



crewclassic.org

51st Annual SAN DIEGO CREW CLASSIC®

Crown Point Shores :: Mission Bay

April 5-7, 2024



4,000+
ATHLETES

140 RACES

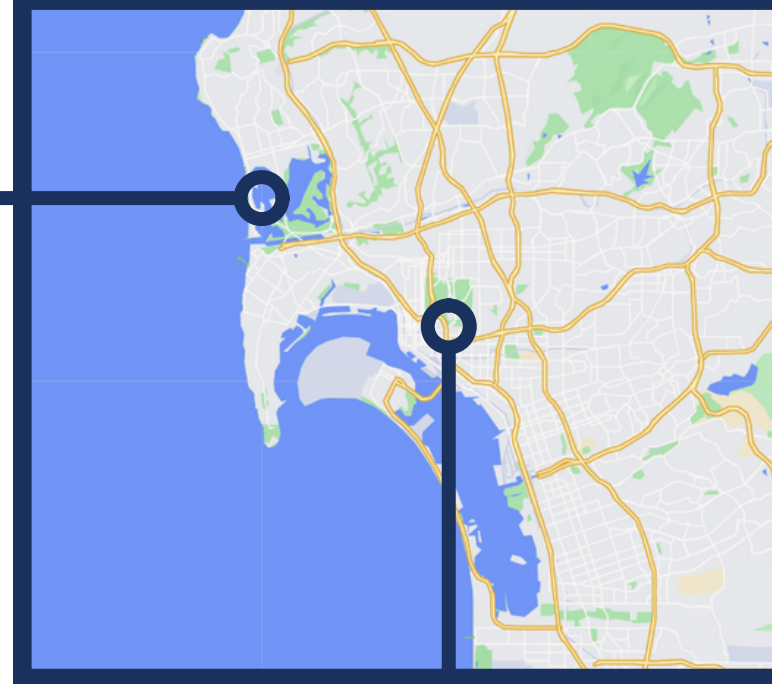
20,000+
SPECTATORS

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.

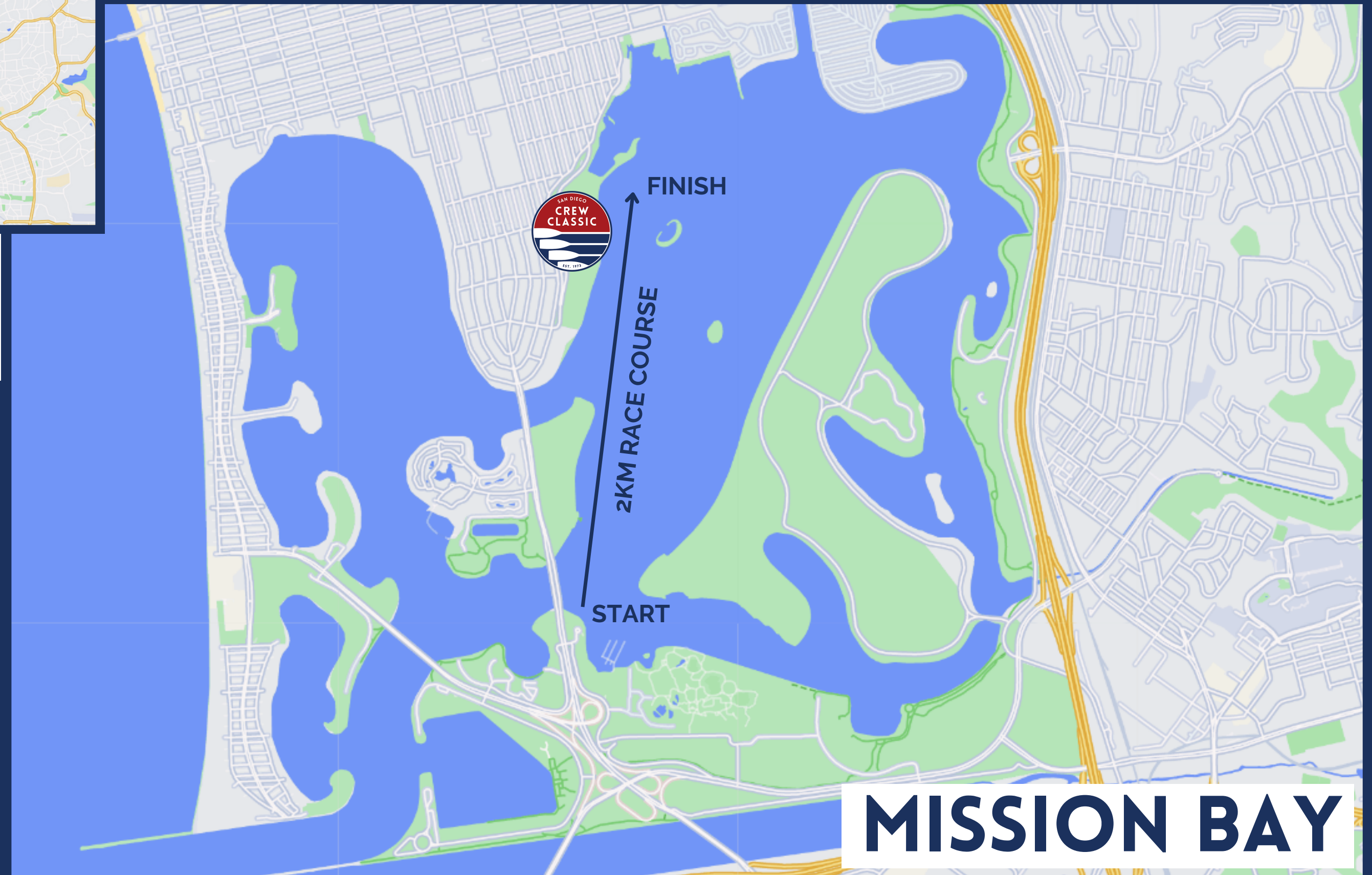
OUR VENUE

**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 2024, perennial NCAA powerhouses **University of Texas, Cal,** and **University of Washington** will be returning to vie for the top spot in the women's Varsity Invitational.

The **ACRA Club Invitational** will appear for the first time ever on the Crew Classic program in 2024, highlighting the vibrant collegiate club team culture from across the US, and potentially tipping the number of participating teams at the regatta over 100.

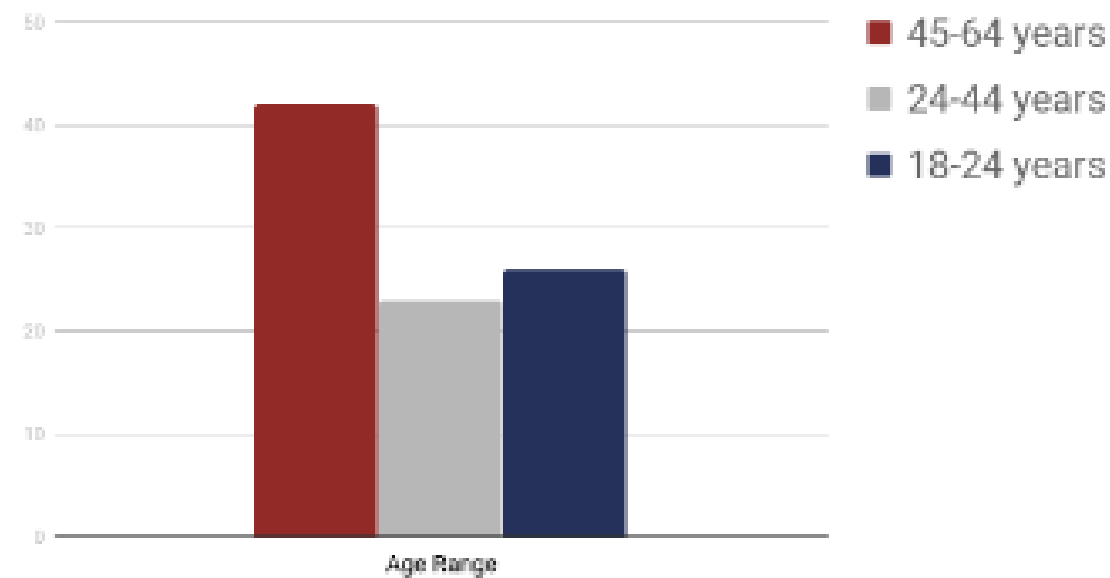
Anchorage Rowing Association/Anchorage, AK	Los Angeles Rowing/Marina del Rey, CA	Saugatuck Rowing/Westport, CT
Artemis Rowing/Oakland, CA	Los Gatos Rowing/Los Gatos, CA	Stanford University/Redwood City, CA
Athletes Without Limits/Washington, DC	Loyola Marymount/Los Angeles, CA	Seattle University/Seattle, WA
Bair Island Aquatic Center/Redwood City, CA	Marin Rowing/Greenbrae, CA	St. Ignatius College Prep/San Francisco, CA
Boulder Community Rowing, Inc./Boulder, CO	Marina Aquatic Center/Marina del Rey, CA	Stanford University/Palo Alto, CA
Brophy College Prep/Tempe, AZ	Maritime/East Norwalk, CT	TBC Racing/Washington, DC
Cambridge Boat Club/Cambridge, MA	M.I.T./Cambridge, MA	Texas Rowing Center/Austin, TX
Capital Crew/Gold River, CA	Mount Baker Crew/Seattle, WA	Toronto Sculling Club/Toronto, ON, CAN
Capital Rowing Club/Washington, DC	Newport Aquatic Center/Newport Beach, CA	Trinity College/East Hartford, CT
Cathedral Catholic High/San Diego, CA	Newport Seabase/Newport Beach, CA	UCLA/Los Angeles, CA
Channel Islands Rowing Club/Oxnard, CA	Norcal Crew/Redwood City, CA	Univ. of British Columbia/Vancouver, CAN
Clark University Crew/Worcester, MA	North Dakota Indoor Rowing/New York, NY	UC Davis/Davis, CA
Club Nautico de San Juan/San Juan, PR	Oakland Strokes/Oakland, CA	UC San Diego/La Jolla, CA
College Club Seattle/Seattle, WA	Orange Coast College/Costa Mesa, CA	UC Santa Barbara/Santa Barbara, CA
Community Rowing SD/San Diego, CA	Otsego Area Rowing/Cooperstown, NY	UC Berkeley/Berkeley, CA
Connecticut Boat Club/Norwalk, CT	Oxford-Brookes University/Oxford, GBR	UC Berkeley Women's Alumnae/Nashville, TN
Crimson Death Barge/Wellesley, MA	Pacific Lutheran University/Tacoma, WA	University of Notre Dame/Notre Dame, IN
East Bay Rowing/Oakland, CA	Pacific Rowing Club/San Francisco, CA	University of San Diego/San Diego, CA
Endeavor Racing Alliance/Tempe, AZ	Palm Beach Rowing/West Palm Beach, FL	USC/Los Angeles, CA
Ex Nemo Rowing Club/Wellesley, MA	Portland Boat Club/Portland, OR	University of Texas/Austin, TX
Freedom Rows/Princeton, NJ	Purdue/West Lafayette, IN	University of Washington/Seattle, WA
Gonzaga University/Spokane, WA	Redwood Scullers/Redwood City, CA	University of Washington Alumni/Seattle, WA
Holy Names Academy/Seattle, WA	River City Rowing/Sacramento, CA	USC Alumni/Los Angeles, CA
Ikaika Hawaii/Honolulu, HI	Riverside Boat Club/Cambridge, MA	Utah Crew/Salt Lake City, UT
Isla Vista Rowing Club/Santa Barbara, CA	Rocky Mountain Rowing/Aurora, CO	Vancouver Rowing/Vancouver, BC, CAN
Kent Mitchell Rowing Club/San Jose, CA	Rowing Canada Aviron/Duncan, BC, CAN	Washington State University/Pullman, WA
Lake Casitas Rowing/Ventura, CA	Sacramento State/Sacramento, CA	Wassersportv. Ottensheim/Ottensheim, GER
Lake Las Vegas Rowing/Henderson, NV	Salem Rowing Club/Independence, OR	Willamette Rowing/Portland, OR
Lake Oswego Cmnty. Rowing/Lake Oswego, OR	Sammamish Rowing/Redmond, WA	Wimbleball Rowing/Taunton, Som., GBR
Lake Union Crew/Seattle, WA	San Diego Rowing Club/San Diego, CA	Wyandotte Boat Club/Wyandotte, MI
Lake Washington Rowing Club/Seattle, WA	San Diego State/San Diego, CA	Y Quad Cities/Moline, IL
Long Beach Rowing/Long Beach, CA	Santa Clara University/Santa Clara, CA	ZLAC/San Diego, CA



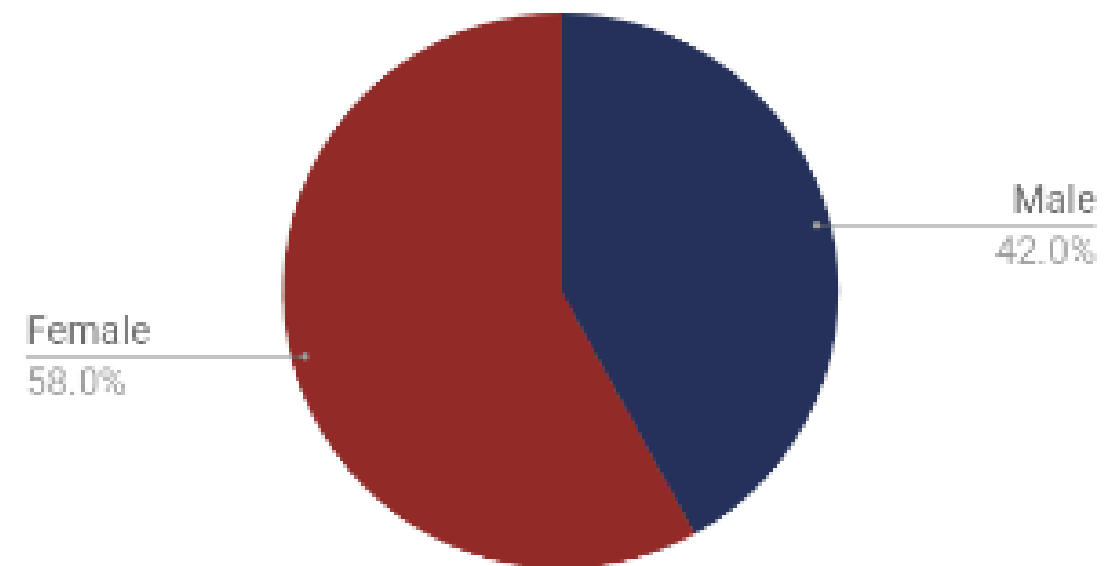
2023 PARTICIPATING TEAMS

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

61,000 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 6K+

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, Spotify, Threads 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 2024 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
- Logo placement on digital Crew Classic tickets
- Social media activation
- Inclusion of logo and/or ads during live stream--also played on JumboTron
- 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	No
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
- Logo placement on tickets

FOR MORE INFORMATION



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