A black and white photograph of four rowers in a boat, captured in motion on a body of water. The rowers are wearing athletic gear, and their oars are visible in the water. The background is a blurred shoreline with trees.

# Sponsorship Brochure

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## ABERDEEN BOAT CLUB



### Contact

**Website**    [www.abc-dee.co.uk](http://www.abc-dee.co.uk)  
**Email**        [captain.aberdeenboatclub@gmail.com](mailto:captain.aberdeenboatclub@gmail.com)  
**Address**    South Esplanade West, Aberdeen

# Introduction



European Masters 2023

As a not-for-profit community sports club, we rely on fundraising, grants, donations and our yearly membership fees to reinvest funds back into our Club in order to maintain our boathouse and our equipment to a high standard. Rowing is an expensive sport where new and second-hand boats and oars cost thousands of pounds to purchase.

With a membership of over 150 members and a strong social media reach, we release regular communications promoting the successes of our members and our Club.



Scottish Championships 2023

By investing in us and supporting our Club, you will be helping us promote rowing at all levels and for all abilities as well as ensuring our Club remains a vibrant, successful and historically significant sporting club within Scotland and beyond.

We look forward to working with you and recognising your contribution to our club.

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# About Us

Aberdeen Boat Club is an inclusive community rowing club located on the banks of the River Dee in Aberdeen.

Founded in 1865, Aberdeen Boat Club is one of Scotland's largest rowing clubs and one of the longest established clubs in the UK. A thriving club with more than 150 members, we cater for a wide range of rowing abilities.

Our members have been successful at national and international level over the years – including Commonwealth medals. In 2002 Aberdeen Boat Club became the first Scottish club to win at Henley Royal Regatta and added wins at Women's Henley to the tally in 2009 and 2011. Our most recent participation at the Scottish Rowing Championships in 2023 included wins in 4 categories and at the European Masters in Germany secured 3 Gold medals.

At the same time, the club has strong squads of novice, intermediate and masters' rowers, many of whom started out through the Intercompany rowing event and have gone on to form successful crews, competing and winning at races across the UK & Europe. We have a strong social rowing group at the club for those who wish to row, however, not at a competitive level.

The club is ideally placed to combine sport and socialising with great bar & event facilities and an unrivalled outlook on the river Dee.

## Vision



Aberdeen Boat Club strives to promote and develop rowing at all levels in Aberdeen and the surrounding area. We focus excellence in recreation, competition and coaching, as well as fostering community involvement in the sport.



## Values

- Rower-centred: All activities are created to best serve the interests of all our athletes
- Inclusive: We are inclusive and accommodating within acknowledged constraints.
- Ethical: Integrity and inclusivity guides the actions of all our members.
- Respectful: We respect the rights and responsibilities of all members of the greater rowing community.
- Fun: We promote a sense of fun and excitement in all our programs and activities.



# Meet Our Committee



**Dan Davidson**  
President



**Liz Dawson**  
Secretary



**Keith Saunders**  
Treasurer



**Lulu Davies**  
House Manager



**Bob Newton**  
Bar Manager



**Pamela Stevenson**  
Captain



**Elaine Law**  
Ordinary Member



**Brian Bain**  
Ordinary Member



**Calum McRoberts**  
Ordinary Member



**Leona Lowe**  
Ordinary Member

# Benefits to You

Although smaller, local causes, such as a sports team, may have less opportunities for product or brand placement, these sponsorships can be highly beneficial to your company from a corporate social responsibility standpoint or those that have a local target audience.

By sponsoring the club or an event the club holds you can:

- Raise awareness and boost the brand awareness of your company in the local area by increasing brand recognition. This can happen through mentions in the press or social media and event advertising.
- You can promote your product and services of the business to the local community.
- It promotes a positive and healthy image of your company by linking it with a sporting activity
- It can improve a company's reputation in the local area because the company is supporting a local not for profit sport club.
- sponsorship can spread the positive messages by strengthening your company's image. People typically enjoy supporting brands that invest in their local community. Sponsorship can also attract media attention and inspire brand loyalty.
- It can help reduce corporation tax.

Aside from the obvious physical brand awareness sponsorship can bring, from a marketing angle it can also be used to expand the business online content strategy and drive new traffic to your website, by promoting your involvement in a sports club, event or activity. In addition, you will be able to promote your association to a sports club, event, or activity by posting content themes, hashtags, video content, and community outreach.



## Highlights

**Differentiating Yourself:** Sports sponsorship sends a message that you care about what the fans care about – and that can be an incredible force. You're creating a relationship with consumers, not just advertising to them.

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**Receptiveness:** Sportsmen and sportswomen realise that your role as a sponsor is important, and are more likely to support you, in turn, over a competitor.

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**Social Responsibility:** By sponsoring something as important as sports, you're contributing very positively to the community.

# Key Club Events 2023/2024

28  
OCT

Aberdeen 4's Head of the River

03  
DEC

Rutherford Head of the River

10  
FEB

Aberdeen 8's Head of the River

MAR

Heineken Roeivierkamp, Amsterdam

27  
APR

Scottish Rowing Spring Regatta

08  
JUN

Scottish Championships

JUN

Henley Women's Regatta

JUN

Intercompany Rowing Regatta

12  
JUL

Henley Masters Regatta

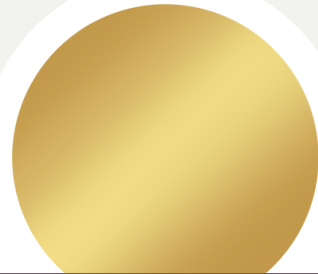
31  
AUG

North East Regatta, Aberdeen





# Sponsorship Packages



## Gold Club Sponsor

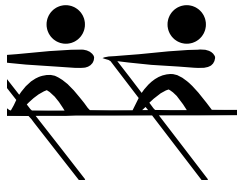
- Large club signage (internal)
- Large boat trailer signage
- Oarsperson of the Year award sponsor & includes presentation of the award at the Captain's Dinner
- Your company bio displayed and linked on the club sponsors webpage
- Your company logo and website on all club marketing material & communications as our major sponsor
- Opportunity to share promotional material at events
- 2 complimentary crew entries to our Intercompany Rowing event
- 1 page advert in our Intercompany Regatta programme
- Complimentary tickets to all club social events for 4 people
- Limited to 1 Gold Club Sponsor per year

**£18,000 per year**

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# Sponsorship Packages



## Boat Sponsor

New boat naming rights

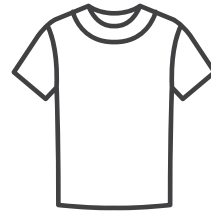
Logo displayed on new boat

Your company displayed & linked on the club sponsors webpage

Complimentary tickets to club social events for 2 people

1 complimentary crew entry to our Intercompany Rowing event

**From £7,000**



## Kit Sponsor

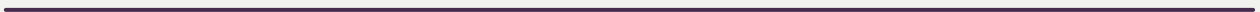
Logo prominently displayed on club racing kit

Your company displayed & linked on the club sponsors webpage

Complimentary tickets to our club social events for 2 people

1 complimentary crew entry to our Intercompany Rowing event

**£4,500 per year**



# Sponsorship Packages



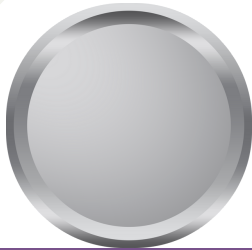
## Event Sponsor

- Logo on event advertisements sent to Scottish Rowing community
- Naming rights for a race category on each day of the event
- Presentation to all winning crews
- Promotion of company via commentary throughout the event
- Banner / signage displayed prominently over all days of the event
- Opportunity to share promotional material during the event
- Publicity through our website & other social media platforms on build up to event
- Your company displayed & linked on the club sponsors webpage
- 1 complimentary crew entry to our Intercompany Rowing event
- Complimentary tickets to all club social events for 2 people.

**£3,000 per event**

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# Sponsorship Packages



## Silver Club Sponsor

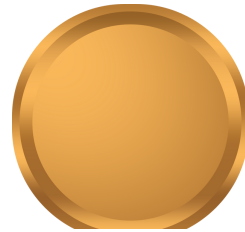
Small sized club signage (internal)

Small sized boat trailer signage

Your company displayed & linked on the club sponsors webpage

Complimentary tickets to club social events for 2 people

**£2,000 per year**



## Bronze Club Sponsor

Small sized club signage (internal)

Your company displayed & linked on the club sponsors webpage

Invitation to our club social events for 2 people

**£500 per year**





# Thank you! Hope you are interested!

## **CORPORATE TEAM BUILDING & EVENTS**

Please contact us to discuss how we may be able to support your corporate team-building or event needs.

### **Contact**

**Website**     [www.abc-dee.co.uk](http://www.abc-dee.co.uk)

**Email**        [captain.aberdeenboatclub@gmail.com](mailto:captain.aberdeenboatclub@gmail.com)

**Address**     South Esplanade West, Aberdeen