



2024 Sponsorship Prospectus





Table of Contents

About our Club	3
Club Sponsors	4
Major Sponsor	4
Minor Sponsor	4
Regatta Sponsors.....	5
Townsville & JCU Premiership Regatta.....	5
Naming Rights Partner.....	5
Event Sponsors	5
Event Partners	5
Townsville Turnaround	6
Naming Rights Partner.....	6
Event Partners	6
Contact Details	6



About our Club

We're a community Club based in Douglas, underneath the Riverside Gardens Community Centre. Our Club is home to rowing programs from The Cathedral School of St Anne & St James, St Patrick's College Townsville, and Ignatius Park College. We also have a vibrant community of university age rowers, who are a combination of former rowers from local schools, and University students who have moved to Townsville for study. We then have a strong group of Masters (over 27 years of age) rowers, who row both socially and competitively. Throughout a typical year, we have approximately 300 registered members, which include School, University, and Masters rowers.

Our members participate in several local and state-wide events each year. The Clubs' three member schools participate in five local regattas each year competing against each other, Townsville Grammar School, and Ryan Catholic College, in the Townsville All Schools Regatta Series.

In April of each year, we host the Townsville & James Cook University Rowing Club Premiership Regatta, with Clubs travelling from Cairns, Mackay, and the Atherton Tablelands to compete. This is a two-day event, with over 200 competitors normally taking part. Over the weekend, we typically see over 500 people in total at the event between spectators and competitors over the two days.

In July, we host the Townsville Turnaround, which is a 7km time trial event, open to all North Queensland Clubs & Schools to participate in. This is a fun event designed to test the endurance of the Crews participating. This event is still growing and has seen consistent growth year on year. In 2022, there were over 20 crews participating with over 100 people in attendance.

Rowing is a fantastic form of exercise which truly emphasises the importance of teamwork in a way almost no other sport offers. Students who participate in rowing typically become high-achievers throughout school and later in life, as rowing teaches important time-management skills with early morning training before school being a regular occurrence.

Currently, we provide membership at approximately 50% of the cost of similar sized Club in South-East Queensland. To continue to be able to offer membership at such an affordable cost, we need your help! Rowing is an expensive sport, to give some examples of cost, a set of sculling oars cost approximately \$1,000. A racing single scull costs approx. \$10,000, a racing double scull costs approx. \$19,000, a racing quad scull costs approx. \$32,000, and a racing VIII costs in excess of \$50,000.

With your support, we can continue to offer rowing at a similar cost to other sports in Townsville and continue to grow the sport.



Club Sponsors

Major Sponsor

There is an opportunity for one business to be the major sponsor of our Club.

This business will have their logo featured:

- In the footer of our Club website townsvillejcurowing.com.au
- In the footer of our Club emails
- On the outside of our Club shed in Riverside Gardens
- On the back of our Club shirts

Your business will also have access to:

- Four promotional emails sent to our membership database throughout the year
 - Our membership system offers the following capabilities in this regard:
 - send EDMs via email to target members about the offer
 - create a page on our website notifying members of the offer
 - add the sponsor logo to our website to raise awareness and track engagement
 - survey our membership to gauge interest or follow up
 - once complete, the campaign can be synthesised into a high-level view to give you an indication of its success and demonstrate its performance
- One social media post per fortnight (creative & content supplied by your business)

Partnership Cost: \$5,000 ex GST

Minor Sponsor

There is an opportunity for two businesses to be minor sponsors of our Club.

These businesses will have their logo featured:

- In the footer of our Club website townsvillejcurowing.com.au
- In the footer of our Club emails
- On the outside of our Club shed in Riverside Gardens
- On one sleeve of our Club shirt

Your business will also have access to:

- One promotional email sent to our membership database throughout the year
 - Our membership system offers the following capabilities in this regard:
 - send EDMs via email or SMS to target members about the offer
 - create a page on our website notifying members of the offer
 - add the sponsor logo to our website to raise awareness and track engagement
 - survey our membership to gauge interest or follow up
 - once complete, the campaign can be synthesised into a high-level view to give you an indication of its success and demonstrate its performance
- One social media post per month (creative & content supplied by your business)

Partnership Cost: \$2,000 ex GST



Regatta Sponsors

Townsville & JCU Premiership Regatta

Opportunities for sponsorship at the Townsville & James Cook University Premiership Regatta, to be held on the 13th and 14th of April 2024.

Naming Rights Partner

The opportunity for your business to be the naming rights partner for this event. The event would be known in full as the 2024 “Your Business” Townsville & JCU Premiership Regatta. At the event, your business would be promoted over the PA system regularly throughout both days, as well as specific promotions made. Space will be made available for your business to promote your products and services on the event days.

Both the Women’s & Men’s 1st VIII events will also be known as the “Your Business 1st VIII Race”.

Partnership Cost: \$1,500 ex GST

Event Sponsors

Within rowing, a race typically forms part of an event. For example, the G1 Women’s Quad Scull is an event, where there may be two to three heats, to progress to a final. All the heats, and the final, form part of the G1 Women’s Quad Scull event.

Sponsorship of individual events is available. The events and races would be known as the ‘Your Business G1 Women’s Quad Scull’. This is promoted both over the PA system at the event, and in the event program. The Townsville & JCU Premiership Regatta will feature a total of 29 events in 2024. The first of these two events, the Men’s VIII and the Women’s VIII are included in the naming rights partner sponsorship package, with the remaining 27 events available for individual sponsorship. The full event list is available upon request.

Partnership Cost: \$75 ex GST per event

Event Partners

Running an event such as this does not come without significant costs to the Club. With many competitors all on site, we aim to provide lunch on the Saturday, and breakfast on the Sunday at a sustainable cost to the participants. If your business would be able to assist with the provision of items such as sausages, steaks, bacon, eggs, or bread rolls, we would love to hear from you and can discuss a sponsorship package tailored to suit your support.

With rowing boats & trailers being quite valuable assets, we have to provide overnight security on the Saturday night of the event to ensure the safety of our out-of-town Clubs’ equipment remains safe. This is an ever-increasing cost to the Club. If your business can assist with the provision of overnight security on site at the Riverside Gardens Community Centre, please reach out to us. We can discuss a sponsorship package tailored to your support.



Townsville Turnaround

The Turnaround is held annually and is a 7km time trial event. Typically crews travel from both Cairns & the Atherton Tablelands to participate in this event. A large number of school rowers also participate in this event as it falls within the regular school season.

This year, we expect in excess of 150 participants and over 250 total attendees including spectators.

Naming Rights Partner

The opportunity for your business to be the naming rights partner for this event. The event would be known in full as the 2024 Your Business Townsville Turnaround. At the event, your business would be promoted over the PA system regularly throughout the event, as well as specific promotions made. Space will be made available for your business to promote your products and services at the event.

Partnership Cost: \$500 ex GST

Event Partners

Running an event such as this does not come without significant costs to the Club. With many competitors all on site, we aim to provide breakfast on the Sunday at a sustainable cost to the participants. If your business would be able to assist with the provision of items such as sausages, steaks, bacon, eggs, or bread rolls, we would love to hear from you and can discuss a sponsorship package tailored to suit your support.

Contact Details

Club President

Cooper Lewis

president@townsvillejcurowing.com.au

0418647181