

TYNE ROWING CLUB

Sponsorship Brochure





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The Club

Tyne Rowing Club is based on the River Tyne at Newburn, just west of Newcastle upon Tyne. We have the longest and best stretch of river for rowing in the north of England. We have active squads for men, women, veteran men, intermediates, novices and juniors.

HISTORY

Tyne Rowing Club was the first amateur rowing club in the North East of England. It was founded in 1852 and opened its first boathouse, capable of holding some 60 boats, in 1853. The Club won the University Plate at Durham Regatta in its first year of racing.



The Club has a rich history and has made a massive contribution to the sport both in terms of technical development and performance, not least from notable former members such as Harry Clasper and James Renforth from the 1800s to Kieran Emery in recent years.

The Club is proud to trace its roots back to the keel men that plied their trade on the Tyne, a great river which provided raw materials, troops, engineering and shipping to the Empire.

CURRENT PROFILE

A registered community amateur sports club, the Club now has over 220 members ranging in age from 11 to 90. The Club prides itself on creating a sense of belonging and a family friendly, relaxed and supportive environment in which to train, row, compete, relax and socialise within the community in which it is located.



We have active squads for men, women, veteran men, intermediates, novices and juniors as well as providing daytime recreational rowing through the week. We have a good fleet of boats of all sizes, a roomful of indoor rowing machines and a small weights room. As well as rowing, we hold regular social events in the Club and elsewhere.



RACES AND EVENTS

The Club's Junior, Women's, Men's and Masters (Veterans) squads are well represented throughout the year at both Regional and National events including:

- Henley Royal Regatta
- Henley Women's Regatta
- The (Thames) Tideway
- National Championships at Nottingham and Strathclyde

The Club also hosts a number of events each year:

- Rutherford Head
- Tyne Head
- Tyne Regatta
- Ponteland Junior Head
- The Great Tyne Row
- Sunday League

INDIVIDUAL ACHIEVEMENTS

Harry Clasper and James Renforth; famous names from rowing's past, both of whom came from Tyne RC. Kieren Emery, gold medallist in the 2012 World Rowing Championships, started rowing with Tyne RC.

Natalie and Danielle Hardy, gold medal winners in the European University Championships and winners at last year's Henley (racing for Newcastle University) are both members of the Club.

We currently have three junior women and one junior boy taking part in GB trials and hoping to represent GB at the Olympics.

Races and Events





The New Clubhouse

Tyne RC is a vibrant club but its 1950s club/boathouse fails to provide adequate training, changing and storage facilities and renders the club unable to meet registered demand for participation in the sport. The project is about providing fit-for-purpose dedicated facilities, meeting demand, significantly increasing participation in the sport, inspiring those who row, opening up the club to new users and providing space for social activity. All this will be housed within an iconic and sustainable new-build clubhouse, prominently located on the banks of the River Tyne.

The opening of a new clubhouse will allow the Club to work closely with Norcare, The Percy Hedley Foundation, Visually Impaired north East (VINE), Newcastle's Olympic weightlifting club, Newcastle and Northumbria Universities and the City Council.

The existing clubhouse will be demolished and in its place an exciting new clubhouse will be constructed. The new facilities will include:

- A large boat storage area
- A specific area for storage of launch boats and workshop area
- Male and female changing room and toilet facilities
- A weights room
- Dedicated internal bike storage area
- Lift between ground and first floor levels, allowing for disabled access
- Function room
- Bar area and kitchen
- Physio/first aid area
- Conference room
- Office

This £1m project is being part funded by a £500k grant, a generous bequest from John Dalkin (a former member of the club), the City Council and sponsorship from local private sector businesses as well as fundraising activities organised by the Club.



SPONSORSHIP BENEFITS

To compete with other clubs in terms of equipment and training opportunities and to continue to allow as diverse an audience as possible to access the sport of rowing through Tyne RC, we are now looking to secure sponsorship for the club.

As well as helping to secure new equipment and training opportunities for the club, there are many ways to publicise your company through Tyne Rowing Club and especially through the brand new clubhouse which occupies a prominent location on the riverside, on the edge of a popular recreational country park and along the route of a long distance trail. The footfall past this building is therefore significant all year round with local users as well as the rowing community.

Examples of sponsorship benefits includes, but is not limited to:

- Use of TRC Clubhouse outer walls and balcony for banners—temporary or permanent. These occupy a prominent plan during those competitions and overlooking the River Tyne
- Sponsor presence at Tyne RC events
- Sponsor named room/facility
- Sponsorship of individual Tyne-hosted events
- Acknowledgement of the sponsor on the club website
- Sponsorship of a particular crew
- Sponsor a boat
- Sponsor a set of blades
- Annual Winter Ball—representation at this could be offered
- Recruitment opportunities
- Profile at major events such as Henley and National Championships
- Meeting/function venue
- Sponsor a Rowing Academy—sponsoring an Academy could allow Tyne RC to run a development course aimed at improving skills of experienced rowers or offering further opportunities for people to try out the sport. The sponsor would be named on all publicity material and communications
- Sponsor a challenge cup
- Management Team Rowing Challenge/Corporate Days

Sponsorship





Sponsorship

SPONSORSHIP GRADES

Levels of sponsorship offered are:

- Bronze Value: £500-£5,000
- Silver Value: £5,250-£12,000
- Gold Value: £12,250-50,000
- Platinum Value: £50,000 +

Tyne RC are happy to discuss individual bespoke sponsorship packages according to the preferences of interested parties but by way of example, the following illustrate items which could be offered at the different grades.

Bronze

1 set of sculling blades with sponsor logo — £500
8 sets of rowing oars with sponsor logo—£3,500
1 concept indoor rowing machine—£1,200
Boat refurbishment up to £2,000
Prize at event sponsor—£500
Single scull from Wintech—£4,500

Silver

3 year event sponsor (£2/3k each year) total—£6-9k
Coxed four—£12-14k
Coxless four—£10-12k
Double scull—£6k

Gold and platinum

Multiples of the above options
Sponsorship of a room in the new clubhouse



AUDIENCE

Tyne RC has a diverse audience including:

- Members of the club—of which there are in excess of 220 ranging in age from 11—90
- Former members—Tyne RC has a loyal following of former members who remain actively interested in the club through the website and Facebook page, club social events such as pub quizzes and parties, and race events
- Participants and spectators at home events—events attract a large number of spectators as well as competitors:
- The Rutherford Head in 2013 attracted a field of over 250 crews from across the country including six university crews.
- The Great Tyne Row in 2013 attracted crews from as far afield as Norfolk
- Participants and spectators at events which Tyne RC attend with Tyne RC boats and /or kit
- Users of the Country Park and footpath immediately in front of the Clubhouse—users include families, runners, cyclists, and dog walkers

CONTACT US

If your company is interested in supporting the Club or would like to request further information, please do not hesitate to contact us. We would be delighted to meet you in person to discuss our goals and ambitions.

You can contact us using the details below:

Email: secretary@tynerowingclub.org

Address: Tyne Rowing Club
Water Row
Newburn
Newcastle upon Tyne
NE15 8NL

Contact Us



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ACKNOWLEDGEMENTS

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