



## **BURTON REGATTA**

**ORGANISED BY**

**Burton Regatta Association**

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

**Saturday 8<sup>th</sup> & Sunday 9<sup>th</sup> July 2017**

*Please reply to:*

**Mr Bob McDonald**

**Chairman Burton Regatta Association**

**51 Mount Pleasant Road,**

**Castle Gresley, Swadlincote,**

**Derbyshire, DE11 9JE**

**Tel: 07904 988691**

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

### **Dear Sir/Madam**

First held in 1865, Burton Regatta is a sporting event held annually in the East Midlands. The event is organised by the Burton Regatta Association and the two local rowing clubs in Burton upon Trent, Burton Leander RC and Trent RC. Ours is one of the oldest annual sporting events in the country, and each year the event attracts competitors and visitors from all over the country. Burton Regatta also offers local athletes the opportunity to compete in their home town as well as helping to provide a fun and rewarding weekend for the local community.

This year's two day regatta will be held on 8<sup>th</sup> and 9<sup>th</sup> July 2017 on Burton's Regatta Meadows, and we are currently contacting existing sponsors and prospective new sponsors to help support events.

Our sponsorship packages start from as little as £25 for private individuals and £50 for corporate, and we can also offer an alternative opportunity to book a charity or trade plot on site over the Regatta weekend.

Sponsors have the opportunity to promote their products and services to a wide and varied audience through having their name and logos featured in the Regatta Programme, and are promoted throughout the weekend on the public address system. Sponsors names, contact details and logo are also featured in the race draw that is sent to every competing club.

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 the event.

We are also delighted to invite Sponsors to join us during the weekend where they may partake in complimentary refreshments, as well as being offered the opportunity to present the trophies to the winners of the event they have supported.

The enclosed *Sponsorship Package* information sheets detail the various ways that you may support our event.

On behalf of the 2017 Regatta Committee we would like to thank existing and prospective Sponsors for their support, and we hope that we will have the opportunity to meet you at the 2017 Burton Regatta.

Yours faithfully

**BURTON REGATTA ASSOCIATION (Sponsorship Team)**

*Bob McDonald*  
**Mr Bob McDonald**

*Rebecca Warren*  
**Ms Rebecca Warren**

*Clarissa Baldwin*  
**Ms Clarissa Baldwin**



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## **Sponsorship Packages for 2017**

Sponsorship packages at Burton Regatta are flexible and can be tailored to suit individuals or companies' specific requirements or budgets. Below we have listed some of the opportunities available to support our event.

Hopefully this will help you to assess where the best potential coverage for you or your company may be achieved. If you would like to further discuss the options available to you please do not hesitate to contact our Chairman and Sponsorship Officer Mr Bob McDonald – contact details below.

### **Programme Advertising**

The Programme is an important part of any sporting event – it contains vital information including the regatta draw with all of the race times. The Programme is also purchased by many competitors and spectators as a memento of the day.

Our advertising rates within the Regatta Programme are very competitive – why not take advantage and increase your company's visibility to the readers?

Quarter of A5 Page	£25.00
Half of A5 Page	£50.00
Full A5 Page	£75.00

### **Event Sponsorship**

Please see the separate page for event sponsorship packages. This is a great opportunity to be involved with the event at really low costs starting at just £25.00.

All Sponsors are invited to join us in the enclosure on the day and are offered complimentary refreshments and the opportunity to present the prizes for the events sponsored.

Sponsors are also listed in the programme alongside the event that they are sponsoring and are mentioned by the Commentary Team throughout the day.

### **Charity, Craft and Trade Stands**

Plots are available on-site at a cost of:

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

A great way to reach your customers and increase your visibility throughout the weekend

### **Banners**

There are numerous locations on the Regatta site where banners may be displayed. Banners are erected early Saturday morning and removed on Sunday evening. 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

For other sizes or to discuss banner locations please contact Mr Bob McDonald, contact details below.

**To book, or for more information, please contact our Chairman and Sponsorship Officer:**

**Mr Bob McDonald**

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

**Tel: 07904 988691**



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## **Event Sponsorship Packages**

### **Private Individuals**

#### **Minimum £25**

- Sponsorship of 1 event on 1 day (either Saturday or Sunday)
- Complimentary refreshments for 2 people
- 1 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
- Mention on the Public Address at various times through the day

### **Corporate Sponsorship**

#### **Minimum £50**

- Sponsorship of 1 event on 1 day (either Saturday or Sunday)
- Complimentary refreshments for 4 people
- 1 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
- Mention on the Public Address 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  
Chairman and Sponsorship Officer, Mr Bob McDonald:

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

Tel: 07904 988691

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



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## 2017 Sponsorship Form

I would like to become a Sponsor of the 2017 Burton Regatta.

NAME: .....

COMPANY (if applicable): .....

Address: .....

.....

.....

Name to appear beside the race being sponsored:.....

Daytime Telephone No.:.....

**AMOUNT OF SPONSORSHIP £** .....

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

(Please make cheques payable to 'B.A.R.A' or 'Burton Amateur Regatta Association')

**Or**

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

I enclose the correct invoice details and any order 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 Amateur Regatta Association a minimum of 5 days prior to the event.

Signature .....

Date .....

Full terms and conditions may be found at:  
[www.burtonregatta.co.uk](http://www.burtonregatta.co.uk)

This form should be returned to:

**Mr Bob McDonald**  
**Chairman and Sponsorship Officer**  
**Burton Regatta Association**  
**51 Mount Pleasant Road**  
**Castle Gresley**  
**Swadlincote**  
**Derbyshire**  
**DE11 9JE**

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**THANK YOU FOR YOUR SUPPORT**

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## 2017 Charity & Trade Plots

I would like to reserve the following:

Plots: Charity Plot  Craft Plot  Trade Plot   
Days: Saturday 8<sup>th</sup> July 2017  Sunday 9<sup>th</sup> July 2017  Both days   
*(Please tick boxes as appropriate)*

NAME: .....

COMPANY *(if applicable)*: .....

Address: .....  
.....

Daytime Telephone No.: .....

**\*I enclose a cheque /cash for the amount of £ .....**  
*(Please make cheques payable to 'B.A.R.A.' or 'Burton Amateur Regatta Association')*

**\*Please invoice me** – I enclose the correct invoice details and any order 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 space to be made to the Burton Regatta Association a minimum of 5 days prior to the event.

Signature ..... Date .....

Full terms and conditions and our downloadable risk assessment forms may be found at:  
[www.burtonregatta.co.uk](http://www.burtonregatta.co.uk)

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**THANK YOU FOR YOUR SUPPORT**

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