



crewclassic.org

SAN DIEGO CREW CLASSIC®

Crown Point Shores :: Mission Bay

March 28-30, 2025



4,000+
ATHLETES

140 RACES

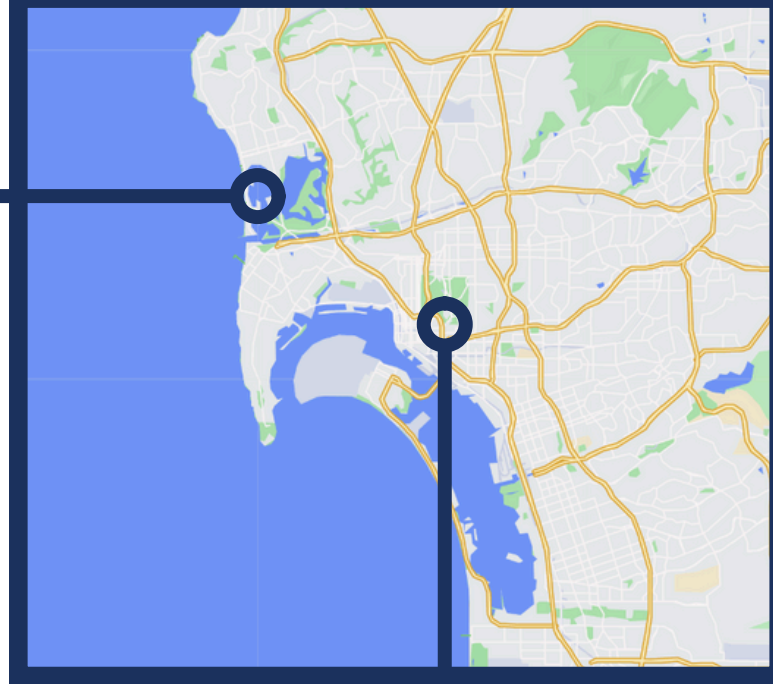
20,000+
SPECTATORS

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.



MISSION BAY

PARTICIPANT DETAILS

The Crew Classic attracts top talent in every class of competition. In 2025, perennial NCAA powerhouses **University of Texas, Cal, Stanford** and the **University of Washington** will be returning to vie for the top spot in the women's Varsity Invitational.

The **ACRA Club Invitational** and **Men's California Cup** will provide high-level racing opportunities for the top men's collegiate and club programs alike, looking to return 7 UC schools including **UCSD** and **UCLA**, along with teams from **Gonzaga, Purdue** and **MIT**.

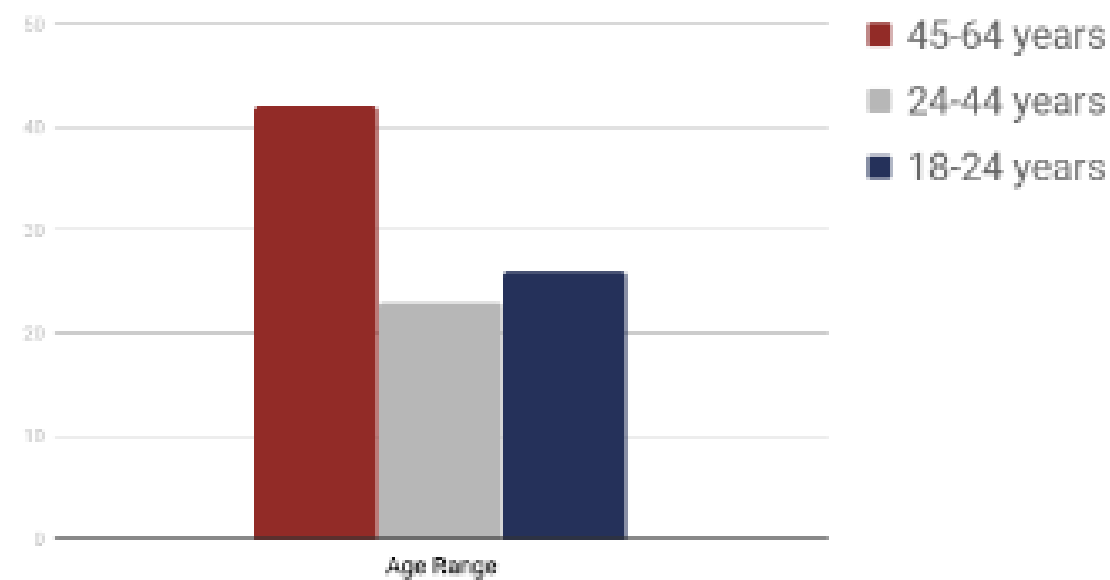
- Antares Remo/Mexico City, MEX
- Austin Rowing Club/Austin, TX
- Bair Island Aquatic Center/Redwood City, CA
- Belen Jesuit Prep/Miami, FL
- Boulder Community Rowing/Boulder, CO
- Brophy College Prep/Tempe, AZ
- Cal State Long Beach/Long Beach, CA
- Cambridge Boat Club/Cambridge, MA
- Capital Crew/Gold River, CA
- Cathedral Catholic/San Diego, CA
- Channel Islands Rowing Club/Oxnard, CA
- Club Nautico de San Juan/San Juan, PR
- Couer d'Alene Rowing/Couer d'Alene, ID
- College Club/Seattle, WA
- Community Rowing SD/San Diego, CA
- Community Rowing Inc./Brighton, MA
- Connecticut Boat Club/Norwalk, CT
- Crimson Death Barge/Wellesley, MA
- East Bay Rowing Club/Oakland, CA
- Evergreen Boat Club/Hanover, NH
- Ex Nemo/Wellesley, MA
- Gonzaga University/Spokane, WA
- Greater Dayton Rowing Assoc./Dayton, OH
- Holy Names Academy/Seattle, WA
- Indianapolis Rowing Center/Indianapolis, IN
- Isla Vista Rowing Club/Santa Barbara, CA
- Lake Merritt Rowing Club/Oakland, CA
- Lake Union/Seattle, WA
- Lake Washington/Seattle, WA
- Long Beach Rowing Assoc./Long Beach, CA
- Los Angeles Rowing Club/Marina del Rey, CA
- Los Gatos Rowing Club/Los Gatos, CA
- Loyola Marymount University/Los Angeles, CA
- Marietta College/Marietta, OH
- Marin Rowing Association/Greenbrae, CA
- Marina Aquatic Center/Marina del Rey, CA
- Maritime Rowing Club/East Norwalk, CT
- M.I.T./Cambridge, MA
- Mile High Rowing Club/Parker, CO
- Minneapolis Rowing Club/Minneapolis, MN
- New York Athletic Club/Pelham, NY
- Newport Aquatic Center/Newport Beach, CA
- Newport Sea Base/Newport Beach, CA
- Norcal Crew/Redwood City, CA
- Oakland Strokes/Oakland, CA
- Old Dominion University/Norfolk, VA
- Old Growth Rowing Club/Portland, OR
- Orange Coast College/Costa Mesa, CA
- Otsego Area Rowing/Cooperstown, NY
- Pacific Rowing Club/San Francisco, CA
- Penn A.C./Philadelphia, PA
- Potomac Boat Club/Washington, VA
- Purdue University/West Lafayette, IN
- Rowing Canada Alumni/Victoria, BC, CAN
- Redwood Scullers/Redwood City, CA
- River City Rowing Club/West Sacramento, CA
- Riverside Boat Club/Cambridge, MA
- Rocky Mountain Rowing Club/Aurora, CO
- Sacramento State/Sacramento, CA
- Rowing Club of the Woodlands/Woodlands, TX
- Sammamish Rowing Assoc./Redmond, WA
- San Diego Rowing Club/San Diego, CA
- San Diego State University/San Diego, CA
- Saugatuck Rowing Club/Westport, CT
- Southern Methodist University/Dallas, TX
- St. Ignatius College Prep/San Francisco, CA
- Stanford University/Redwood City, CA
- Steeringwright, LLC/Mesa, AZ
- Susanville Rowing Club/Niwot, CO
- TBC Racing/Washington, DC
- Texas Rowing Center/Austin, TX
- Thunder Rowing Crew/Richmond, BC, CAN
- Toronto Sculling Club/Toronto, ON, CAN
- UCLA/Marina del Rey, CA
- UK Armed Forces/Henley-on-Thames, GBR
- Unity Boat Club/Washington, DC
- University of Calgary/Calgary, AB, CAN
- University of California-Davis/Davis, CA
- Univ. California-Irvine/Newport Beach, CA
- Univ. California-San Diego/San Diego, CA
- Univ. Calif.-Santa Barbara/Santa Barbara, CA
- Univ. California-Berkeley/Berkeley, CA
- University of Notre Dame/Notre Dame, IN
- University of San Diego/San Diego, CA
- Univ. of Southern California/Los Angeles, CA
- University of Texas-Austin/Austin, TX
- University of Washington/Seattle, WA
- Utah Crew/Salt Lake City, UT
- Vancouver Rowing Club/Vancouver, BC, CAN
- Washington State Univ./Pullman, WA
- Wesley College/Melbourne, VIC, AUS
- Wimbleball Rowing Club/Taunton, GBR
- Wyandotte Boat Club/Wyandotte, MI
- ZLAC Rowing Club/San Diego, CA



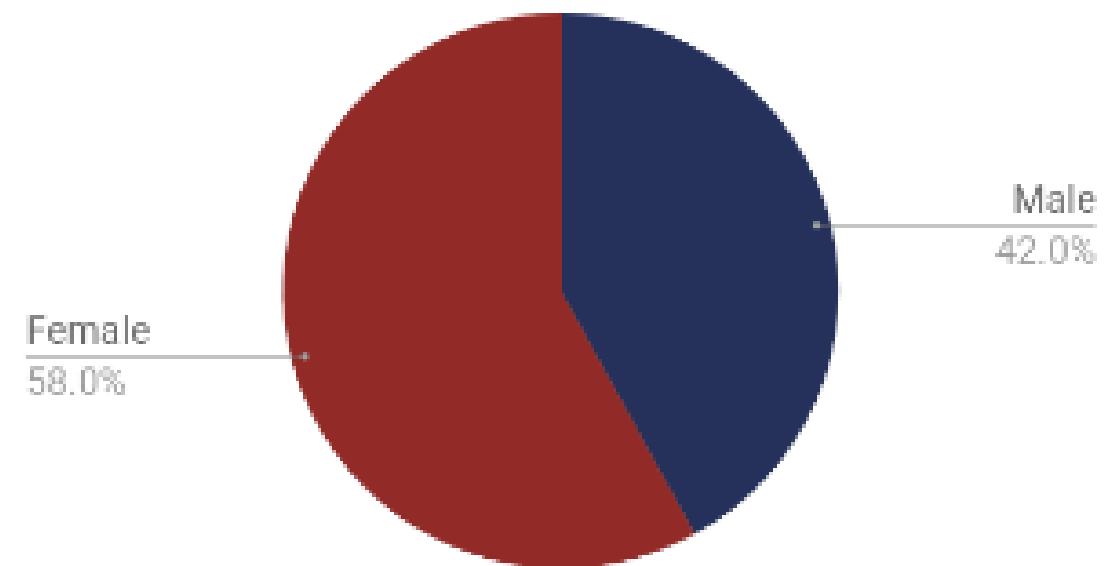
2024 PARTICIPATING TEAMS

PARTICIPANT AND SPECTATOR DEMOGRAPHICS

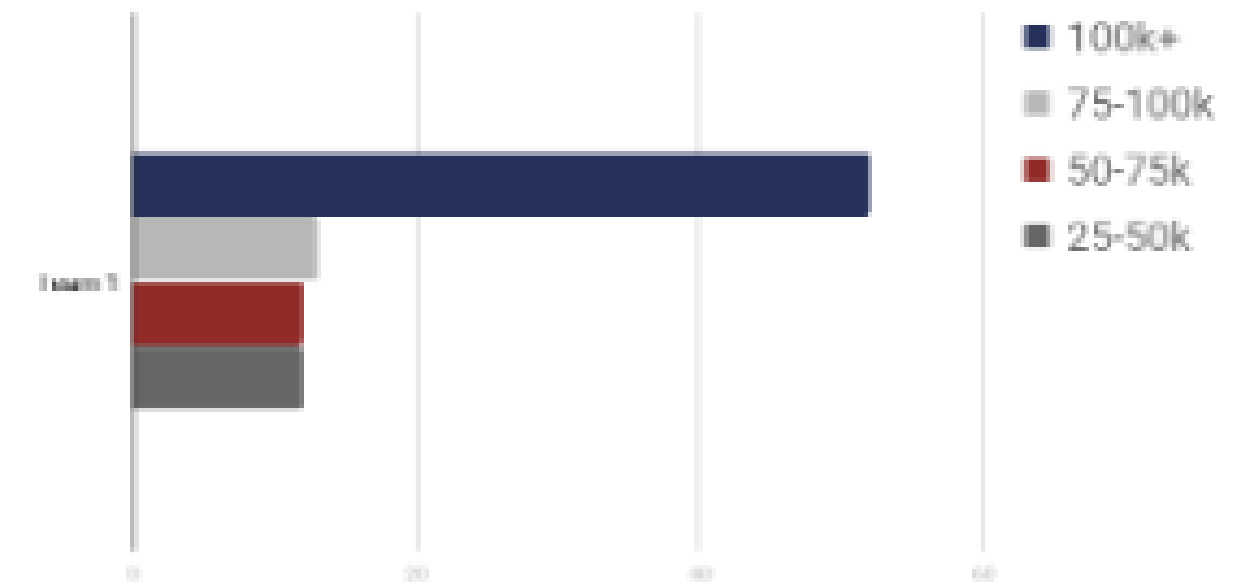
Age of Attendees



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

56,000 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 2025 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
- Additional GA passes



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
- Additional GA passes



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
- Additional GA passes



SILVER SPONSOR – \$10,000



SPONSORSHIP PACKAGES

- Trophy naming rights
- Vendor tent OR Brunch by the Bay
- Access to VIP spaces
- 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
- Additional GA passes



BRONZE SPONSOR – \$5,000



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
- Access to VIP spaces including Brunch by the Bay



TROPHY SPONSOR – \$3,000+





PRODUCT OFFERINGS

	Legacy \$100,000	Platinum \$50,000	Gold \$25,000	Silver \$10,000	Bronze \$5,000
Title Naming Rights	Yes				
Logo inclusion on SDCC Merchandise	Yes	Yes	Yes	No	No
Trophy sponsorship and presentation	TBD	1 or 2	1	1	Yes
Vendor Tent	Yes	Yes	Yes	Yes	Tent OR Brunch
Venue Signage (provided by sponsor)	Yes	Yes	Yes	Yes	Yes
VIP tent guest tickets	unlimited	unlimited	up to 100	up to 40	Up to 10
References in press releases and interviews	Yes	Yes	Yes	Yes	Yes
Visibility on Crew Classic website and emails	Yes	Yes	Yes	Yes	Yes
Crew Classic Social Media	Yes	Yes	Yes	Yes	Yes
Sunday Brunch By the Bay (1 table = 10 tickets)	40 tickets	30 tickets	20 tickets	10 tickets	Tent OR Brunch
General Admission Tickets	Unlimited	Unlimited	Up to 100	Up to 40	Up to 10



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
Live Stream 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 (Sunday)
- 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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