



Sponsorship Package 2026 Provincial Championships



Rowing BC Provincial Championships

THE EVENT

The **Rowing BC Provincial Championships** are scheduled to take place at Burnaby Lake in Burnaby, BC on **July 17-19, 2026**. This regatta is the pinnacle racing event for performance rowing in British Columbia each Summer, attracting up to 350 rowers from the Pacific Northwest.

THE VENUE

Burnaby Lake is one of the premier locations for rowing racing in British Columbia and Canada. Thanks to a substantial investment from the City of Burnaby and Sport Tourism Burnaby, this venue boasts a 6-lane fully-buoyed 2000m course on a waterway dredged biannually to ensure fairness in water depth, newly expanded docks and access ramps, a large outdoor viewing platform, and recently renovated indoor pavilion space.



Regatta Attendees

THE ATHLETES

350+ competitive athletes
in U17, U19 and Open race categories

PLUS many coaches
and spectators

While there is no age limit on entries at this event, it is primarily focused on youth and university-aged athletes

WHERE THEY'RE FROM

22 local rowing
organizations

geographically spread across

8 of 8 BC Games
Geographical Zones
and two US States

These numbers are based on the 2025 event data.
We expect an even larger event in 2026!



EVENT SPONSORS

We invite community-minded companies to partner with us and be part of an incredible opportunity to support youth sport, fitness, and high-performance development while fostering strong community engagement. Aligning with our event allows your organization to make a meaningful impact in the community, showcase your commitment to active lifestyles, and connect with a passionate audience dedicated to excellence.

Get Involved

BUILD YOUR SPONSORSHIP PACKAGE

We're excited to collaborate with you to tailor a sponsorship package that aligns with your business goals.

We offer flexibility in sponsorship amounts and benefits, and we're happy to incorporate in-kind products or services to create a partnership that maximizes value for your brand while supporting this exceptional event.

OPPORTUNITIES

- Event Name Recognition
- Medal Presentations
- Media and Public Relations Exposure
- Brand Visibility On-Site
- Marketing Integration
- Live Event Recognition
- Engagement with attendees

Build a sponsorship opportunity unique to you, or ask us about sample package ideas!



Title Sponsor \$5000

Gain premium visibility & brand recognition as the Title Sponsor of the **Rowing BC Provincial Championships**

This exclusive opportunity positions your company at the forefront of one of BC's premier rowing events, showcasing your commitment to youth sport, athletic excellence, and community engagement.

EXCLUSIVE TITLE SPONSOR BENEFITS:

- **Event Name Recognition** – Your company will be integrated into the official event title: *“Rowing BC Provincial Championships brought to you by ABC Business”*
- **Medal Presentation** – Exclusive opportunity to present medals at the Awards Ceremony.
- **Media & Public Relations Exposure** – Acknowledgement in the official sponsorship announcement press release, with mentions in all subsequent press coverage.
- **Brand Visibility On-Site** – Your banners prominently displayed around the race venue.
- **Marketing Integration** – Your logo featured on all event promotional materials, results sheets, and the official event website.
- **Live Event Recognition** – PA announcements throughout the event and during the Award Ceremony.
- **Engagement with Attendees** – Complimentary vendor space to showcase your business and connect with athletes, families, and spectators.



Connect your brand with a high-profile sporting event, engage with a dynamic and engaged audience, and showcase your commitment to supporting local athletes.

Elite and Premiere Sponsors

Our sponsor benefits will integrate your business with all aspects of this event.



ELITE (\$2500) SPONSOR BENEFITS:

- **Media & Public Relations Exposure** – Acknowledgement in the official sponsorship announcement press release, with mentions in all subsequent press coverage.
- **Brand Visibility On-Site** – Your banners prominently displayed around the race venue in up to 3 locations.
- **Marketing Integration** – Your logo featured on all event promotional materials, results sheets, and the official event website.
- **Live Event Recognition** – PA announcements throughout the event and during the Award Ceremony.
- **Engagement with Attendees** – Complimentary vendor space to showcase your business and connect with athletes, families, and spectators.

PREMIERE (\$1250) SPONSOR BENEFITS:

- **Media & Public Relations Exposure** – Acknowledgement in the official sponsorship announcement press release, with mentions in all subsequent press coverage.
- **Brand Visibility On-Site** – Your banners prominently displayed around the race venue in up to 2 locations.
- **Marketing Integration** – Your logo featured on all event promotional materials, results sheets, and the official event website.
- **Live Event Recognition** – PA announcements throughout the event and during the Award Ceremony.
- **Engagement with Attendees** – Complimentary vendor space to showcase your business and connect with athletes, families, and spectators.

Additional Ideas

RACE CATEGORY (\$500) SPONSOR:

There are several race categories in the Provincial Championships. Each will be named after a Category Sponsor.

- **Media & Public Relations Exposure** – Acknowledgement in the official sponsorship announcement press release, with mentions in all subsequent press coverage.
- **Brand Visibility On-Site** – One banner prominently displayed at the race venue
- **Marketing Integration** – Your logo featured on all event promotional materials, results sheets, and the official event website.
- **Live Event Recognition** – PA announcements throughout the event and during the Award Ceremony.
- **Engagement with Attendees** – Complimentary vendor space to showcase your business and connect with athletes, families, and spectators.



PRODUCT SPONSOR (CASH OR IN-KIND):

As a Product Sponsor, your cash or in-kind contribution elevates the athlete's experience of this event.

Our event can benefit from products such as food for volunteers and athletes, t-shirts, gas for umpire boats, medals, prizes for participants and much more!

Please contact us to see how your company's product or service can fit with our event.

THANK YOU FOR YOUR CONSIDERATION!

Don't miss your opportunity to be involved in the
2026 Rowing BC Provincial Championships Regatta.

To secure your sponsorship and learn more,
contact Alia Zawacki at exdirector@rowingbc.ca or **604-273-4769**.



INSPIRING A THRIVING AND CONNECTED
ROWING COMMUNITY.

www.rowingbc.ca