

# CORPORATE SPONSORSHIP OPPORTUNITIES



**NIAGARA FALLS  
ROWING CLUB**  
ONTARIO CANADA

For Sponsorship inquiries please contact:  
[info@niagarafallsrowingclub.com](mailto:info@niagarafallsrowingclub.com)  
905-708-8066



5454 Lyons Creek Road  
Niagara Falls, Ontario  
L2G 0L5

## OUR HISTORY

The sport of rowing has been enjoyed by the residents of Niagara Falls and the surrounding area for over 30 years. Young rowers trained and rowed through their respective Niagara Falls high schools such as Saint Paul, Saint Michael, AN Myer and Westlane. Since no local rowing facility existed, the high school programs all trained at out of town rowing facilities leading to monetary issues, challenges in transportation and summer job scheduling conflicts. For these and other reasons, keeping young rowers in the sport has always been a challenge.



In 2012 the long talked about idea of having a summer rowing program in Niagara Falls finally came to life. A dock was built on Lyons Creek. After adding a coaching boat and motor and the procurement of two singles and a trainer boat, the Club was a reality. In 2014, a plan was needed to accommodate the overwhelming interest, so early in 2014 the Niagara Falls Rowing Club was officially incorporated and in 2016 saw the completion of our new boathouse and docks in George Bukator Park. Membership in all categories from youth, recreational, competitive and adult continue to grow exponentially. In 2016 we also saw the first entries into major regattas such as The Royal Canadian Henley Regatta and the Head of the Charles.

Since then, the club has continued to grow and with it comes the challenge of purchasing, maintaining and housing rowing equipment to meet the expansive needs of our community.



# SPONSORSHIP

NFRC is a dynamic and progressive club that understands the need to maintain and create strong corporate and community relationships. This attitude and determination to support our sponsors and community is vital to the success of a club that has been a pillar within the local community since 2012. NFRC members understand that corporate and business relationships must be mutually beneficial for partnerships to succeed.

## AUDIENCE EXPOSURE

At NFRC we believe that our ability to promote a business is one of our strengths as our networks and relationships with local business and the corporate world are well developed. The calibre of our high-performance rowers and presence at national and international regattas amplifies the NFRC brand and our Sponsors' brands.

The NFRC boathouse sits in George Bukator Park along the Chippawa Parkway. Presently there is an ongoing housing expansion and development in this area, with hundreds of homes being built. A large proliferation in traffic has resulted and has given the NFRC increased growth and visibility allowing for greater advertising and sponsorship prominence.

## SOCIAL MEDIA EXPOSURE

Social media is one of the greatest marketing tools for the Niagara Falls Rowing Club. Our close alignment with the local community and other rowing organizations means that our social media presence and our affiliated sponsors garner national exposure and attention.



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## BOATHOUSE NAMING & RECOGNITION **\$25,000 - 5 YR. TERM**



- Recognition ceremony honouring the sponsor
- Exclusive signage with name and logo on the front entrance of the boathouse
- Advertising banner on the side of the boathouse
- Recognition on our webpage as a corporate sponsor
- Monthly mentions on our social media platform

## BOATHOUSE ADVERTISING SPONSORSHIP: **\$10,000 - 2 YR. TERM**



- Large advertising banner on the side of the boathouse
- Recognition on our webpage as a corporate sponsor
- Monthly mentions on our social media platform

## LARGE EQUIPMENT PURCHASE SPONSORSHIP:

Exclusive naming and Christening rights of a purchased rowing shell. This is a lifetime sponsorship spanning the life of the equipment. (Donation varies with the size of the shell purchased, see estimated price list)

- Recognition ceremony honouring the sponsorship
- Christening and exclusive naming of the rowing shell
- Recognition on our webpage as a corporate sponsor
- Monthly mentions on our social media platform



## ADOPT A BOAT: \$2,500 - 1 YR. TERM



Adopting a boat with an annual contribution.

- Naming rights on the boat
- Recognition ceremony honouring the naming
- Recognition on our webpage as a sponsor

## ADOPT AN OAR: \$500 - 1 YR. TERM



Adopting an oar with an annual contribution. (\$500)

- Naming rights on the oar
- Recognition ceremony honouring the naming
- Recognition on our webpage as a sponsor

## COMMUNITY SPONSOR:

Any donation or contribution to the club and its programs will be recognized.

- Recognition on our webpage as a sponsor



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## LARGE EQUIPMENT PURCHASE ESTIMATED PRICE LIST

**SINGLE SCULL - \$10,000 TO \$12,000 | OARS \$1,000**



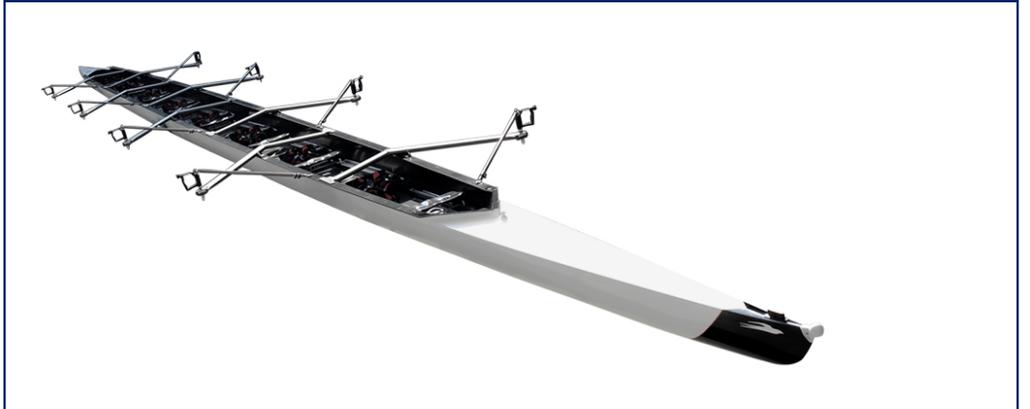
**DOUBLE/PAIR - \$18,000 TO \$20,000 | OARS \$2,000**



**FOUR/QUAD - \$25,000 TO \$27,000 | OARS \$4,000**  
**COXED FOUR/COXED QUAD - \$30,000 TO \$32,000 | OARS \$8,000**



**EIGHT - \$45,000 TO \$60,000 | OARS \$4,000**



# SPONSORSHIP INFORMATION SHEET

Company/Sponsor Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Contact Person \_\_\_\_\_

## SPONSORSHIP OPPORTUNITY

Boathouse Naming (\$25,000) .....

Boathouse Advertising Sponsorship (\$10,000) .....

Large Equipment Sponsor (See Pricelist) .....

Adopt a Boat (\$2,500) .....

Adopt an Oar (\$500) .....

Community Sponsor .....

## SPONSORSHIP PAYMENT METHODS

Cheque payable to: Niagara Falls Rowing Club .....

E-transfer to: niagarafallsrowing@gmail.com .....

## ROWING CLUB INFORMATION

Mailing address: 5454 Lyons Creek Rd., Niagara Falls, Ontario, L2G 0L5

Email address: info@niagarafallsrowingclub.com

Phone: 905-708-8066

Website: www.niagarafallsrowingclub.com



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**ITS ALL ABOUT THE ATHLETE**

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