



## About OARS

OARS, the Orlando Area Rowing Society, began in 1989 with the mission of bringing the benefits of rowing to everyone in central Florida. For more than a quarter of a century, the club has been attracting and creating enthusiasts in this magnificent sport by organizing and sponsoring rowing activities from its base at Kelsey Boathouse on the shore of Little Lake Down in Windermere, Florida.

Rowers range in age from middle school through high school, and well into adulthood. Summer day camps and learn-to-row weekends help OARS reach out to the community to both satisfy and foster local interest in rowing. Middle schoolers learn the sport in two seasons per year that involve three-times-per-week practices. High schoolers become more involved, spending most of the school year in a regimen of six-days-per-week practices. Masters teams of adults typically practice three days per week (mornings and evenings to accommodate work schedules) and may add optional land workouts as well.

Eventually, all rowers get the opportunity to get out on the water and race boats against other clubs and schools in Florida and around the nation. OARS hosts its own regatta, the OARS Invitational, every spring at Bill Frederick Park at Turkey Lake in Orlando. The event, covering two days, is much anticipated every year; it has become the second-largest regatta in Florida and a can't-miss event for serious high school teams and clubs. The 2016 OARS Invitational had attendants from 31 teams across the Southeast US - approximately 1500 rowers and their families.

The product of all this organization and activity is fun, fitness, time in nature, a healthy discipline and deep camaraderie at all age levels. As their high school years draw to a close, many OARS rowers confirm that some of their dearest friends and their fondest memories of growing up come from their time at OARS. Quite a few of our athletes row in college, with some earning athletic scholarships. Virtually all of them apply the courage and discipline learned at OARS for the rest of their lives.



Crew is a sport that embodies grace, power, and symmetry. It develops endurance, discipline, teamwork, and mental and physical toughness. Relationships are built between the student athletes helping them learn to work together as a team. These are characteristics of the sport, which encourage the students to become involved in a positive, structured activity that instills a sense of wellbeing and confidence. These are the attributes that team members carry with them throughout life.

Through membership payments, fund-raising, and active participation of parents, masters, and alumni members, OARS provides and maintains equipment and related items necessary for carrying out the sport of rowing; provides coaches needed to teach and improve technique and to advance the sport; provides for transportation, lodging, and nutritional needs of all athletes for regattas. OARS is a 501(c)(3) organization which means that your donation is tax deductible.

Please consider becoming a Sponsor for some of our programs, which are described in this proposal. Each of these opportunities offers high value for businesses looking to get involved in rowing with a well-established, community-minded team for a minimal investment.

### **Some key facts about OARS:**

- The club is a not-for-profit corporation run by a completely volunteer executive board.
- OARS rowers at the high school level come from across Orange and Osceola Counties, and some from beyond. Schools include: Dr. Phillips High School, Olympia, West Orange, Ocoee, Lake Highland Prep, Bishop Moore, The Foundation Academy, First Academy, Legacy, Oviedo, Windermere Prep Academy, International Community School, Orlando Science School, Celebration, and many others.
- During the 2015-2016 Rowing Season, OARS had 5 Nationally-Ranked Crews, 10 Regionally-Ranked Crews, and 16 State-Ranked Crews.



## Corporate Sponsorship Opportunities:

### Gold Sponsorship Level

The Gold Sponsorship is the highest level of sponsorship offered by OARS. For a \$10,000 investment per year for our dedicated athletes, your company will have exclusivity in your field of work. Listed below are the benefits you or your company will receive:

- Receive one-day corporate rowing experience for eight to help build teamwork on the open waters of Lake Down with OARS coaches.
- Your Company will be featured as an Official Sponsor on our website's home page for an entire year with a link back to your site.
- Your Company will have the exclusive right to the use of our "Official Sponsor" logo (in your business field) in your marketing materials for the entire year.
- We will place your Company logo on our boat trailer, which travels to all regattas that we attend in Florida and other States.
- We will place Your Company logo on our Team Tent, which travels to all regattas.
- Your Company will be recognized from the stage as a Gold Sponsor during our 500+ attendee Annual Banquet, and receive four tickets to attend.

### Silver Sponsorship Level

For a \$6,000 investment, the Silver Sponsorship Level shows your support for our athletes in a variety of ways. Listed below are the benefits you or your company will receive:

- Your Company will be featured as an Official Sponsor on our website's home page for an entire year with a link back to your site.
- Your Company will have the right to the use of our "Official Sponsor" logo (in your business field) in your marketing materials for the entire year.
- We will place your Company logo on our boat trailer, which travels to all regattas that we attend in Florida and other States.
- We will place Your Company logo on our Team Tent, which travels to all regattas.
- Your Company will be recognized from the stage as a Silver Sponsor during our 500+ attendee Annual Banquet, and receive two tickets to attend.

### Bronze Sponsorship Level

For a \$3,000 investment per year the Bronze Sponsorship Level shows your support for our athletes in a variety of ways. Listed below are the benefits you or your company will receive:

- Your Company will be featured as an Official Bronze Sponsor on our website's home page for an entire year with a link back to your site.
- Your Company will have the right to the use of our "Official Sponsor" logo in your marketing materials for the entire year.
- We will place your Company logo on our boat trailer, which travels to all regattas that we attend in Florida and other States.



### **Equipment Sponsorships:**

We have four main types of equipment available for sponsorship:

- New 8-person Rowing Shell with naming rights \$28,000
- New 4-person Rowing Shell with naming rights \$17,000
- New Coaches' Launch Boat & Engine \$4,000
- New Set of Blades \$2,080

### **One-Day Single Regatta Sponsorship: \$5000.00**

OARS travels to a number of local, regional, & national regattas. These events are quite costly to our team. The costs include transportation, entry fees, hotels, and meal plans. As a sponsor, you or your company will be mentioned on team email and listed on available media as a contributing sponsor for the Regatta event.

### **Scholarship Fund**

For a \$2,500 donation, you can have a designated Scholarship named after your organization to fund one of our rowers for one calendar year who is unable to afford the cost of joining Oars but has high academic standing at their school and potential to excel as a rower.

### **Blue Ribbon Sponsorship: \$1,000 per year.**

We will place your Company logo on our boat or supply trailer, which travels to all regattas that we attend in Florida and other States.

- Be featured as sponsor on our website's home page for the entire year with a link back to your site.

### **OARS Booster: \$500**

- Be featured as a Club Booster on our website's home page for the entire year.

### **Customized Donations and Sponsorships:**

Do you have an idea other than the ones listed here about sponsorships, donations, or legacy naming? If you have interest in a donation or sponsorship that is not listed, please contact us to discuss.