



**Change your life.  
Make your mark.  
Become a leader.**

August 24, 2023

Dear Community Partner,

At **Treasure Coast Rowing Club (TCRC)**, we invite individuals across all backgrounds to experience the life-changing sport of rowing, which develops health, fitness, personal growth, and camaraderie.

With the help of our generous donors each year, we are able to develop high performing rowing athletes from Martin and neighboring Counties' High Schools, Middle Schools and Elementary Schools who go on to win State, Regional and National Championships and to receive college scholarships.

We are currently seeking sponsorships within the local business community for our **12th Annual Run 2 Row 5K Run** fundraiser. Thanks to our generous supporters last year, we raised \$27,000, which went toward upgrading our fleet of boats and equipment as well as growing our esteemed Youth Program. We believe these efforts contributed to our Youth athletes' success at the Regional, State and U.S. Championships.

This year, we endeavor to surpass last year's fundraising to help our current and aspiring youth athletes make an even stronger mark on the rowing world. Our Run 2 Row event is specifically geared toward raising the funds necessary for costly boat and equipment upgrades. Faster boats and upgraded equipment allows our Youth athletes to win more races, aids in recruitment, and increases our Club visibility. We also make them available to the community.

As a much needed and appreciated sponsor, you can help us reach this year's goal of \$50,000, which will cover these costs. You will **benefit** from the opportunity to **promote your business to 300+ event attendees and 10,000+ individuals** we reach throughout the year via marketing and regattas, along with the additional benefits outlined in our sponsorship package.

Please review the enclosed sponsorship packet and consider helping TCRC make rowing available to all area youth and to help the Youth Program continue its success. We also invite you to consider supporting TCRC by providing food or drinks at the race, or participating in the Run 2 Row run/walk.

Thank you for your time and consideration. Please contact me at the number below if you are interested in becoming a sponsor, or for any other reason. It would be an honor to speak with you about sponsorships, the event and/or our programs.

With Sincere Gratitude,

Stefanie Falkner  
Treasure Coast Rowing Club Director, Head Coach  
(772) 444-6006

Treasure Coast Rowing Club, Inc. is an organization described in Section 501(c)(3) of the Internal Revenue Code. No goods or services as defined by the Internal Revenue Service have been provided by the Treasure Coast Rowing Club as a consideration for making this gift.



*Register online by October 12, 2023*



## Location

771 SW 28th St.  
Palm City, FL US 34991



[treasurecoastrowingclub.com/run2row5k](https://treasurecoastrowingclub.com/run2row5k)

## Race Description

The 12th Annual Run 2 Row includes a 5K and Fun Run for Kids. The course winds through the beautiful neighborhoods of Old Palm City and around the Palm City Lagoon. The Run 2 Row is the largest fundraiser for the Treasure Coast Rowing Club Juniors Program with over 100 youth rowers ranging from 8 - 18 years old. The support of our community by running and sponsoring our event is extremely important to the success of the team.

Each participant will receive the official 12th Annual Run 2 Row 5K T-Shirt and a finisher medal. First in each age group will receive a TCRC custom visor. Overall male and female will receive TCRC K Dog Forge hand made chef knives and masters overall will receive Fleet Feet gift cards for \$50.

## Packet Pick Up

Thursday, October 12 from 3 pm - 7 pm at the Fleet Feet located at 2440 NW Federal Hwy, Stuart FL 34994 and also on Race Day, Friday, October 13 from 4:30 pm - 5:45 pm at the Treasure Coast Rowing Club Boathouse (race venue). We will also be accepting paper race registrations during packet pick up times.

## Questions

If you have any questions about this race, email [runtorow@gmail.com](mailto:runtorow@gmail.com).



## Sponsorship Opportunities

Level	Price	Benefits
<b>In-Kind</b>	N/A	<ul style="list-style-type: none"> <li>You provide food and/or drink for 100 participants. Items may be branded.</li> <li>We hyperlink on The Treasure Coast Rowing Club's website to your business</li> </ul>
<b>Finish Line</b>	\$250	<ul style="list-style-type: none"> <li>A branded yard sign at the finish line plus an ad in the event goody bag</li> <li>Plus all the benefits of the <b>IN-KIND SPONSORSHIP</b></li> </ul>
<b>Mile Marker</b>	\$500	<ul style="list-style-type: none"> <li>Your business logo on all three mile marker signs and the finish line sign</li> <li>Plus all the benefits of the <b>IN-KIND SPONSORSHIP</b></li> </ul>
<b>Water Stop</b>	\$750	<ul style="list-style-type: none"> <li>Work the water stop in branded attire. Display a company banner, tablecloth and/or give away branded items.</li> <li>All benefits of <b>FINISH LINE SPONSORSHIP</b></li> </ul>
<b>Bronze</b>	\$1,000	<ul style="list-style-type: none"> <li>Your business logo placed on the race shirt</li> <li>Your company banner displayed at the finish line (sponsor provides banner)</li> <li>All benefits of the <b>FINISH LINE SPONSORSHIP</b></li> </ul>
<b>Silver</b>	\$1,500	<ul style="list-style-type: none"> <li>One free Run 2 Row registration (entry code to be emailed)</li> <li>One free rowing lesson on the water (90 minutes, valued at \$80)</li> <li>Prominent placement on our website, social media and mailings</li> <li>Opportunity to provide branded goody bags to 300+ participants. Branded bags may include company literature, coupons, giveaways, etc.</li> <li>All benefits of the <b>BRONZE SPONSORSHIP</b></li> </ul>
<b>Gold</b>	\$2,000	<ul style="list-style-type: none"> <li>Your business logo placed on our support trailer which travels to races across the entire region</li> <li>Creation of a HYPE Video - simultaneously supporting the rowing club on the water in a rowing shell while promoting your business.</li> <li>Company banner prominently displayed (sponsor provides banner)</li> <li>Opportunity to provide an info booth at the event (sponsor sets up tables/tents)</li> <li>Two (2) free Run 2 Row registrations (entry code to be emailed)</li> <li>All benefits of the <b>SILVER SPONSORSHIP</b></li> </ul>
<b>Seat</b>	\$5,000	<ul style="list-style-type: none"> <li>Prominent decal of family or business name on the hull of a boat next to one of the seats on both left and right side.</li> <li>Six (6) years of advertisement; every time we win a race in your boat we will advertise pictures of the crew on social media and tag your business.</li> <li>All benefits of the <b>GOLD SPONSORSHIP</b></li> </ul>
<b>Legacy</b>	\$11,000-47,000	<ul style="list-style-type: none"> <li>Buy a boat and name it with your business or family name</li> <li>Six (6) years of advertisement; every time we win a race in your boat we will advertise pictures of the crew on social media and tag your business.</li> <li>Boats will be raced at local, regional and national regattas.</li> </ul>

\*\*\*\* All sponsors will be thanked and acknowledged at the event during an announcement \*\*\*\*





## Our Reach

<b>TCRC Marketing Reach</b>	<ul style="list-style-type: none"> <li>• 300+ Run 2 Row Race attendees and sponsors</li> <li>• 15,000 website visits per year</li> <li>• 2,200 Facebook and Instagram followers</li> <li>• 13,000 TikTok followers</li> <li>• 380+ TCRC members, families and staff</li> <li>• 500+ email distribution list</li> <li>• 30,000 attendees of 18 Regatta races per year</li> </ul>
<b>TCRC Audience Reach</b>	<ul style="list-style-type: none"> <li>• Martin, St. Lucie, and Palm Beach County school age youth</li> <li>• TCRC Members that include 100 Youth (ages 8-18), 200 Parents (ages 30-60), 60 Master Rowers (ages 19-80), and 20 Staff members.</li> <li>• Regatta attendees that include 30,000 youth and families in Florida and nation-wide</li> </ul>



## INCREASE YOUR REACH, HELP EXPAND OURS

We are passionate about the benefits of rowing for our area Youth. We are committed to providing quality training and competitive opportunities that develop fitness, mental strength and leadership skills that will last a lifetime. In order to reach more of our area youth, we could use your help promoting the event on your social media channels.

## HERE'S HOW

1. Follow the QR code on the top of the page to grab the Run 2 Row website page link to post on your social channels.
2. Suggested caption: Let's Run 2 Row! Help Treasure Coast Rowing Club raise funds during its 12th Annual Run 2 Row 5K and Fun Run for Kids fundraiser. Faster boats and upgraded equipment help the Club provide quality training and competitive opportunities to area Youth Rowing Athletes and the community!
3. Suggested Hashtags: #Run2Row #TreasureCoastRowingClub #TCRC
4. Tag TCRC: **Facebook** @TreasureCoastRowingClub; **Instagram** @treasurecoastrowing; **TikTok** @treasurecoastrowing; **Twitter** @TCRowingClub



## Sponsorship Commitment Form ————— Or, online →

[treasurecoastrowingclub.com/run2row5k](https://treasurecoastrowingclub.com/run2row5k)

<b>***DEADLINE FOR SPONSORSHIP SUBMISSION IS <a href="#">October 10, 2023</a>***</b>		
(Please fill out below) <b>We are delighted to sign up for the following Sponsorship level(s)</b>		
<input type="checkbox"/> IN-KIND SPONSORSHIP <input type="checkbox"/> FINISH LINE SPONSORSHIP <input type="checkbox"/> MILE MARKER SPONSORSHIP <input type="checkbox"/> WATER STOP SPONSORSHIP	<input type="checkbox"/> BRONZE SPONSORSHIP <input type="checkbox"/> SILVER SPONSORSHIP <input type="checkbox"/> GOLD SPONSORSHIP <input type="checkbox"/> SEAT SPONSORSHIP <input type="checkbox"/> LEGACY SPONSORSHIP	
<b>NAME TO APPEAR ON EVENT MATERIALS:</b>	<b>CONTACT NAME:</b>	<b>TITLE:</b>
<b>MAILING ADDRESS:</b>	<b>EMAIL:</b>	<b>PHONE NUMBER:</b>
<b>SIGNATURE:</b>  _____	<b>PRINTED NAME:</b>  _____	
<b>AMOUNT PAID:</b>	<b>CHECK NUMBER:</b>	<b>IF IN-KIND SPONSORSHIP, PLEASE DESCRIBE:</b>
<b>REFERRED BY:</b>		<b>ARE YOU INTERESTED IN LEARNING HOW TO ROW?</b> <input type="checkbox"/> YES <input type="checkbox"/> NO

### HOW TO SIGN UP

1. Review sponsor package
2. Fill out paper commitment form <u>or</u> Google sponsor signup form online at <a href="https://docs.google.com/forms/d/e/1FAIpQLScPsN0QanAGKCBnQEaKaiFESbIFb2jncSxhcT86Y1AIMQjFEA/viewform">https://docs.google.com/forms/d/e/1FAIpQLScPsN0QanAGKCBnQEaKaiFESbIFb2jncSxhcT86Y1AIMQjFEA/viewform</a>
3. Submit payment via <b>check</b> to TCRC, Attn: Run 2 Row, P.O. Box 1286, Palm City, FL 34991. You may also contact Stefanie Falkner to deliver the check in person at the TCRC Boathouse. Alternately, use <b>PayPal</b> for credit card payments using the TCRC email address <a href="mailto:TcYouthRowing@gmail.com">TcYouthRowing@gmail.com</a>
4. Sign up <a href="https://runsignup.com/Race/FL/PalmCity/RunToRow">online</a> to participate in the race (optional) at <a href="https://runsignup.com/Race/FL/PalmCity/RunToRow">https://runsignup.com/Race/FL/PalmCity/RunToRow</a> .
5. Email your.ai or PDF formatted logo and business description prior to <b>October 1, 2023</b> to <a href="mailto:runtorow@gmail.com">runtorow@gmail.com</a> .

### QUESTIONS

Contact Stefanie Falkner, TCRC Director and Head Coach, at 772.444.6006, or visit our Run 2 Row page on the TCRC website: <https://www.treasurecoastrowingclub.com/run2row5k>



## ABOUT TREASURE COAST ROWING CLUB

Treasure Coast Rowing Club (TCRC) is a non-profit organization that was established in 1993 with the mission to cultivate the sport of rowing by providing adults and youth of all abilities opportunities for personal growth, physical fitness, and camaraderie through competitive and recreational rowing. TCRC is located in Palm City, FL on the south fork shores of the St Lucie River. The program is dedicated to instructing

and training rowers in the Treasure Coast area and developing rowers that excel as athletes and individuals. Many of the Club's athletes have successfully competed at major state and national USRowing championships, enabling TCRC rowers to earn scholarships and positions on premiere collegiate rowing teams in the United States. The club currently has over 100 youth and 60 masters rowers.



## CHAMPIONSHIPS



We are very proud of our U15 4x+ Men's team, which placed 4th and 9th at the USRowing National Youth Championship, June 2023 in Sarasota, Florida!

## THANK YOU!

We sincerely thank you for your support of Treasure Coast Rowing Club and our Youth Rowers. Without generous supporters like you, our mission to provide quality training and competitive opportunities for our Youth Rowers would not be possible.