



crewclassic.org

SAN DIEGO CREW CLASSIC®

Crown Point Shores :: Mission Bay

March 28-30, 2025



4,000+
ATHLETES

140 RACES

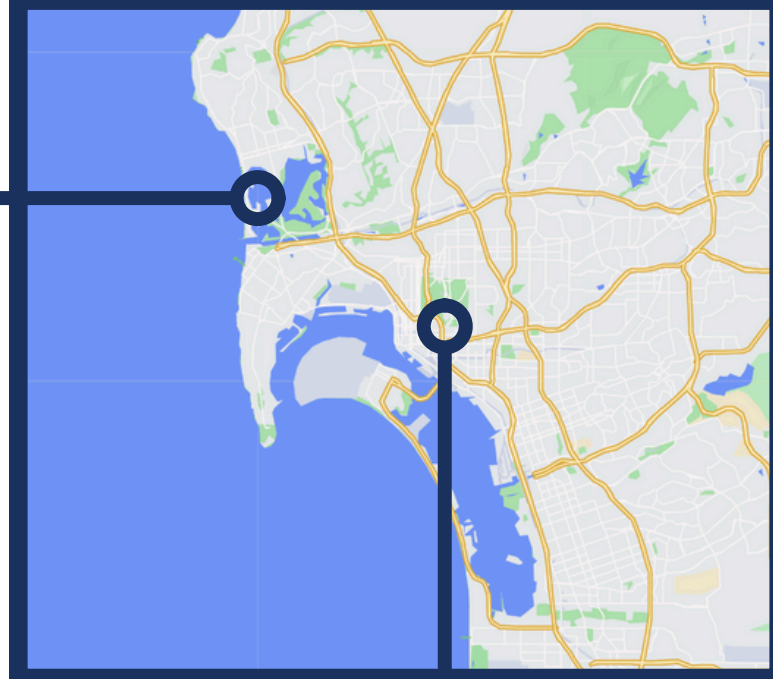
20,000+
SPECTATORS

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.

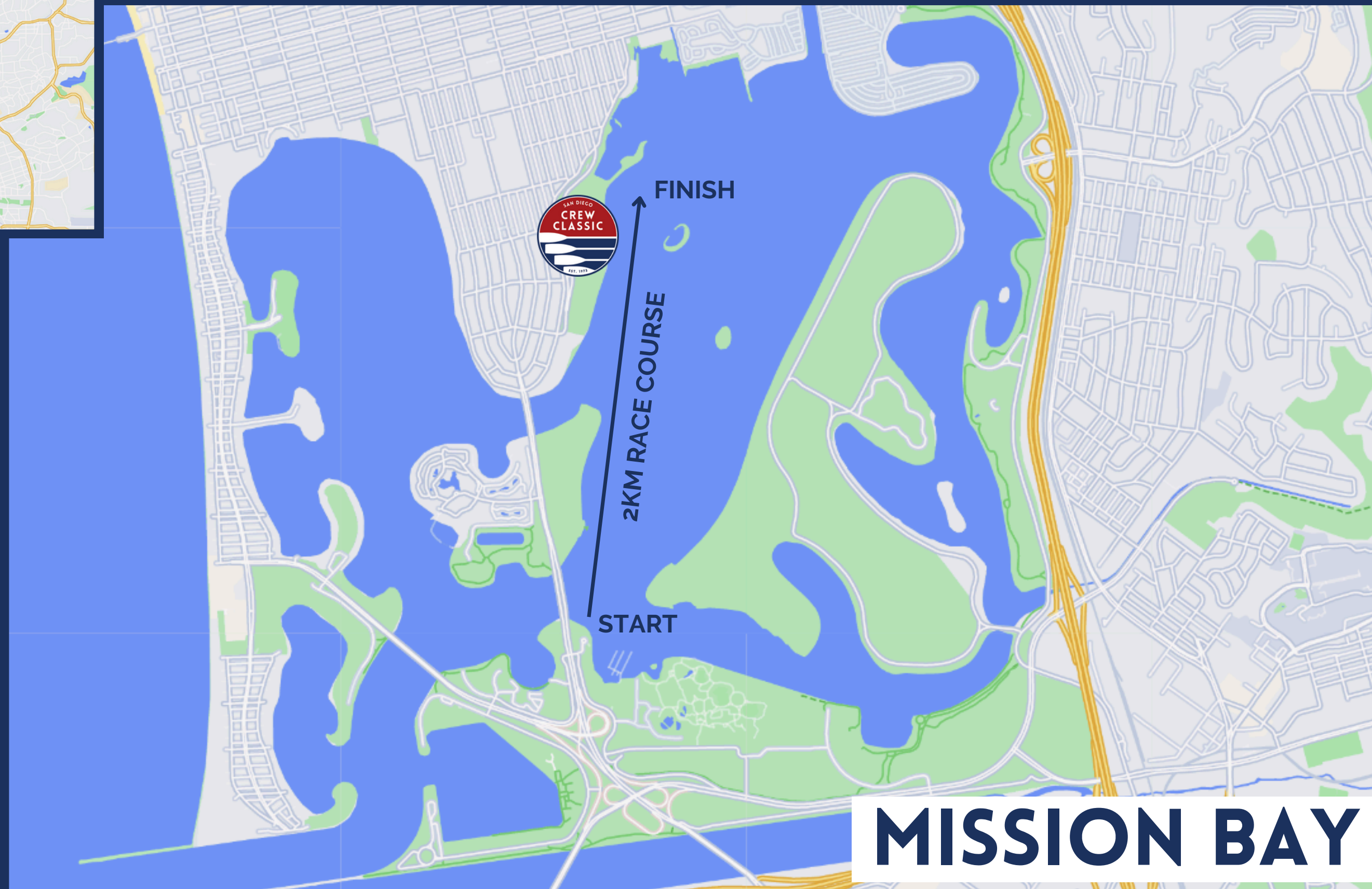
OUR VENUE

**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.



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**.

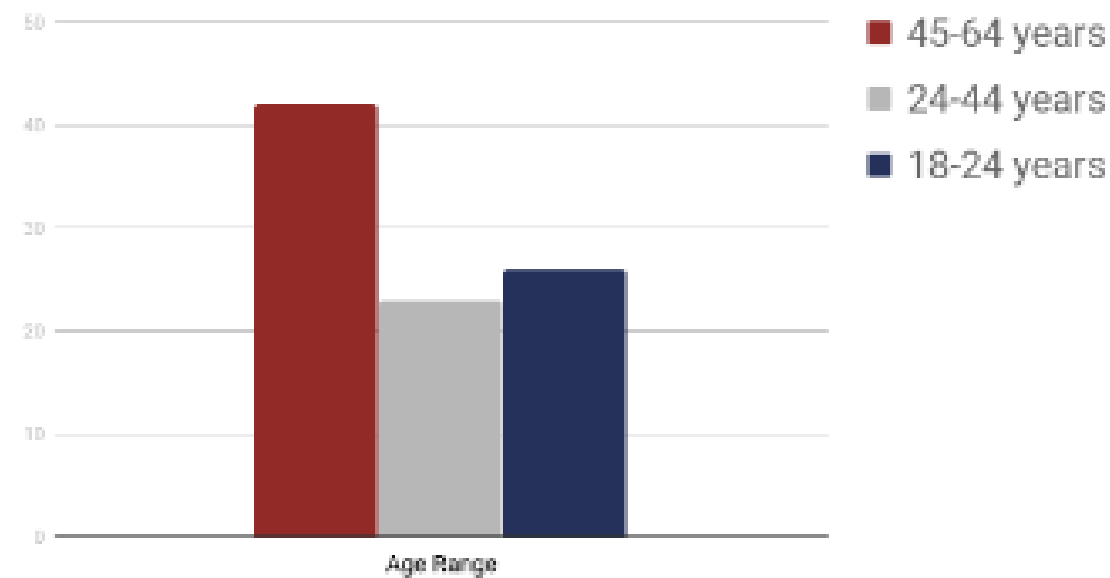
Antares Remo/Mexico City, MEX	Loyola Marymount University/Los Angeles, CA	Southern Methodist University/Dallas, TX
Austin Rowing Club/Austin, TX	Marietta College/Marietta, OH	St. Ignatius College Prep/San Francisco, CA
Bair Island Aquatic Center/Redwood City, CA	Marin Rowing Association/Greenbrae, CA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



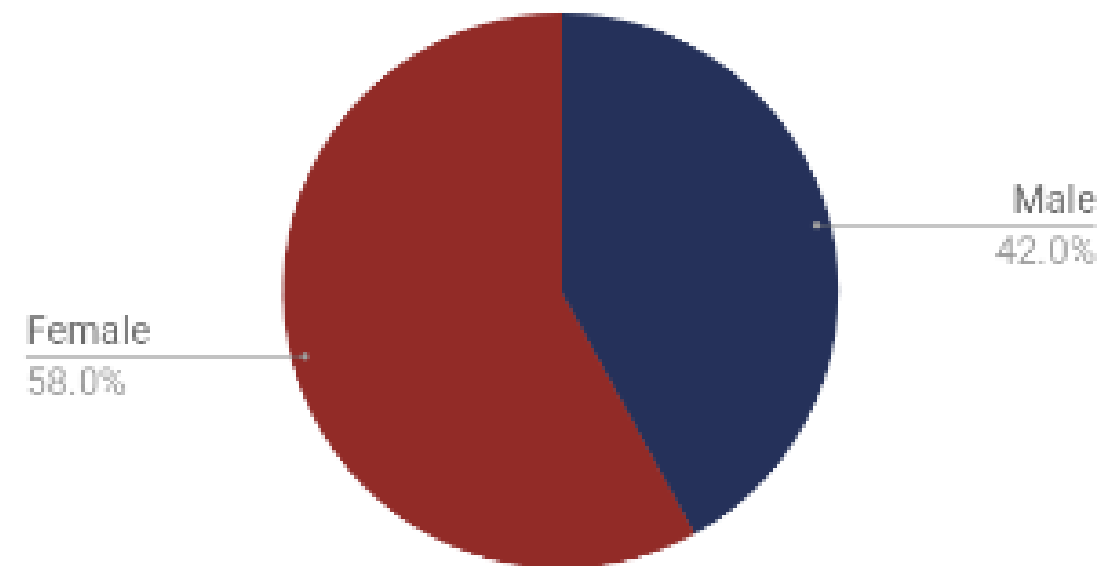
2024 PARTICIPATING TEAMS

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.

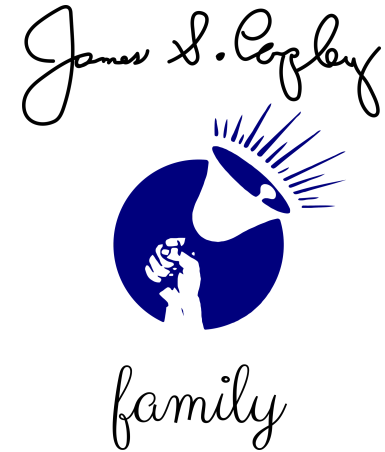


DIGITAL JOURNALISM

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

SPONSORS



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	1
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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