



Investing in a Partnership with The Arkansas Boathouse Club

Our

Position

The Arkansas Boathouse Club aims to provide safe opportunities for recreational and competitive rowing, and to teach and live its ideals of teamwork, physical fitness, river knowledge and sportsmanship. ABC has enjoyed considerable success in partnering with the City of North Little Rock and taking a leading role in the development of the sport at a state and regional level since our efforts to re-establish rowing on the Arkansas River began in May 2005.

ABC has been largely instrumental in making rowing an increasingly attractive sport by raising awareness throughout the state at higher levels than ever before.

The club plans to offer fitness and competitive rowing programs for both adults and youth and hopes to consistently produce winners and medalists at regattas cross the U.S. Through its Youth Program, ABC will identify and nurture young rowing talent, possibly resulting in scholarship opportunities for Arkansas youth.

The sport of rowing has made a quantum leap forward in the past few years in terms of recognition and development. Yet here in Arkansas, the sport has been virtually non-existent since the demise of the earlier Boathouse in 1945.

The Arkansas Boathouse Club is seeking funding to re-establish the Club, build facilities and return the sport of rowing to the Arkansas River. To accomplish this task and compete at the level to which we aspire needs large scale sponsorship.



The Arkansas Boathouse Club is seeking

major sponsors

to take it forward to an

Established, Competitive Club

and beyond.

Our Aim

The Arkansas Boathouse Club is seeking major sponsors to take it forward to an established, competitive club and beyond; a partner who would reflect the values and ambitions of the club and thereby gain success by association.

The Arkansas Boathouse Club aims to position itself as the state's foremost rowing club, providing a centre of excellence for its athletes and, through sound, professional, financial and business practices, develop them to attain the very highest levels of achievement and recognition.

ABC also aims to be the premier training base for current and aspiring oarsmen and women, underpinned by core values of teamwork, discipline, commitment, and excellence.

The start-up costs for the rowing program at *The Arkansas Boathouse Club* is around \$125,000 for year 1.

This includes the cost of construction of a temporary dock and boat storage facility, as well as, cost of procurement and maintenance of boats, gym and other equipment, the coaching and management team, insurance and much more.

Planning is orientated around a three year start-up cycle and so our basic need is for \$125,000 in Year 1, \$100,00 in Year 2, and costs being covered by membership dues alone in Year 3.

ABC will continue to work toward a permanent boathouse while building the Club.

capitalize from

future



recognition
and
development

victories

delivering
champions

Our Proposal

A sponsorship arrangement with *The Arkansas Boathouse Club* is proposed as an investment. To be associated with the re-establishment of rowing on the Arkansas River is an immeasurable PR opportunity. ABC aspires to promote fitness and produce champions, and any associated organization will be positioned to capitalize from future successes. Our determination to create the premier rowing club in Arkansas is well known and provides an opportunity for involvement and engagement with the club and its athletes, both during the build up of the Club and continuing thereafter.

Potential Benefits

- Company branding on boats, oars, coaching launches and boat trailers
- Company branding on shirts, sweaters, tracksuits and other clothing
- Promotional opportunities at events, in programs, on tickets and badges
- Access to *Arkansas River Regatta* for:
 - Hospitality
 - Exposure to average daily footfall of 4,000
 - Demographics – senior professionals, decision makers/high income net worth
- Access to *The Arkansas Boathouse Club* for:
 - Membership
 - Athletes
 - Training and team building programs
- Other special events
- Promotional opportunities with other club marketing activities, such as press and TV conferences and press releases, brochures, newsletters, website, e-shots and mailings to membership
- Access to other national and international rowing events

Our Contact

*Lynnette Watts or
Anthony Jacuzzi*

Arkansas Boathouse Club
125 Johnson Street
Little Rock, AR 72205

Lynnette:
Mbl: 501-860-0850
Tel: 501-280-0361

Anthony:
Mbl: 501-952-9699

E-mail:
arkansasrowing@yahoo.com
Website:
www.arkansasboathouseclub.org