

Rowing Sponsorship Proposal

Great athletic programs are built on more than passion – they are sustained by strong communities. By partnering with us, your investment reaches far beyond the finish line. You will directly empower our dedicated student-athletes, strengthen our local rowing network and foster a supportive environment where sportsmanship and character develops. Stand with us, and help us elevate the entire rowing community.

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Introduction

At the Sacred Heart College Rowing Club, we believe that rowing is far more than a sport – it is a transformative experience that builds resilience, discipline, teamwork and lifelong confidence. In the mornings before dawn, or after school as the sun sets, our dedicated student-athletes step onto the water, pushing their limits and striving for excellence both individually and as a crew.

To keep our boats gliding smoothly and our program accessible to every aspiring rower, we rely on the strength of our community. Your generous sponsorship directly funds our equipment, essential boat maintenance, safety equipment, and the support of rowing Regattas. By partnering with our Rowing Club, you are investing in vital rowing infrastructure and empowering our youth to participate in sport, thrive, lead and reach their full potential on and off the water.

On **Saturday 5 December 2026**, our Rowing Club will bring together student-athletes, families and local community members along the banks of the Barwon River for our annual Regatta. Featuring schools from across the region, this flagship event typically attracts more than 1,000 athletes and coaches and 2,000 to 3,000 spectators across the day-long event, offering a premier platform for your brand to connect directly with a highly engaged audience while supporting youth athletics, teamwork and memorable experiences.

Sponsorship Tiers Overview



Tier One
Major Regatta Sponsor
The Power Stroke.

Providing absolute brand dominance across the entire site on regatta day and on the digital site.

Value: $2,000.00
Limit: One.



Tier Two
Hub Sponsor
The Fuel Station.

This targets high-foot-traffic zones where parents, rowers, coaches and the local community congregate all day.

Value: $1,000.00
Limit: Three.



Tier Three
Trophy and Medal Sponsor
The Podium.

Perfect for local professional services looking to align with student success. (E.g. real estate agents, accountants, dentists, etc.)

Value: $500.00
Limit: Five.



Tier Four
Individual Event Sponsor
General Support.

An excellent, low-barrier tier designed for micro-businesses, local shops, or rowing families who want to show their support.

Value: $200.00
Limit: None.

Tier One

Outline

The Platinum Tier is our Major Regatta Sponsor. You are in rowing terminology 'The Power Stroke', you provide absolute brand dominance across the entire site on regatta day as well as on the digital site.

Value:$2,000.00
Limit: One

Benefits

- Prime promotional real estate: Exclusive rights to place large corporate teardrop flags and banners directly at the main spectator viewing area and the official Sacred Heart College Rowing Club tent.
- Audio advertising: Dedicated shout-outs over the regatta PA system at the start and end of every major racing block.
- Permanent program branding: Prominent brand/logo representation across Rowing Victoria's digital event schedule Rowing Victoria Regattas, which is the primary information source for athletes, coaches and spectators prior to, throughout and post the event. Branding opportunities include;
    - Listed as the Major Event Sponsor with most prominent advertisement on the homepage of the digital event schedule for this regatta.
    - Business logo prominently listed at top of every tab on the digital schedule.
    - Recognition and visibility within the Sacred Heart newsletter, blog posts and other various digital platforms reaching over 1,000 families in the Geelong and surrounding areas.



PLATINUM

Tier Two

Outline

The Gold Tier is our Hub Sponsor. You are better known as “The Fuel Station”. You are in a high-foot-traffic zone, where rowers, parents, coaches and the community congregate.

Value:$1,000.00
Limit: Three

Benefits

- The Canteen/BBQ Hub: Naming rights to the main food tent (E.g. “The [Business Name] Supporters Group BBQ”).
- Signage: Prominent corporate banner attached to the front of the serving or staging structures.
- Program branding (secondary): Secondary sponsor brand/logo representation on the home page of the digital event schedule for this event, which is the primary information source utilised by athletes, coaches and spectators prior to, throughout and post the event. Branding links to business website.
- Recognition and visibility within the Sacred Heart newsletter, blog posts and other various digital platforms reaching over 1,000 families in the Geelong and surrounding areas.



GOLD

Tier Three

Outline

The Silver Tier is our Trophy and Medal Sponsor. You sponsor the podium and are aligned with student success.

Value:$500.00
Limit: Five

Benefits

- The presentation: A representative from the business is invited onto the presentation stage to award medals or trophies to winning crews.
- Permanent branding: Logo represented at the podium, on the official regatta program’s digital event schedule home page.
- Program branding (minor): brand/logo representation on the digital event schedule for two sponsored events. The digital schedule is the primary information source utilised by athletes, coaches and spectators prior to, throughout and post the event. Branding links to business website.
- Recognition and visibility within the Sacred Heart newsletter, blog posts and other various digital platforms reaching over 1,000 families in the Geelong and surrounding areas.



SILVER

Tier Four

Outline

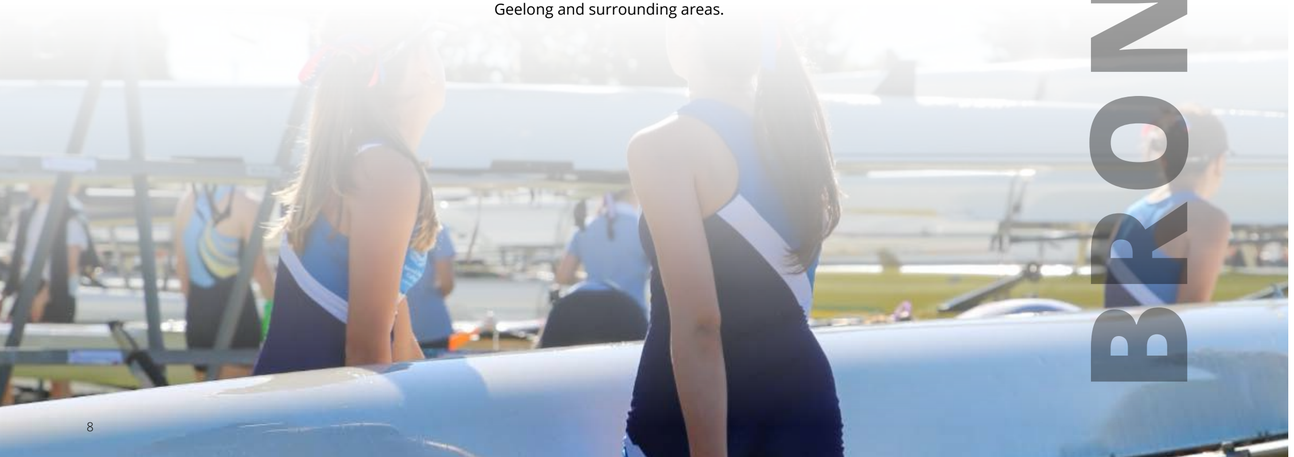
The Bronze Tier is our Individual Event Sponsor. This is designed for micro-businesses, local shops or families who want to show their support on a budget.

Value:$200.00
Limit: None

Benefits

- Event Exposure: Naming rights to a specific race Event (e.g., “Event 4: Schoolgirl Coxed Four, Year 9, Division One – Sponsored by [Business Name]”), read out by the race commentator during the sponsored event heats and finals. Business name listed against individual Event in the digital program
- Shared Board: Logo displayed on a collective “Regatta Business Partners” board at the catering area.
- Recognition and visibility within the Sacred Heart newsletter, blog posts and other various digital platforms reaching over 1,000 families in the Geelong and surrounding areas.

BRONZE



Your Next Steps

Partnering with the Sacred Heart Rowing Regatta offers your business a direct connection to over 1,000 local Geelong families, athletes and coaches while visibly supporting student success and community sport.

Whether you choose high-visibility site dominance as our Major Regatta Sponsor, capture high-foot-traffic as a Hub Sponsor, present awards on stage, or sponsor an individual event, your brand will enjoy extensive digital and on-site exposure throughout the day.

Secure Your Sponsorship Today

Spaces for our premier tier packages are limited. To lock in your preferred tier for the **Saturday 5 December 2026 regatta**:

1. Select your desired tier package;
    - Major Regatta Sponsor
    - Hub Sponsor
    - Trophy and Medal Sponsor, or
    - Individual Event Sponsor.
2. Contact Emma Clark, Head of Fundraising – Sacred Heart Rowing Club to reserve your sponsorship and submit your high-resolution logo.

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Sacred Heart College

GEELONG