



# BURTON REGATTA

ORGANISED BY

**Burton Regatta Association**

*Supported by Trent Rowing Club & Burton Leander Rowing Club*

**Saturday 14<sup>th</sup> & Sunday 15<sup>th</sup> July 2018**

Dear Sir / Madam

## **Our event:**

- Burton Regatta – a spectacular competitive rowing event held annually in the East Midlands, organised by the two local rowing clubs and officiated by British Rowing.
- We are currently contacting existing sponsors and prospective new sponsors to invite them to help to support our event.
- Racing: 1100m downstream Saturday from the Leicester Line Railway Bridge towards the Ferry Bridge, 700m downstream sprint Sunday.
- Held at Burton's Regatta Meadows, off Watson Street, next to the Ferry Bridge. DE14 3AH.
- Founded in 1865 – one of the oldest annual sporting events in the country.
- 2017 – 32 rowing clubs competed.
- 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 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 £25 for private individuals and £50 for corporate.
- We can also offer an alternative opportunity to book a Riverside Stall – a charity 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 2018 Regatta Committee we would like to thank existing and prospective sponsors for their support. We hope that we will have the opportunity to meet you at the 2018 Burton Regatta.

Yours faithfully

**Burton Regatta Association**

Ms Rebecca Warren

Burton Regatta Association Sponsorship Officer

Tel: 07789 116651

Email: [sponsorship@burtonregatta.co.uk](mailto:sponsorship@burtonregatta.co.uk)



Visit our website:  
[www.burtonregatta.co.uk](http://www.burtonregatta.co.uk)



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## Sponsorship Packages 2018

### Programme Advertising

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

¼ A5 Page £25.00  
½ A5 Page £50.00  
Full A5 Page £75.00

### Event Sponsorship

Please see the separate page for event sponsorship packages.

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

Personal sponsorship packages start at only £25.00 per event!

### Riverside Stalls Charity, Craft and Trade Stand

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

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

Charity Plots £10 per day or  
£15 for both days  
Craft plots £30 per day  
Trade plots £50 per day

Enjoy the Regatta Atmosphere and reach people face to face!

### Advertising Banners on the Regatta Meadows

There are many locations on the Regatta site where banners can be displayed.

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

Small Banners(<2m wide) £50.00  
Large Banners(2m–4m wide) £100.00

A superb visual opportunity!

**To book, or for more information, please contact:**

**Ms Rebecca Warren**

**Email: [sponsorship@burtonregatta.co.uk](mailto:sponsorship@burtonregatta.co.uk)**

**Tel: 07789 116651**

**Visit our website:  
[www.burtonregatta.co.uk](http://www.burtonregatta.co.uk)**



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## **Event Sponsorship Packages**

### **Private Individual Sponsor:**

**From £25**

- Sponsorship of one event on one day (either Saturday or Sunday)
- Complimentary refreshments for two people
- One named Rowing Event, selected by the Regatta Association
- Your name in the race draw that is sent to every competing club
- Your name in the Programme in the list of Sponsors and alongside your event as Sponsor
- Mentions on the public-address system at various times through the day

### **Corporate Sponsorship:**

**From £50**

- Sponsorship of one event on one day (either Saturday or Sunday)
- Complimentary refreshments for four people
- One named Rowing Event, selected by the Regatta Association
- 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
- 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 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.

Sponsors are also mentioned on the commentary public-address system at various times through the day, usually when a race from your event is taking place. 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:

Ms Rebecca Warren, Burton Regatta Association Sponsorship Officer

Email: [sponsorship@burtonregatta.co.uk](mailto:sponsorship@burtonregatta.co.uk)

Tel: 07789 116651

**Visit our website:**  
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## 2018 Sponsorship Form

**I would like to become a Sponsor of the 2018 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

Sunday

Both days

**Please specify the Sponsor Name that you require to appear beside the race being sponsored:**

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

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

**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](http://www.burtonregatta.co.uk)**

Signature .....

Date .....

**Please return this form to:**

**Mr Richard Gipson, Burton Regatta Entries Secretary**

**Tel: 07828 144835**

**5 Ash Street, Burton upon Trent, DE14 3PX**

**Ms Rebecca Warren, Burton Regatta Sponsorship Officer**

**Tel: 07789 116651**

**Email: [sponsorship@burtonregatta.co.uk](mailto:sponsorship@burtonregatta.co.uk)**

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## 2018 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 14 July  Sunday 15 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:**

**\*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 and downloadable risk assessment forms may be found at [www.burtonregatta.co.uk](http://www.burtonregatta.co.uk)

Signature .....

Date .....

Please return this form to:

Mr Richard Gipson, Burton Regatta Entries Secretary  
Tel: 07828 144835  
5 Ash Street, Burton upon Trent, DE14 3PX

Ms Rebecca Warren, Burton Regatta Sponsorship Officer  
Tel: 07789 116651  
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