



Investing in a Partnership with Leander Club

Our Position

Leander Club is the world's foremost rowing club. It has enjoyed considerable success on the water for many years and taken a leading role in the development of the sport at national and international level since 1818. It has been largely instrumental in making rowing an increasingly popular sport, especially for women, with a higher level of awareness throughout the country now than ever before.

The club has consistently produced winners and medallists at all World Championships and

Olympic Games; in 2004 at Athens, 50% of the 36 squad British Team came from *Leander Club*, with 7 winning medals.

50% of the
*British Olympic
Rowing Team*
ATHENS 2004

Since the 1970s, through its policy of identifying and nurturing young rowing talent, *Leander* oarsmen and oarswomen have won a total of 45 Gold medals: 18 Olympic, 21 World Championship and 6

Commonwealth plus 45 Silver and 8 Bronze medals. Indeed, in 2005, for the first time ever, *Leander Club* won both the Women's Head of the River and the Men's Head of the River in Putney.

The sport of rowing has made a quantum leap forward in the past few years in terms of recognition and development. Yet in terms of funding, its status is still largely in a no-man's land between amateur and professional. To compete now at the level to which we aspire needs large scale sponsorship.



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Our Aim

Leander Club is seeking a major sponsor to take it forward to the next Olympics in Beijing and beyond; a partner who would reflect the values and ambitions of the club and thereby gain success by association.

Leander Club aims to maintain its position as the world'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 throughout the world.

Leander also aims to be the premier training base for current and aspiring international oarsmen and women, underpinned by our core values of team work, discipline, commitment, excellence and winning.

The rowing programme at *Leander Club* currently costs around £300,000 net per year, excluding any individual athlete remuneration. This includes the cost of procurement and maintenance of boats, gym and other equipment, kit, transport and travel, training camps, the coaching and management team, catering, healthcare and welfare, athlete accommodations, event and participation fees, marketing, insurance and much more. Planning is orientated around four year Olympic cycles and so our basic need is for £1,200,000 net for a four year deal. To make the jump to full professional status and fund the athletes themselves, the cost will be a further £505,000 per annum or an extra £2,020,000 for the four year Olympic cycle.

2008



recognition
and
development

capitalise from
future
victories

delivering
champions

Our Proposal

A sponsorship arrangement with *Leander Club* is proposed as an investment. To be associated with winners is an immeasurable PR opportunity. Our track record for delivering champions speaks for itself and any associated

organization will be positioned to capitalize from future victories. Our determination to create world beaters, especially from our development and women's squads, is well known and provides an opportunity for involvement and

engagement with the club and its athletes, both during the build up to and after World Championships and Olympic Games. The *Leander Club* name and the athletes themselves could be available for the sponsor.

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Potential Benefits

- Company branding on boats, oars, coaching launches and boat trailers
- Company branding on kit, shirts, sweaters, tracksuits and other clothing
- Promotional opportunities at events, in programmes, on tickets and badges
- Access to *Henley Royal Regatta* for:
 - Hospitality
 - Exposure to average daily footfall of 4,000
 - Demographics – senior professionals, decision makers/high income, net worth
- Access to *Leander Club* for:
 - Membership
 - Corporate entertaining during major events, such as the Henley Festival of Music and Arts
 - Residential and catering facilities
 - Conference and meeting facilities
 - Athletes
 - Training and team building programmes
 - Other special events
- Promotional opportunities with other club marketing activities, such as press and TV conferences and press releases, brochures, newsletters, web site, e-shots and mailings (membership @ 3,500)
- Access to other national and international rowing events in 20 countries (subject to governing sponsorship rules), for example:
 - Rowing World Cup, Eton, Great Britain, May 2005
 - Henley Royal Regatta, Great Britain, June 2005
 - World Junior Championships, Brandenburg, Germany, August 2005
 - World Championships, Gifu, Japan, August 2005
 - World Rowing Championships, Eton, Great Britain, August 2006



2012

promotional
opportunities

Our Contact



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