

CHATTANOOGA ROWING



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We hear it time and time again. "My first season of rowing was amazing. I learned a lot about myself and how to work as a team. I've made more friendships while rowing than I have in any other sport I've participated in. I've grown in strength and confidence. Thank you for the opportunity to be a part of CJR."

Rowing and the camaraderie it provides can be life-changing. We cannot offer these growth opportunities without the support of *generous sponsors like you*. As a non-profit 501(c)(3) organization, CJR strives to provide access to and appreciation for this elegant and challenging sport without regard to income level. In fact, with the return to full-time athletic activities this past fall and winter, we provided five of our twenty-seven Chattanooga Junior rowers with need-based partial scholarships totaling \$1,600.00. But with your help, we can and *need* to do so much more!

Chattanooga Junior Rowing has been an essential part of the community for 30 years and is the only rowing program not affiliated with a school. Since the fall of 2019 CJR has provided athletic opportunities to high school students from 38 schools encompassing 36 different zip codes. CJR also hosted Bridge Scholars during summer programs meeting the needs and ensuring a broadening experience to underserved students. We need donations from caring companies like yours to continue and build on our success with the young people in our community.

CJR is looking to hire a full-time coach that can enhance the life lessons rowing can provide, as well as further the athletic performance through our competitive programs. In addition, we need to upgrade our aging boats and equipment, and expand our scholarship program to include increased diversity and enrollment.

We cannot do this without the key support of our partners in the greater Chattanooga area. Please help us continue this inclusive tradition that keeps us all in touch with the beautiful Tennessee River.

About Chattanooga Junior Rowing

OVERVIEW

Chattanooga Junior Rowers are a wonderfully diverse group of students from all over the Chattanooga area who have enjoyed decades of competitive success in state, regional, and national events.

Our youth summer programs introduce the sport of rowing to many kids in the Chattanooga area through *Learn to Row* programs and summer camps.

CJR's youth rowers have been recruited and successfully rowed for top Division 1 Collegiate programs such as: University of Alabama, Duke University, Gonzaga University, US Naval Academy, University of Rhode Island, University of Tennessee, and the University of Tulsa, among others...

ADAPTIVE ROWING PROGRAM

Our adaptive rowing program works with both youth and adult adaptive learners with equipment and boats modified for their specific needs.

OVERHEAD & INFRASTRUCTURE

Boathouse Operating Expenses and Maintenance

Equipment Purchase, Upkeep and Maintenance

Coaching

Regatta Entry Fees: State, Regional, & National

Food & Beverages for Regattas

Transportation

Team Building

Coach Development/Training

USRowing Convention (Fees and Travel expenses)

SPONSORSHIP BENEFITS

Your company name and graphics will be featured on our sponsorship banner at our team tent.

The athletes compete at prestigious regattas at the city, state, regional and national levels.

Exposure to CR followers on Facebook, Instagram, and the CR website.

Opportunity to reach athletes, parents, and spectators at regional and national regattas throughout the year.

Opportunity to establish a long-term relationship with a rapidly growing sport.



SPONSORSHIP DONATION LEVELS

"THE EIGHT"

An 8 person shell directed by a coxswain because of this boat's size, weight, and potential speed. It is the fastest boat on the water - capable of moving almost 14 miles per hour. Traditionally considered to be the blue ribbon event at a regatta.

\$10,000 Platinum Donor Level (annual)

Sponsorship logo and hyperlink on the
Chattanooga Rowing Website

Recognition on Chattanooga Rowing
Social Media Platforms

Corporate logo visibility during regattas
and at the Rowing Center

Donor's choice banner up to a maximum of 3' x 8'
on the fence handrail at the Rowing Center

Brand exposure and recognition during live events and through
our digital and social media efforts as well as press releases

An opportunity for a half-day team-building event
for company employees (12 people maximum)

Custom displayable thank you gift

Opportunity to host an event at the Rowing Center (50 people
maximum)*

*The sponsor is responsible for event insurance and compliance with all regulations.

"THE QUAD"

The quadruple scull is the thinking person's boat. Each of the four rowers have to coordinate two oars in perfect synchronicity with their three teammates and the other six oars.

\$5,000 Gold Donor Level (annual)

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for company employees (6 people maximum)

"THE PAIR"

This shell has just two rowers, each with only one large sweep oar requiring perfect mirroring of the teammate in hand and oar heights and positions as well as power application, all while steering backward. Considered to be the most challenging boat to row.

\$2500 Silver Donor Level (annual)

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"THE SINGLE"

A one-person boat 4 to 5 times longer than the height of the rower and narrower than their hips, balanced only by the two oars in their hands.

\$1000 Bronze Donor Level (annual)

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Social Media Platforms

"BOAT SPONSORS"

Buy an entire boat (\$20,000 or more...)

The sponsor will be able to attend a naming and boat christening event in the person/company's honor

A plaque of gratitude from the team with the name, short biography, photo and boat christening remembrances.
An identical plaque will be on continual display in the Rowing Center

An article written and placed in all available local media outlets and social media

Chattanooga Rowing Website link to the sponsor

A special fence sign featuring the person/company's logo

