of 96%\* and often go on to pursue advanced degrees and become high income earners. NCAA Women's Rowing has grown exponentially in the past 30 years currently boasting 91 D1 programs each with some of the largest student-athlete rosters in their respective athletic departments. Masters rowers (athletes aged 21+) who may or may not have rowed in college, make up a significant portion of our demographic, and are the principal spenders at our merchandise and hospitality areas.

\*ncaa.org



# VIP HOSPITALITY



The San Diego Crew Classic offers a number of Hospitality options including our Champions Pavilion and Club73 VIP Tents--which offer premier access to the finish line, food and beverage options, shaded seating and screens featuring live streaming of the racing. Guests can also enjoy access to our Beer Garden presented by Coronado Brewing, or share in the camaraderie of Alumni Row where teams fly their club colors while relaxing and enjoying the racing from their beachside tents.



# SOCIAL MEDIA

## #STAYCLASSIC



### YOUTUBE

The Crew Classic was a pioneer in live streaming regatta coverage, and we are proud to provide one of the best video products in the rowing community

**58,000 VIEWS**



### INSTAGRAM

@crewclassic

Our most active social profile, we engage with thousands of rowers of all ages, major media outlets, and athletic apparel and equipment brands

**REACH 23K+**



### EMAIL

Our direct email marketing campaigns reach a broad audience including athletes, coaches, athletic administrators, vendors, philanthropists and volunteers

**AUDIENCE 4K+**



# SOCIAL MEDIA

## #STAYCLASSIC



### **CREWCLASSIC.ORG**

Our website is the primary source for information about the regatta, our live stream, and race results.



### **OTHER SOCIAL**

We use Facebook, Twitter, and LinkedIn to connect with our athletes, fans and stakeholders.



### **DIGITAL JOURNALISM**

We are covered by Row2k.com, Rowing News, Row360, and Giving Back Magazine, in addition to local San Diego news entities.

**POSTS - STORIES - ARTICLES - VIDEOS - GIVEAWAYS**



# SPONSORSHIP PACKAGES

- Presenting title sponsorship: "The 2023 San Diego Crew Classic presented by..."
- Logo inclusion on official event merchandise
- Trophy/-ies naming rights
- Vendor tent for showcasing brand and interacting with regatta guests
- Signage throughout venue, including step & repeat in Trophy Awards Paddock
- Access to VIP spaces including Brunch By the Bay
- References in press releases, features and interviews
- Logo placement on Crew Classic website and other digital marketing materials
- Social media activation
- Inclusion of logo and/or ads during live stream--also played on JumboTron
- Parking and general admission tickets
- Option to host private brand event on Saturday night in VIP tent



## LEGACY SPONSOR – \$100,000+

Minimum 5 year commitment





# SPONSORSHIP PACKAGES

- Brunch Tent naming rights
- Trophy naming rights
- Vendor tent for showcasing brand and interacting with regatta guests
- Signage throughout venue including step & repeat in Trophy Awards Paddock
- Access to VIP spaces including Brunch By the Bay
- References in press releases, features and interviews
- Logo placement on Crew Classic website and other digital marketing materials
- Social media activation
- Inclusion of logo and/or ads during live stream--also played on JumboTron
- Parking and general admission tickets



## PLATINUM SPONSOR – \$50,000

Minimum 5 year commitment





# SPONSORSHIP PACKAGES

- Trophy naming rights
- Vendor tent for showcasing brand and interacting with regatta guests
- Signage throughout venue including step & repeat in Trophy Awards Paddock
- Access to VIP spaces including Brunch By the Bay
- References in press releases, features and interviews
- Logo placement on Crew Classic website and other digital marketing materials
- Social media activation
- Inclusion of logo and/or ads during live stream--also played on JumboTron
- Parking and general admission tickets



## GOLD SPONSOR – \$25,000





# SPONSORSHIP PACKAGES

- Trophy naming rights
- Vendor tent for showcasing brand and interacting with regatta guests
- Signage throughout venue including step & repeat in Trophy Awards Paddock
- Access to VIP spaces including Brunch By the Bay
- References in press releases, features and interviews
- Logo placement on Crew Classic website and other digital marketing materials
- Social media activation
- Inclusion of logo and/or ads during live stream--also played on JumboTron
- Parking and general admission tickets



## SILVER SPONSOR – \$10,000





# SPONSORSHIP PACKAGES



The fabulous trophies we present to our race winners are one of the highlights of the Crew Classic. Trophy sponsors will get a VIP regatta experience, and get to interact with athletes during the presentation of trophies and medals.

- Trophy naming rights
- Logo placement on Crew Classic website and other digital marketing materials
- Social media activation
- Inclusion of logo and/or ads during live stream--also played on JumboTron
- Parking and general admission tickets



## TROPHY SPONSOR – \$3,000+







# PRODUCT OFFERINGS

	Legacy \$100,000	Platinum \$50,000	Gold \$25,000	Silver \$10,000
Title Naming Rights	Yes			
Logo inclusion on SDCC Merchandise	Yes	Yes	Yes	Yes
Trophy sponsorship and presentation	TBD	1 or 2	1	1
Vendor Tent	Yes	Yes	Yes	Yes
Venue Signage (provided by sponsor)	Yes	Yes	Yes	Yes
VIP tent guest tickets	unlimited	unlimited	up to 100	up to 40
References in press releases and interviews	Yes	Yes	Yes	Yes
Visibility on Crew Classic website and emails	Yes	Yes	Yes	Yes
Crew Classic Social Media	Yes	Yes	Yes	Yes
Sunday Brunch By the Bay (1 table = 10 tickets)	40 tickets	30 tickets	20 tickets	10 tickets
General Admission Tickets	Unlimited	Unlimited	Up to 100	Up to 40





# DIGITAL SPONSORSHIP – \$300+

Our digital opportunities lie primarily within our livestream product, which has a significant real-time audience, as well as views of the archived video. The live stream also plays on the JumboTron and on screens in our VIP tents.

## Title Sponsor - \$50,000

- Live Stream "Presented By..."
- (6) 30s video ads
- Logo on all timing graphics
- (2) 2-7 minute videos during breaks
- Ad reads with logo
- Trophy naming rights

## Digital Package A - \$5,000

- (4) 30s video ads
- Ads prior to marquee races
- (1) 2-7 minute video during break
- Ad reads with logo
- Trophy naming rights

## Digital Package B - \$2,250

- (1) 60s video ad
- (2) 30s video ads
- Ad reads with logo

## Digital Package C - \$1,250

- (2) 30s video ads
- Ad reads with logo

## A la Carte

- 60s video ad - \$1100
- 30s video ad - \$575
- Ad reads with logo - \$300





# DIGITAL OFFERINGS

	Digital Title \$50,000	Digital A \$5,000	Digital B \$2,250	Digital C \$1,250
Title Naming Rights	Yes			
Logo inclusion on select SDCC Merchandise	Yes	Yes	Yes	Yes
Trophy sponsorship and presentation	TBD	1		
Vendor Tent	Yes	or 4 Brunch tickets		
Venue Signage (provided by sponsor)	Yes	Yes		
VIP tent guest tickets	Unlimited	20		
References in press releases and interviews	Yes			
Visibility on Crew Classic website and emails	Yes	Yes	Yes	Yes
Crew Classic Social Media	Yes	Yes	Yes	Yes
Sunday Brunch By the Bay (1 table = 10 tickets)	20 tickets	4, or Vendor Tent		
General Admission Tickets	Unlimited	Up to 25	Up to 10	





# SPONSORSHIP OPPORTUNITY SUMMARY

## NAMING RIGHTS SPONSOR

- Presenting - Event Title
- Alumni Village
- Champions Pavilion
- Club73 VIP Tent
- Awards Paddock
- Event Trophy
- Official Product/Supplier

## ON SITE EXPOSURE

- Jumbotron
- VIP Tents
- Event Entrance
- Directional Signage
- Alumni Village
- Awards Paddock
- Start & Finish Line
- Information Tent
- Merchandise
- Samples/Demos

## VIP HOSPITALITY

- Brunch By the Bay
- Valet Parking
- Admission Tickets
- Branded Corporate Tent
- VIP Umpire's Launch Ride

## MEDIA

- Jumbotron & Live Stream
- International Rowing Media
- Print ads & PR
- Event website
- Event ticket platform
- Social Media
- Email Marketing



# FOR MORE INFORMATION



## San Diego Crew Classic

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[www.crewclassic.org](http://www.crewclassic.org)



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