



BURTON REGATTA

Saturday 8th & Sunday 9th July 2023

ORGANISED BY
Burton Regatta Association
Supported by
Burton Leander Rowing Club & Trent Rowing Club

Dear Supporter

Burton Regatta Weekend is a superb rowing event that takes place each year 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 rowing regattas still held in the country.

We enjoy a large and varied entry from rowing clubs from around the country with 30 clubs competing in 2022. Above all, our event is a fun and rewarding weekend for the local community.

Why Sponsor / Support our Event?

- Promote and 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 that you have supported.

Support Packages Available:

- Sponsorship packages start from as little as £25 for private individuals and £60 for corporate.
- We can also offer opportunities 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 personnel support is also always welcome.

On behalf of the 2023 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 2023 Burton Regatta.

Yours faithfully
Burton Regatta Association

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





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Sponsorship Packages for 2023

Regatta Programme Advertising

Our full colour, quality printed Regatta Programme contains the essential competition information needed by every competitor, and a free Regatta Programme is offered to every car driver paying for parking on the Regatta Meadows. Regatta Programmes are also given to every one of our Event Umpires, and are available for purchase on the Regatta Meadows through the weekend.

Advertise your business in the Regatta Programme as a great visual way to promote your company or establishment.

¼ A5 Page	£40.00
½ A5 Page	£80.00
Full A5 Page	£150.00

Why not contact us to view a copy of last year's Full Colour Regatta Programme?

Burton Regatta Sponsorship Packages

Become a Regatta Sponsor and join the list of Sponsors within the Regatta Programme.

Upgrade to Sponsor one of the Rowing Events during the weekend's competitions and your name and logo will be printed alongside your supported event in both the pre-event draw that is sent to every competing club, and within the Regatta Programme. Our event Commentary Team will also name Event Sponsors on the PA system throughout the two days competitions.

A great opportunity to be involved with our event at a low cost – Personal Sponsorship Packages start at only £25.00!!

Please see the separate page for details of our Rowing Event Sponsorship Packages.

Riverside Stalls Charity, Craft and Trade Plots

Plots on the Regatta Meadows are available to promote your business or sell your wares.

Charity Plots
£12 per day or £18 for both days

Small plots up to 3m x 3m
£35 per day

Large plots up to 6m x 6m
£70 per day

NOTE: Due to franchise arrangements with our catering suppliers we cannot allow sale of food products from Riverside Stalls plots.

Advertising Banners on the Regatta Meadows

There are many locations on the Regatta Meadows and within the Regatta Enclosure, where your company banner may be displayed.

Small Banners (up to 2m wide) £60.00

Large Banners (2m–4m wide) £120.00

NOTE: The above costs assume that Sponsors will supply their own banners. We can arrange for banners to be provided at additional cost, and subject to artwork being provided with sufficient time to allow banners to be produced.

Bespoke Packages

We are delighted to engage with potential Sponsors / Supporters to discuss bespoke packages combining two or more of the above opportunities. Packages may be tailored to match your budget and requirements. Please contact our Sponsorship Officers to discuss options that are available.

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

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

www.BurtonRegatta.co.uk



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Sponsorship Packages

Regatta Sponsor

Only £25

- 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

£6 per Event per Day

(only available as an upgrade to Regatta Sponsors)

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

Corporate Sponsorship:

From £60 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 Burton Regatta Association (subject to availability)
- Your name, contact details and logo in the pre-event race draw that is sent to every competing club
- Your name, contact details and logo in the Regatta 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 Regatta Weekend and to make themselves available to present the prizes 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, generally 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.

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2023 Sponsorship Form

I would like to become a sponsor of the 2023 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 8th July

Sunday 9th 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 to raise an invoice and provide the account details)**

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 Association,
5 Ash Street, Burton upon Trent, DE14 3PX
Email: sponsorship@burtonregatta.co.uk
Tel: 07828 144835



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2023 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 8th July Sunday 9th July Both days

Name:

Company (*if applicable*):

Address:

Postcode:

Daytime Telephone No.:

Email address:

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

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Date

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**2023 Programme Advertising
and Site Banner Advertising Order Form**

I would like to place an advertisement in the 2023 Regatta Programme (please select):

Full A5 Page (portrait orientation only) £150.00 ½ A5 Page (landscape orientation only) £80.00
¼ A5 Page (portrait orientation) £40.00 ¼ A5 Page (landscape orientation) £40.00

We can provide a sample of one of our previous years' programmes on request, please contact us as detailed below. Advertisements should be provided 'print ready', ideally as .pdf files.

I would like to place an advertising banner at the 2023 Burton Regatta (please select):

Large Banner (2m to 4m width) £120.00 Small Banner (up to 2m width) £60.00

Advertisers must provide their own banners. We can arrange for banners to be printed at additional costs, please contact us as detailed below for further details.

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:

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