

SAN DIEGO CREW CLASSIC

THE ROWING SEASON STARTS HERE®

SAN DIEGO CREW CLASSIC EST. 1973

www.crewclassic.org

BEACH SPRINTS

MARCH 18-19. 2027

CROWN POINT SHORES: MISSION BAY

EVENT OVERVIEW

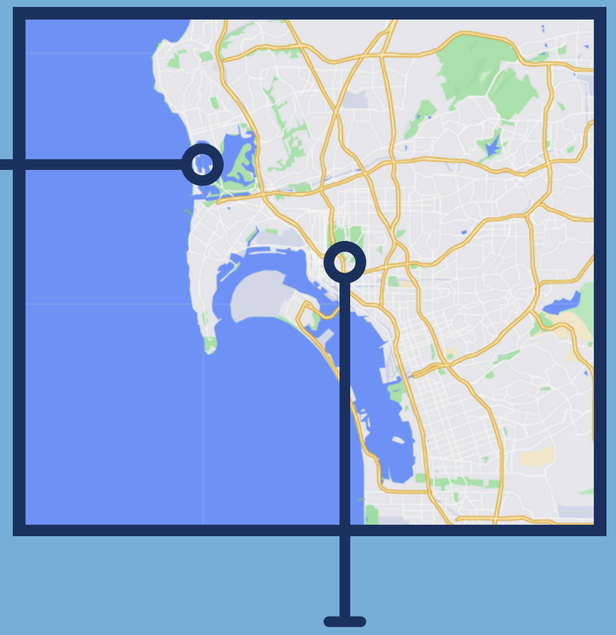
Beach Sprints is an exciting and dynamic form of coastal rowing that features a head-to-head, elimination-style race. Participants run through the sand, complete a 250 meter slalom course, and finish with a sprint back to the beach. Beach Sprints will debut as a new Olympic sport at LA 2028.

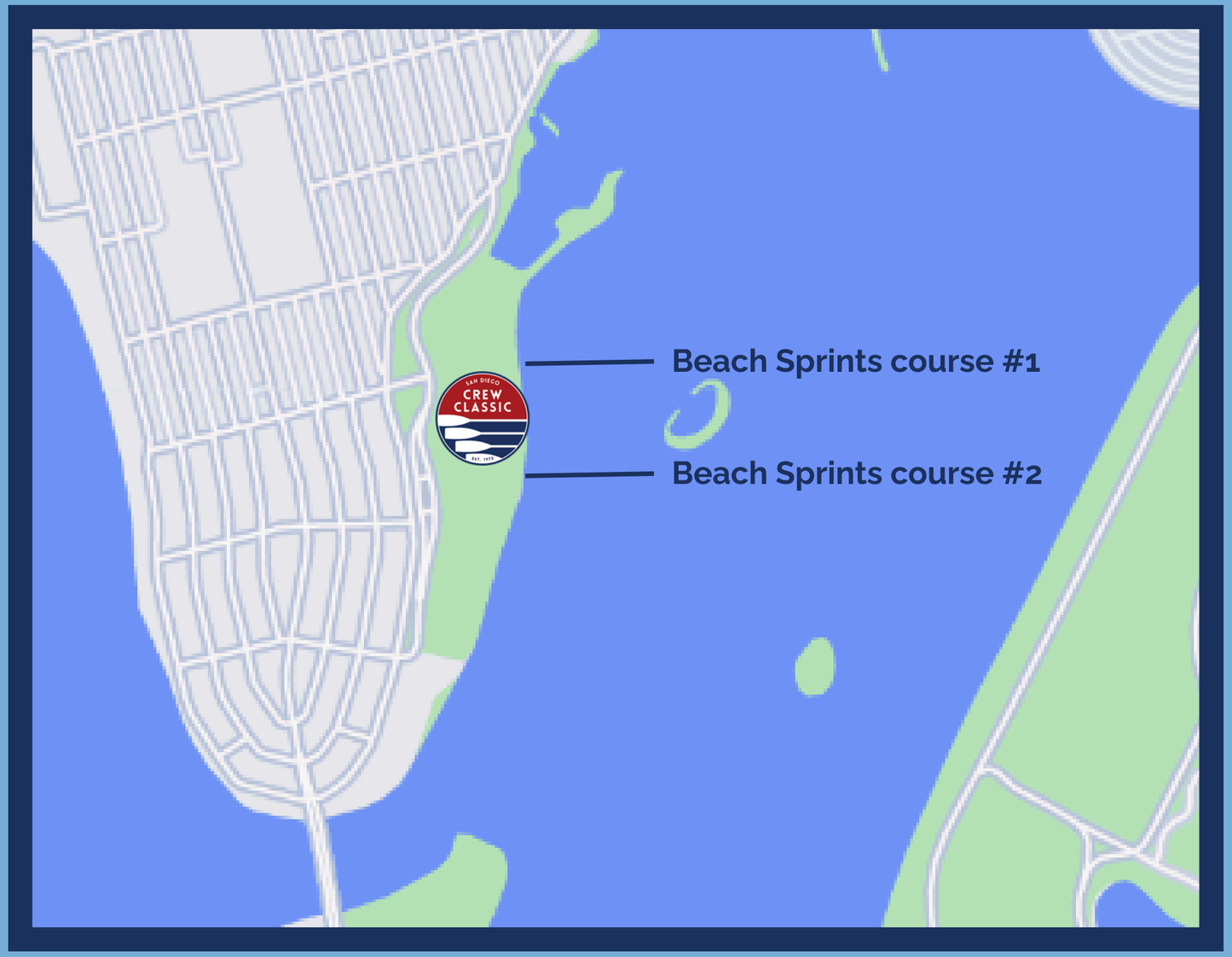
In 2026, the San Diego Crew Classic introduced Beach Sprints as an exhibition event and held a demonstration workshop to introduce flat water rowers to coastal rowing. In 2027, the Crew Classic expands to include beach sprints, turning the 3 day event into a 4 day spectacle.

As beach sprints is a fast-growing sport, many Olympic hopefuls will show their speed at the 2027 San Diego Crew Classic Beach Sprints.



VENUE





The Crew Classic delivers an unparalleled platform for sponsors. It combines two Beach Sprints courses and a 2,000m flat-water race course 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.







BRANDING

: Your logo





HOSPITALITY

Access to VIP tents will be available tor all Beach Sprints participants

- Front row seats to Beach Sprints racing
- TVs with livestream coverage
- No host bar
- Shade and seating



SOCIAL MEDIA

#STAYCLASSIC

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

VIEWS 273K+

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

REACH 615K+

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

AUDIENCE 4K+

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

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

We use Facebook, Spotify, Threads and Linkedin to connect with our athletes, fans and stakeholders.





SPONSORSHIP PACKAGES

BRAND AWARENESS

$25,000

- Exclusive presenting title sponsorship: “The 2027 San Diego Beach Sprints presented by...”
- Exclusive trophy naming rights for the final relay featuring the world’s fastest athletes
- Exclusive logo inclusion on official Beach Sprints event merchandise
- High-attention brand exposure throughout the venue
  - Trophy Area
  - Front Gate
  - Beach Sprints fencing
  - Additional flags, banners, buoys, etc. can be discussed to ensure maximum visibility
- References in world-wide press releases, features, and interviews
- Logo placement on Crew Classic website and other digital marketing materials
- Social media activation and collaboration opportunities
- Inclusion of logo and/or ads during Beach Sprints live stream
  - Streamed to a world-wide audience and displayed on an on-site JumboTron

RELATIONSHIP BUILDING

- Paddock Access to VIP spaces
  - Includes Brunch by the Bay tickets: enjoy a front-row seat to races and network with Crew Classic stewards and donors
- Additional GA passes

DIRECT ENGAGEMENT

- Vendor tent for showcasing your brand and interacting with regatta guests and participants
  - Full 4-day weekend for both Beach Sprints and Crew Classic
  - 10x10 tent may be upgraded to a 20x20 tent in lieu of VIP Paddock Access



SPONSORSHIP PACKAGES

BRAND AWARENESS

$10,000

- Trophy naming rights for any Open event
- High-attention brand exposure throughout the venue
  - Trophy Area
  - Front Gate
  - Beach Sprints fencing
  - Additional flags, banners, buoys, etc. can be discussed to ensure maximum visibility
- References in world-wide press releases, features, and interviews
- Logo placement on Crew Classic website and other digital marketing materials
- Social media activation and collaboration opportunities
- Inclusion of logo and/or ads during Beach Sprints live stream
  - Streamed to a world-wide audience and displayed on an on-site JumboTron

RELATIONSHIP BUILDING

- Paddock Access to VIP spaces
  - Includes Brunch by the Bay tickets: enjoy a front-row seat to races and network with Crew Classic stewards and donors
- Additional GA passes

DIRECT ENGAGEMENT

- Vendor tent for showcasing your brand and interacting with regatta guests and participants
  - Full 4-day weekend for both Beach Sprints and Crew Classic
  - 10x10 tent may be upgraded to a 20x20 tent in lieu of VIP Paddock Access



SPONSORSHIP PACKAGES

BRAND AWARENESS

$5,000

- Trophy naming rights for any Youth or Masters event
- High-attention brand exposure throughout the venue
  - Trophy Area
  - Front Gate
  - Beach Sprints fencing
  - Additional flags, banners, buoys, etc. can be discussed to ensure maximum visibility
- References in world-wide 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 Beach Sprints live stream
  - Streamed to a world-wide audience and displayed on an on-site JumboTron

RELATIONSHIP BUILDING & DIRECT ENGAGEMENT

- Vendor tent OR Brunch by the Bay tickets
  - Vendor tent: showcase your brand and interact with regatta guests and participants for the full 4-day weekend
  - Brunch by the Bay: enjoy a front-row seat to races and network with Crew Classic stewards and donors
- Additional GA passes



SPONSORSHIP PACKAGES

BRAND AWARENESS

$3,000

- High-attention brand exposure throughout the venue
  - Trophy Area
  - Front Gate
  - Beach Sprints fencing
- References in world-wide 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 Beach Sprints live stream
  - Streamed to a world-wide audience and displayed on an on-site JumboTron

RELATIONSHIP BUILDING & DIRECT ENGAGEMENT

- Access to VIP spaces: enjoy a front-row seat to races and network with Crew Classic stewards and donors

BRAND AWARENESS

$1,000

- High-attention brand exposure throughout the venue
  - Trophy Area
  - Front Gate
  - Beach Sprints fencing
- References in world-wide 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 Beach Sprints live stream
  - Streamed to a world-wide audience and displayed on an on-site JumboTron

FOR MORE INFORMATION

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