



BURTON REGATTA

ORGANISED BY

Burton Regatta Association

Supported by Trent Rowing Club & Burton Leander Rowing Club

Saturday 10th & Sunday 11th July 2021

Dear Sir / Madam

Burton Regatta Weekend is a superb rowing event that takes place over the second weekend in July. Two traditional rowing regattas are held over the weekend, historic Burton Regatta is raced on the Saturday over an 1100 metre course with Sunday's Burton Sprint seeing exciting racing along the 600 metre finishing straight.

The event, which was first held in 1865, is organised by the Burton Regatta Association, a not-for-profit organisation staffed by volunteers from the two local rowing clubs. It is one of the few surviving river-based regattas in the East Midlands, and one of a very few traditional tented regattas still held in the country.

We usually enjoy a large and varied entry from rowing clubs from around the country, with 32 clubs competing in 2018. Above all, our event is a fun and rewarding weekend for the local community.

Why sponsor / support our event?

- Promote / advertise your company and services to a wide and varied audience.
- Advertise your business in the Regatta Programme throughout the weekend and on the public-address system.
- Sponsor a race as a private individual.
- Receive complimentary refreshments in the Burton Regatta Members & Sponsorship Enclosure.
- Present a trophy / medal to the winner of the event you have supported.

Support packages available:

- Sponsorship packages start from as little as £20 for private individuals and £50 for corporate.
- We can also offer an alternative opportunity to book a Riverside Stall – a charity, craft, or trade plot, on site over the Regatta weekend.

Please see the enclosed sponsorship package information sheets which detail the various ways that you may wish to support our event.

In addition to our sponsorship packages, we would be delighted to receive any assistance of a practical nature if you are able to offer your services to help to run the event. Voluntary support is also always welcome.

On behalf of the 2021 Burton Regatta Committee we would like to thank our existing and prospective sponsors for their support. We hope that we will have the opportunity to meet you at the 2021 Burton Regatta.

Yours faithfully

Burton Regatta Association

Richard Gipson
Tel: 07828 144835
Email: sponsorship@burtonregatta.co.uk





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Sponsorship Packages 2021

Programme Advertising

Advertise your business in the event programme for the weekend. A visual way to promote your company / establishment.

¼ A5 Page £30.00

½ A5 Page £60.00

Full A5 Page £90.00

(Email us your company logo
& advert as .pdf)

Sponsorship Packages

Please see the separate page for our sponsorship packages.

A great opportunity to be involved with the event at a low cost.

Personal sponsorship packages start at £20.00.

(Email us your company logo as .pdf)

Riverside Stalls Charity, Craft and Trade Stand

Plots are available to sell from, and/or promote your business.

Charity Plots £10 per day or
£15 for both days

Small plots up to 3m x 3m £30 per day
Special offer for 2021 £45 for both days

Trade plots over 3m x 3m £50 per day

(Why not also place an advert in our programme for the weekend to further promote your business)

Advertising Banners on the Regatta Meadows

There are many locations on the Regatta site where you can display your company banner.

(Sponsors must supply their own banners and take responsibility for collecting them on the Sunday evening)

Small Banners(<2m wide) £50.00

Large Banners(2m–4m wide) £100.00

To book, or for more information, please contact:

Richard Gipson

Email: sponsorship@burtonregatta.co.uk

Tel: 07828 144835



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Sponsorship Packages

Regatta Sponsor

Only £20

- 2 enclosure tickets with complimentary refreshments for one day (either Saturday or Sunday)
- Your name in the Regatta Programme in the list of Sponsors and Supporters

Event Sponsorship Upgrade

£5 per Event per Day

(only available as an upgrade to Regatta Sponsors)

- Your name in the race draw that is sent to every competing club
- Your name in the Programme alongside your event as Event Sponsor
- Mentions on the public-address system at various times through the day

Corporate Sponsorship:

From £50 per event

- Sponsorship of 1 event on 1 day (either Saturday or Sunday)
- 4 enclosure tickets with complimentary refreshments for one day (either Saturday or Sunday)
- 1 named Rowing Event, selected by the Regatta Association (subject to availability)
- Your name, contact details and logo in the race draw that is sent to every competing club
- Your name, contact details and logo in the Programme alongside your event as Sponsor, as well as being listed in the list of Sponsors and Supporters
- Mentions on the public-address system at various times through the day

These are our starting Sponsorship Packages – they are flexible and may be tailored to suit individuals' or companies' specific requirements or budgets.

All Event Sponsors are invited to join us over the weekend and to make themselves available to present the trophies to the winners of their sponsored event. The approximate scheduled times of the finals of events will be available once the Regatta Draw is released during the week before the Regatta weekend.

Event Sponsors are also mentioned on the commentary public-address system at various times through the day, specifically when a race in your sponsored event is on the water. Additional messages from our Sponsors may be read out by our commentators on request although the availability and frequency of broadcast of such messages cannot be guaranteed.

To arrange or discuss sponsorship, or for more information, please contact:

Richard Gipson, Burton Regatta Association

Email: sponsorship@burtonregatta.co.uk

Tel: 07828 144835

www.BurtonRegatta.co.uk



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2021 Sponsorship Form

I would like to become a sponsor of the 2021 Burton Regatta.

Name:

Company *(if applicable)*:

Address:

Postcode:

Daytime Telephone No.:

Email address:

AMOUNT OF SPONSORSHIP £

I would like to sponsor an event on (please tick):

Saturday 10th July

Sunday 11th July

Both days

Please specify the sponsor name that you require to appear beside the event being sponsored:

***I enclose a cheque / cash for the amount of £**

Please make cheques payable to: 'BRA' (Burton Regatta Association) or 'Burton Regatta'

Or:

***Bank Transfer (please contact us for the account number & sort code)**

Or:

***Please invoice me for the amount of £**

I enclose the correct invoice details and any order number/reference required. I confirm that I am authorised to arrange payment of the amount detailed above on behalf of my organisation.

*(*Please delete as appropriate)*

I agree to arrange for payment of my sponsorship to be made to the Burton Regatta Association a minimum of 5 days prior to the event. Full terms and conditions may be found at: **www.burtonregatta.co.uk**

Signature

Date

Please return this form to:
Richard Gipson, Burton Regatta Entries Secretary
Email: sponsorship@burtonregatta.co.uk
Tel: 07828 144835
5 Ash Street, Burton upon Trent, DE14 3PX



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Saturday 10th & Sunday 11th July 2021

2021 Riverside Stalls Charity, Craft and Trade Plots

I would like to reserve the following (please tick):

Plots: Charity Plot Craft Plot Trade Plot
Days: Saturday 10th July Sunday 11th July Both days

Name:

Company (if applicable):

Address:

Postcode:

Daytime Telephone No.:

Email address:

***I enclose a cheque / cash for the amount of £**

Please make cheques payable to: 'BRA' (Burton Regatta Association) or 'Burton Regatta'

Or:

***Bank Transfer (please contact us for the account number & sort code)**

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Signature

Date

Please return this form to:

Mr Richard Gipson, Burton Regatta Entries Secretary

Email: sponsorship@burtonregatta.co.uk

Tel: 07828 144835

5 Ash Street, Burton upon Trent, DE14 3PX