

# DC Strokes Rowing Club



## Annual Sponsorship Guide

## Who We Are

**DC Strokes Rowing Club** (DCSRC) is committed to building an inclusive environment, fostering personal growth, and promoting a spirit of sportsmanship. DCSRC programs offer opportunities for all rowers, regardless of experience level. Today, DCSRC is one of only a handful of dedicated, independent LGBT rowing clubs in the world, along with the Chicago Rowing Union, the San Francisco Bay Blades, and the Melbourne Argonauts in Australia.

The team began in 1991 with eight gay runners looking for a cross-training activity, some old rented equipment, and a lot of enthusiasm. It took only two or three years for the team to grow into a cohesive organization that was competing regularly and ready to make the commitment to purchase racing shells and other equipment. Originally rowing on the Potomac River, DCSRC became a proud member of the Anacostia Community Boathouse Association (ACBA) in 2004 and now rows on the Anacostia River. DCSRC is also a member organization of USRowing Association and TeamDC.

DC Strokes Rowing Club holds fast to the conviction that LGBT rowers can be formidable athletes and competitors. Our goal is for DCSRC to be a platform for competitive success and to increase the profile of LGBT athletes in the rowing community and beyond, while promoting a spirit of camaraderie amongst our members. Our programs are open to all, and we aspire foremost to create a safe and supportive environment for LGBT individuals and our allies.

## Our Mission

***DC Strokes' is committed to:***

***Introduce and promote the sport of rowing to the Lesbian, Gay, Bisexual, and Transgender (LGBT) community and its allies;***

***Provide competitive and recreational rowing opportunities in a safe and supportive environment;***

***Educate the public about rowing and the contributions by the LGBT community and DCSRC;***

***Provide & Support Community Outreach programs which advance fitness and rowing to individuals who might otherwise not have such opportunities.***

# Support DC Strokes

DC Strokes relies on support from generous sponsors & donors. With your help we can:

## Break Down Barriers

DC Strokes is committed to breaking down the barriers to athletic success for the LGBT community and our allies. One of DC Strokes' goals is to provide programs, along with equipment and coaching, to realize the belief that LGBT rowers can be formidable athletes and competitors. We strive to provide an environment that is friendly and non-adversarial, and work hard to find ways to keep the cost of rowing low. DC Strokes still runs the lowest-cost high-quality Learn to Row program in the Washington, DC area. DC Strokes also presents Stonewall Regatta, now in its 21st year. This event, which occurs annually in early June, brings rowers from all backgrounds to Washington to compete and is the only US-Rowing sponsored regatta organized by a LGBT club.

## Offering Programs for All Levels

We are committed to offering a range of programs that offer rowers of all levels an opportunity to row, from introducing individuals to the sport of rowing through our Learn to Row and Novice programs, to creating a variety of rowing options in our Recreational, Club, and Competitive programs!

## Providing a Healthy Social Outlet

DC Strokes offer a safe and friendly environment where all members and our guests can feel at home and enjoy the company of a diverse group.

## Building a Community

As a 501(c)(3) tax exempt non-profit organization, we believe in the importance of investing in our community. DCSRC engages in a number of outreach activities designed to promote the sport of rowing and to give back to our community. DC Strokes is always working on new ways to bring rowing to the community and bring the community together. These programs include Athletes Without Limits (AWL), which helps athletes with intellectual disability integrate and accelerate in sports, and Hill East Crew, a partnership between DC Strokes, Serve-Your-City, and Athletes without Limits aimed to introduce the sport of rowing to youth from the local community who might not otherwise have the opportunity.

## Success depends on your help!

Rowing is an expensive sport that uses fragile and specialized equipment. Your tax-deductible donation to DCSRC will enable us to sustain the excellence of our programs and to expand our community outreach to both the LGBT and larger DC community.

Through our programs, our own Stonewall Regatta, and our involvement in the community, DC Strokes is poised to support local and national businesses and offer opportunities for advertising to an active and diverse audience! Thank you for your consideration!

# Program Benefits

## **BOW TO STERN SPONSOR:**

**\$10,000/YEAR**

Your organization, positioned as a Presenting Level 'BOW TO STERN' Sponsor, will receive the most visible level of exposure through all media that promotes DC Strokes, including:

- Logo on DC Strokes Member T-shirt
- Logo on DC Strokes homepage ([www.dcstrokes.org](http://www.dcstrokes.org))
- Four (4) Ads annually in quarterly Member Newsletter
- Twelve (12) Content Driven Posts annually on Facebook
- Twelve (12) Content Driven Posts annually on Twitter
- Listing with click-thru link in weekly team announcements emails
- Recognized sponsor of two (2) monthly happy hours
- Recognition and prominently displayed logo at Annual End of the Year Banquette
- Four (4) Tickets to Annual End of the Year Banquette
- Official Presenting Sponsor of Stonewall Regatta, including:
  - Full Color Ad on Back Cover Stonewall Regatta Program
  - Sponsor Signage/Logo Prominently Displayed at Stonewall Regatta
  - Mention as a Presenting Sponsor, including Logo with Link on Stonewall Regatta website & Registration Websites
  - Mention as a Presenting Sponsor, including Logo with Link on Stonewall Regatta Registration website ([www.stonewallregatta.org](http://www.stonewallregatta.org))
  - Official exhibit space in Stonewall Regatta Marketplace
  - Recognized Sponsor of four (4) race heats during the day
  - Acknowledgement of presenting sponsorship over the public address system during Stonewall Regatta (4 total announcements)
  - Name and Logo in Stonewall Regatta Press Release

**BLADE SPONSOR:****\$5,000/YEAR**

Your organization, positioned as a Premiere Level 'BLADE' Sponsor, will receive the second most visible level of exposure through all media that promotes DC Strokes, including:

- Logo on DC Strokes Member T-shirt
- Logo on DC Strokes homepage ([www.dcstrokes.org](http://www.dcstrokes.org))
- Three (3) Ads annually in quarterly Member Newsletter
- Six (6) Content Driven Posts annually on Facebook
- Six (6) Content Driven Posts annually on Twitter
- Listing with click-thru link in weekly team announcements emails
- Recognized sponsor of one (1) monthly happy hours
- Four (4) Tickets to Annual End of the Year Banquette
- Recognition and prominently displayed logo at Annual End of the Year Banquette
- Official Presenting Sponsor of Stonewall Regatta, including:
  - Full Color Ad in Stonewall Regatta Program (with priority placement)
  - Sponsor Signage/Logo Prominently Displayed at Stonewall Regatta
  - Mention as a Presenting Sponsor, including Logo with Link on Stonewall Regatta Registration website ([www.stonewallregatta.org](http://www.stonewallregatta.org))
  - Mention as a Presenting Sponsor, including Logo with Link on Stonewall Regatta Facebook Event Page & Invitation
  - Official exhibit space in Stonewall Regatta Marketplace
  - Recognized Sponsor of three (3) race heats during the day
  - Acknowledgement of sponsorship during Stonewall Regatta (3 total announcements)

**GUNWALE SPONSOR:****\$2,000/YEAR**

Your organization, positioned as an Executive Level 'GUNWALE' Sponsor, will receive the third most visible level of exposure through all media that promotes DC Strokes, including:

- Logo on DC Strokes homepage ([www.dcstrokes.org](http://www.dcstrokes.org))
- Two (2) Ads annually in quarterly Member Newsletter
- Four (4) Content Driven Posts annually on Facebook
- Four (4) Content Driven Posts annually on Twitter
- Recognized sponsor of one (1) monthly happy hours
- Two (2) Tickets to Annual End of the Year Banquette
- Recognition and prominently displayed logo at Annual End of the Year Banquette
- Official Executive Sponsor of Stonewall Regatta, including:
  - Full B&W Ad in Stonewall Regatta Program
  - Sponsor Signage/Logo Prominently Displayed at Stonewall Regatta
  - Mention as an Executive Sponsor, including Logo with Link on Logo with Link on Stonewall Regatta Registration website ([www.stonewallregatta.org](http://www.stonewallregatta.org))
  - Mention as an Executive Sponsor, including Logo with Link on Stonewall Regatta Facebook Event Page & Invitation
  - Official exhibit space in Stonewall Regatta Marketplace
  - Recognized Sponsor of two (2) race heat during the day
  - Acknowledgement of sponsorship during Stonewall Regatta (2 total announcements)

**OAR SPONSOR: \$1,000/YEAR**

Your organization, positioned as an Associate Level 'OAR' Sponsor, will receive the following:

- Logo on DC Strokes homepage ([www.dcstrokes.org](http://www.dcstrokes.org))
- One (1) Ad annually in quarterly Member Newsletter
- Two (2) Content Driven Posts annually on Facebook
- Two (2) Content Driven Posts annually on Twitter
- Recognition and prominently displayed logo at Annual End of the Year Banquette
- One (1) Tickets to Annual End of the Year Banquette
- Official Executive Sponsor of Stonewall Regatta, including:
  - ½ page Color Ad in Stonewall Regatta Program
  - Sponsor Signage/Logo Prominently Displayed at Stonewall Regatta
  - Logo with Link on Stonewall Regatta Registration website ([www.stonewallregatta.org](http://www.stonewallregatta.org))
  - Recognition on Stonewall Regatta Facebook Event Page & Invitation
  - Recognized Sponsor of two (2) race heats during the day
  - Acknowledgement of sponsorship during Stonewall Regatta (2 total announcements)

**RIGGER SPONSOR: \$500/YEAR**

- Logo on DC Strokes homepage ([www.dcstrokes.org](http://www.dcstrokes.org))
- One (1) Mention annually in Member Newsletter
- Official Associate Sponsor of Stonewall Regatta, including:
  - ¼ page Color Ad in Stonewall Regatta Program
  - Sponsor Signage/Logo Prominently Displayed at Stonewall Regatta
  - Logo with Link on Stonewall Regatta Registration website ([www.stonewallregatta.org](http://www.stonewallregatta.org))
  - Recognition on Stonewall Regatta Facebook Event Page & Invitation
  - Recognized Sponsor of one (1) race heat during the day
  - Acknowledgement of sponsorship during Stonewall Regatta (1 total announcement)

**BUOY SPONSOR: \$300/YEAR**

- Logo on DC Strokes homepage ([www.dcstrokes.org](http://www.dcstrokes.org))
- Official Associate Sponsor of Stonewall Regatta, including:
  - ¼ page B&W Ad in Stonewall Regatta Program
  - Logo with Link on Stonewall Regatta Registration website ([www.stonewallregatta.org](http://www.stonewallregatta.org))
  - Recognized Sponsor of one (1) race heat during the day
  - Acknowledgement of sponsorship during Stonewall Regatta (1 total announcement)

**STONEWALL HEAT SPONSOR: \$150/EACH**

- Heat Sponsor of Stonewall Regatta, including:
  - ¼ page B&W Ad in Stonewall Regatta Program
  - Recognized Sponsor of one (1) race heat during the day

**STONEWALL EXHIBITOR (MAY BE ADDED TO ANY SPONSORSHIP LEVEL): \$200**

- Official exhibit space in Stonewall Regatta Marketplace on Race Day. Exclusions may apply.

## DC Strokes Sponsors enjoy the following benefits\*:

### REGATTA PRESENCE

Sponsors get priority selection of ad space in the Official Stonewall Regatta Program Guide.

Sponsors are offered the opportunity to set up in the Stonewall Regatta Marketplace around the boathouse and close to the racing area<sup>†</sup>. Sponsors can publicize their organizations and interact with participants and spectators.

### MEDIA AND PUBLICITY PRINT MEDIA\*<sup>†</sup>

Sponsors will be recognized at various times throughout the year, including DC Strokes newsletters, biweekly team announcements, and our outreach through social media.

An official Stonewall Regatta Program Guide will prominently display sponsors' and advertisers' names and logos. Stonewall Regatta will also be listed in weekend guides for the major newspapers in the Washington, DC region, including the Official Capital Pride Guide.

### DIRECT MAIL & REGISTRATION INFORMATION

DC Strokes Rowing Club will send event materials to over 60 different rowing clubs, many of which have well over 100 members. Through registration materials and other event publicity, sponsors will gain exposure to hundreds of rowers who will be coming to Washington to compete. Sponsors will also be recognized in follow-up literature for Stonewall Regatta.

### WEB SITE EXPOSURE

**DC Strokes Rowing Club Website** – [www.dcstrokes.org](http://www.dcstrokes.org) – will prominently display club sponsor and advertiser information, including your logo and a direct link to your website. DC Strokes is also listed as a on affiliated sites such as Team DC ([www.teamdc.org](http://www.teamdc.org)), Gay + Lesbian Rowing Federation ([www.glrif.info](http://www.glrif.info)), etc.

**DC Strokes Rowing Club Facebook Page** – <http://www.facebook.com/dcStrokes> – will prominently display club sponsor and advertiser information, including your logo and a direct link to your website.

**Stonewall Regatta Website** – [www.stonewallregatta.org](http://www.stonewallregatta.org) – will prominently display regatta sponsor and advertiser information, including your logo and a direct link to your website. Stonewall Regatta is also listed as a sanctioned rowing competition on internationally recognized rowing sites such as [USRowing.org](http://USRowing.org), [row2K.com](http://row2K.com), and [RegattaCentral.com](http://RegattaCentral.com).

**Stonewall Regatta Facebook Event Page** – will prominently display club sponsor and advertiser information, including your logo and a direct link to your website.

### ON-SITE SIGNAGE at STONEWALL REGATTA<sup>†</sup>

The registration area at our annual Stonewall Regatta, which is the focal point for all competitors and spectators, will feature banners and signage acknowledging sponsors.

### DC STROKES ROWING CLUB EVENTS\*<sup>†</sup>

Advertisements for, and signage at, events sponsored by DC Strokes Rowing Club (including happy hours, fundraisers, community outreach events, etc.) will feature Sponsor logos. Sponsors will also receive regular placement in DC Strokes newsletters and member communication.

\*Benefits vary based on level or sponsorship.

<sup>†</sup>Not available at all sponsorship levels.

# DC Strokes Annual Sponsorship Agreement

Thank you for your support of DC Strokes Rowing Club!

Supporter: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

**I/we pledge to support DC Strokes Rowing Club at the following sponsorship level:**

- Bow to Stern (\$10,000)     Blade (\$5,000)     Gunwale (\$2,000)     Oar (\$1,000)  
 Rigger (\$500)     Buoy (\$300)     Other (amounts less than \$300): \_\_\_\_\_

**Our sponsorship commitment is per the following:**

**Monetary Donation:**

Amount: \_\_\_\_\_

Payment Method:     Cash     Check     Credit Card

I/we agree to make a future contribution in one lump sum for the purposes of satisfying this pledge and further agree that this pledge will be satisfied in full by the following date: \_\_\_\_\_

I/we agree to make future contributions in even installments of \$\_\_\_\_\_ per calendar (month/quarterly/year) beginning on \_\_\_\_\_ with the full pledge contribution being paid on or before \_\_\_\_\_.

**Donation of Gifts/Services** (use back of form for additional donations):

Description: \_\_\_\_\_ Value: \_\_\_\_\_

Description: \_\_\_\_\_ Value: \_\_\_\_\_

Description: \_\_\_\_\_ Value: \_\_\_\_\_

Description: \_\_\_\_\_ Value: \_\_\_\_\_

DC Strokes Rowing Club acknowledges that it will apply these contributions to support, maintain, and enhance its programs, services, and mission, in accordance with its tax exempt purposes.

I/we hereby pledge and agree to the commitments of support defined herein:

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Donations will be acknowledged by DC Strokes Rowing Club for tax purposes. State Financial Disclosures available upon request.



**Donation of Gifts/Services** (continued):

Description: _____	Value: _____
Description: _____	Value: _____
Description: _____	Value: _____
Description: _____	Value: _____
Description: _____	Value: _____
Description: _____	Value: _____
Description: _____	Value: _____
Description: _____	Value: _____