



crewclassic.org

SAN DIEGO CREW CLASSIC®

THE ROWING SEASON STARTS HERE™

Crown Point Shores :: Mission Bay

March 27-29, 2026



**4,500+
ATHLETES**

140 RACES

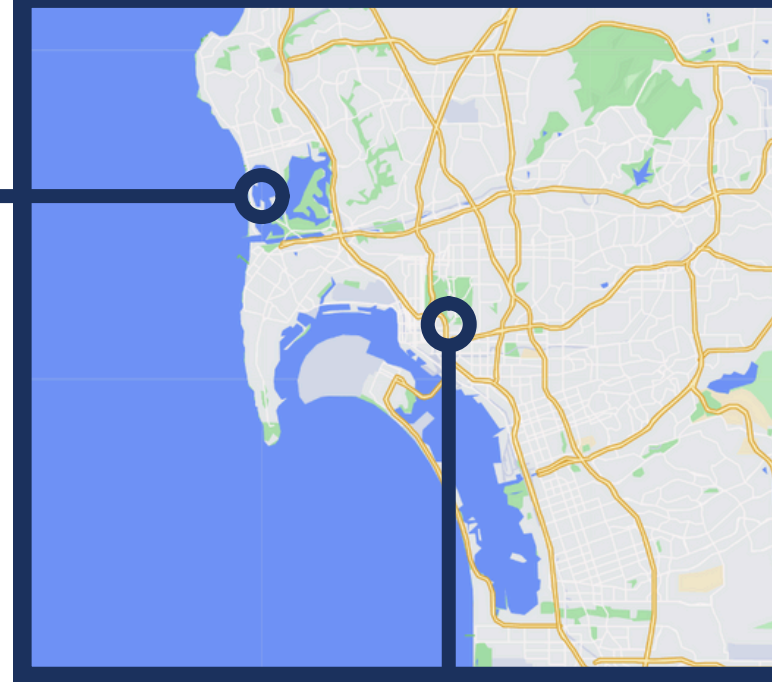
**20,000+
SPECTATORS**

EVENT OVERVIEW

Founded in 1973 to unite the top collegiate rowing programs from the East and West Coasts, the San Diego Crew Classic has grown into the premier spring rowing regatta in the U.S. and one of the largest rowing events worldwide. It uniquely brings together junior, collegiate, masters, elite, and para athletes in a single event, offering sponsors unparalleled exposure to a passionate, high-achieving audience. Set against the iconic beachfront at Crown Point Shores with Southern California's welcoming climate, the Crew Classic consistently draws athletes from across the country, creating a vibrant backdrop for brands to connect with both participants and spectators. Sponsoring the Crew Classic aligns your brand with a legacy of excellence and American rowing culture.

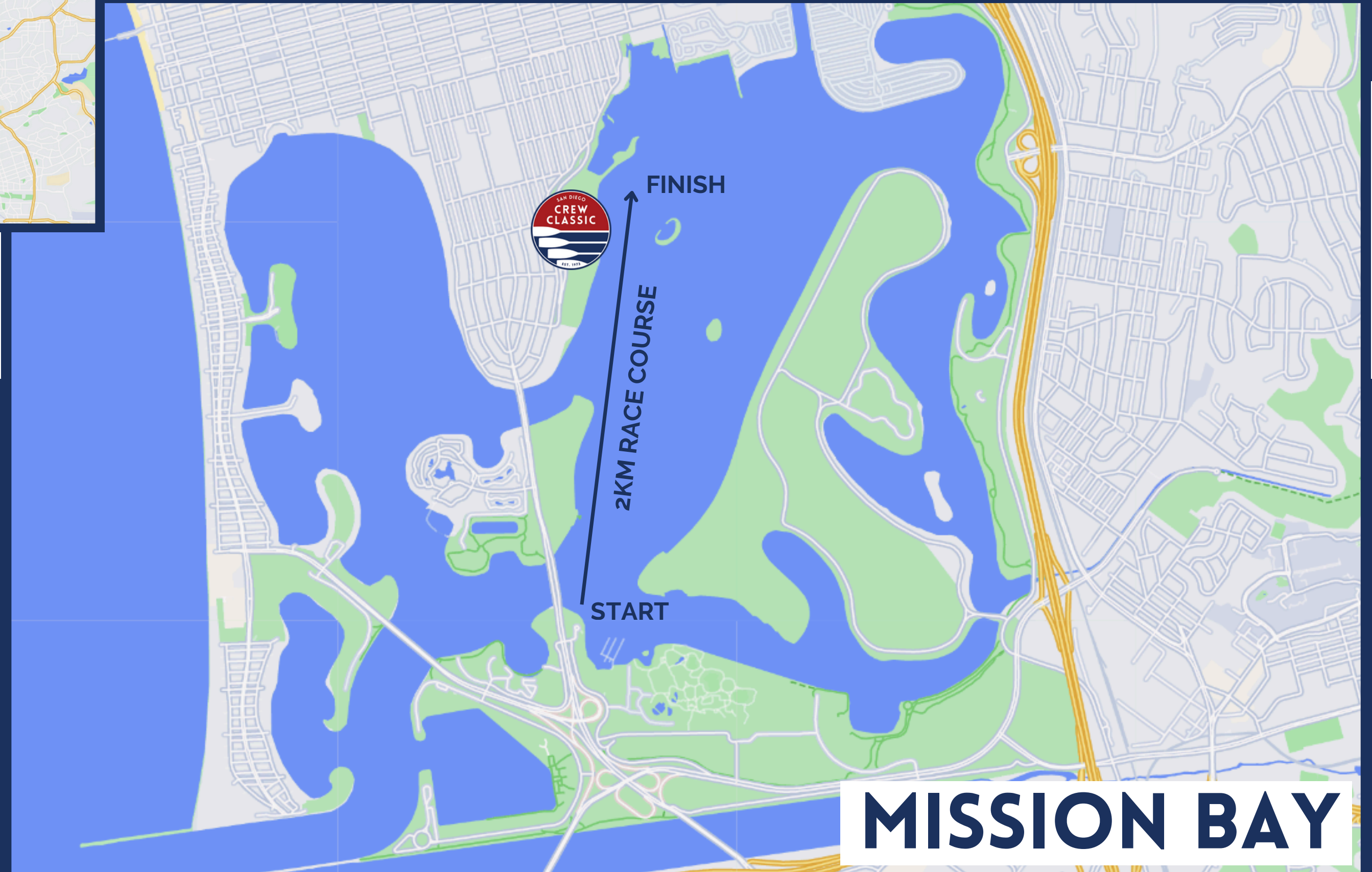
OUR VENUE

**MISSION
BAY**



SAN DIEGO

The Crew Classic delivers an unparalleled platform for sponsors. It combines dramatic 2,000m beachfront racing with premium hospitality experiences on Mission Bay. No other event offers this unique blend of athletic excellence, community engagement, and memorable brand exposure.



BRANDING

We'll work with you to design a sponsorship that aligns with your goals, whether it's community engagement, hospitality, or national brand exposure.



PARTICIPANT DETAILS

The Crew Classic attracts elite athletes across all levels. In 2025, NCAA powerhouses Texas, Cal, and Washington returned for the Women’s Varsity Invitational, while top men’s collegiate and club programs—including UCSD, UCLA, Gonzaga, and Delaware competed in the ACRA Club Invitational and Men’s California Cup. Premier racing. Maximum sponsor visibility.

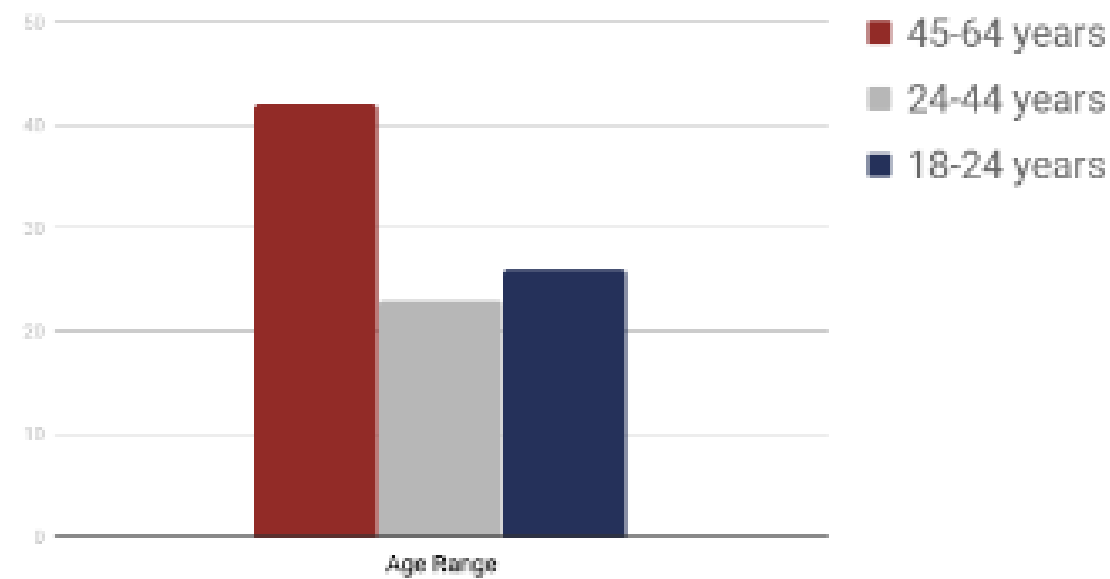
Austin Rowing Club/Austin, TX	Los Angeles Rowing Club/Marina del Rey, CA	San Diego Rowing Club/San Diego, CA
Bair Island Aquatic Center/Redwood City, CA	Los Gatos Rowing Club/Los Gatos, CA	San Diego State University/San Diego, CA
Belen Jesuit Prep/Miami, FL	Loyola Marymount University/Los Angeles, CA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



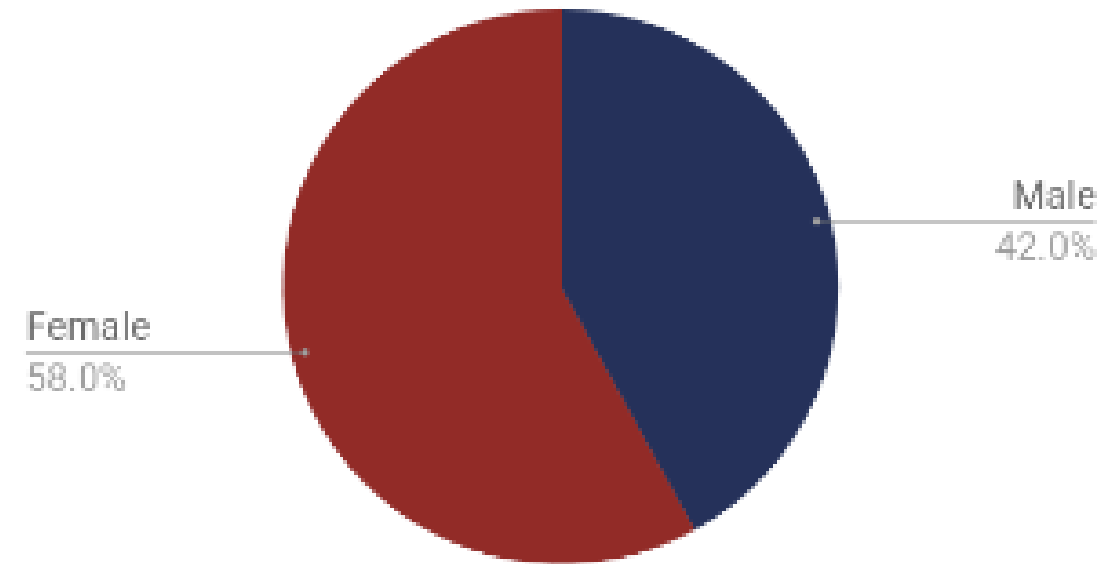
2025 PARTICIPATING TEAMS

PARTICIPANT AND SPECTATOR DEMOGRAPHICS

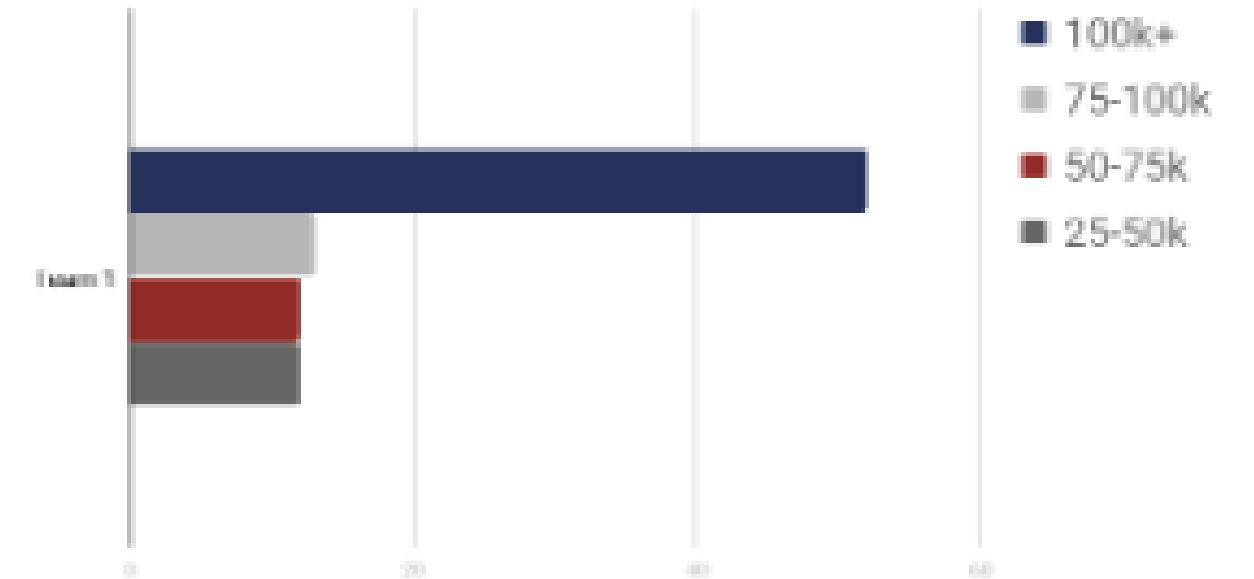
Age of Attendees



Gender of Attendees



Income of Attendees



Rowing attracts a highly motivated, educated, and influential audience. With 96% of D1 NCAA rowers graduating, many advancing to graduate degrees and high-earning careers. The sport's connection to Title IX and collegiate athletics has built a pipeline of disciplined leaders. Today, NCAA Women's Rowing is one of the fastest-growing sports, with 91 Division I programs and some of the largest team rosters in college athletics. Beyond the collegiate ranks, Masters rowers (ages 21+) represent a core demographic. They are both loyal participants and the primary spenders in our merchandise and hospitality areas. This delivers sponsors both reach and purchasing power.

*ncaa.org

VIP HOSPITALITY



The San Diego Crew Classic provides premium hospitality platforms that connect brands directly with an engaged, high-value audience. From the Champions Pavilion and Club73 VIP Tents, offering premier finish-line views, curated food and beverage service, shaded seating, and livestreaming of races, to the lively Beer Garden presented by Coronado Brewing, sponsors gain visibility in vibrant, social settings. Alumni Row further amplifies the atmosphere, as collegiate and club teams proudly gather under their colors, creating an energetic community backdrop that keeps guests engaged and brands front-of-mind.

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



INSTAGRAM

@crewclassic

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



EMAIL

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

27 MIN VIEWERSHIP

REACH 110K+

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.

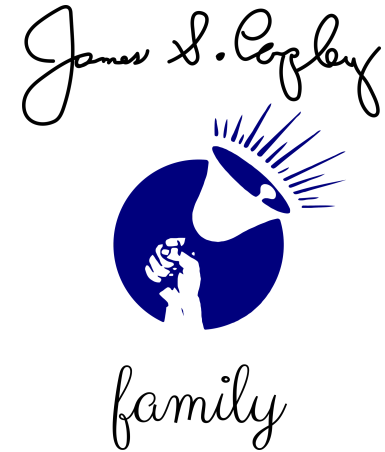


DIGITAL JOURNALISM

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

POSTS - STORIES - ARTICLES - VIDEOS - GIVEAWAYS

SPONSORS



UC San Diego Health



SPONSORSHIP PACKAGES

LEGACY SPONSOR – \$100,000+

- 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



SPONSORSHIP PACKAGES

PLATINUM SPONSOR – \$50,000

- 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



SPONSORSHIP PACKAGES

GOLD SPONSOR – \$25,000

- 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



SPONSORSHIP PACKAGES

SILVER SPONSOR – \$10,000

- 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



SPONSORSHIP PACKAGES

BRONZE SPONSOR – \$5,000

- 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



SPONSORSHIP PACKAGES

TROPHY SPONSOR – \$3,000

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





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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