



2013 South African Schools Rowing Championships

Sponsor and Advertising Motivation for March 2013

South African Schools Rowing Union (SASRU) is the national rowing administrative body established by its member schools to plan the development of school rowing and to broaden its base by promoting participation in rowing by pupils regardless of race, sex or religion. SASRU recognizes its responsibility to promote rowing as widely as possible within Southern Africa.

SASRU's focus is to ensure that the sport of rowing at school level operates in a manner that promotes the broad educational objectives of member schools. In particular SASRU stands for the highest possible standards of sportsmanship, respect for others, honesty, fairness and integrity and actively seeks to promote friendly rivalry and comradeship among rowers.

SASRU is committed to the transformation principles as set out by the Ministry of Sport and Recreation in South Africa. Since SASRU inception it has committed itself to ensure that it proactively engages in the activities aimed at ensuring that previously disadvantaged individuals and schools are active members of the rowing family in South African an ultimately the world of rowing. To achieve this objective SASRU has embraced transformation as central to the sustainability of the sport.



The culmination of a frenetic junior rowing season, which starts in September, is the **South African Schools Rowing Championships** held on the first weekend of March each year. The Championships regatta involves crews competing in elimination heats starting on Friday and the A

and B-Finals on Sunday. The Boat classes offered include eights, coxed fours, coxed quadruple sculls, coxless pairs, doubles and single sculls for the boys, and coxed quadruple sculls, doubles, pairs and single sculls for the girls. The age groups raced include Open (Under 19), Under 16, Under 15 and Under 14 athletes.

This regatta is the **largest sporting event** of its kind in Africa where over 1000 athletes compete over a three-day period. These athletes represent 46 schools and clubs from all around South Africa, Zimbabwe and other neighboring states.



The regatta is held on the Roodeplaat Dam near Pretoria. This 2000 meter course has eight fully buoyed lanes. The picture above, was taken at one of the previous regattas where some of the boats and part of the course can be seen.

201, marks the 39th South African Schools Championship Regatta.

There is an emphasis on the inclusion of the previously disadvantaged South African youth. SASRU is currently working with new clubs to join the rowing family. Rowing South Africa together with SASRU and the Universities, seek projects from developing schools whereby funding is made available for coaching, equipment and specific development purposes. Profits from this regatta will be used to further these aims.

The event has a captive market for the three consecutive days, attracting at least 4 000 parents and spectators. One must recognize that rowing is participated by many private and top public schools, whose young boys and girls parents represent the cream of SA business and industrial executives. As an advertiser, this regatta provides an ideal opportunity for maximum exposure to the rowing community and a wider sphere of influence.



SASRU will be printing 2 000 programmes. The programme is A5 portrait in size (210mm x 148mm), printed on white 105g white paper in full colour. In addition to the schedule of racing events, the programme contains information about the programme of the three-day regatta, rules of the regatta, trophies, competing clubs, traffic rules, and prize giving. There are also articles of interest to the rowing fraternity interspersed with many advertisements.

In addition SASRU runs an exciting interactive website on which banner advertisements are available for R1000 per month.

The sponsorship and advertising packages are as follows:

Gold Sponsor – R 400 000

- Event naming rights.
- Banners and advertising everywhere.
- Hourly public broadcast of their products and services.
- Full TV coverage of the event.
- Includes back page colour advert plus logo on cover.
- Free entrance and VIP lunch for 10 people.
- Taken out on water to follow the Boy's 1st Eights A-Final.
- Opportunity for a speech at the prize giving.
- Hand out trophies
- Ribbons on all medals.

Silver Sponsor – R 180 000

- Event naming rights.
- Banners and advertising everywhere.
- Hourly public broadcast of their products and services.
- Mention in any TV coverage of the event.
- Includes back page colour advert plus logo on cover.
- Free entrance and VIP lunch for 10 people.
- Taken out on water to follow the Boy's 1st Eights A-Final.
- Opportunity for a speech at the prize giving.
- Hand out trophies
- Ribbons on all medals.

Programme Sponsor – R90 000

- Sponsorship for the printing of the full colour A5 programme
- Banners and advertisements
- Free entry and invitation to VIP Lunch for 6 people
- Naming of Championship event
- Includes full colour advert
- Logo on VIP Name tags
- Tent of products display and promotion
- Taken out on water to follow one of the races

Sponsors – R 15 000

- Includes full page colour advert .
- Sponsorship of a selected race (except Boy's 1st Eights A-Final).
- Taken out on water to follow the sponsored race.
- Hand out medals and trophies for the sponsored race.
- Free entrance and VIP lunch for 2 people.
- Sponsors name is also listed on the thanks page.
- Acknowledgement at the prize giving.

Advertisements

Centrespread colour	R15000
Full page colour	R5000
Full page black and white	R2000
Half page colour	R2000
Half page black and white	R1000
Page sponsorship (one line of text at the bottom of an editorial page)	R600
SASRU Webiste banner	R1000 per month

Artworks should be provided either in computer disk format, or else as colour separated positives with a colour corrected proof.

SASRU banking details:

Account Name: South African Schools Rowing Union
Bank: Standard Bank
Branch: Southdale (00640530)
Account Number: 003063933

If you would like to support this worthwhile activity with rewards, please contact Paul on 082 451 4065 or fax (011) 290 4000 or e-mail paulc@law.co.za

I trust that you will support SASRU to provide another world class event, and enable us to raise funds to achieve our aims.

Yours in rowing

Paul Carstensen
Executive Committee
South African Schools Rowing Union



