



Programme Advertising

The programme is an important part of any sporting event – it contains vital information including the Regatta Draw with all of the race times. The programme is often purchased by the Competitors and Spectators as a memento of the day. Our advertising rates within the Regatta programme are very competitive so why not take advantage:

Half A5 page £100

Full A5 page £150

Trade Stands

Stands are available on-site at a cost of £100 per day. This is a great way to reach your customers and increase your visibility throughout the day.

Event Sponsorship

This is a great opportunity to be involved with the event at really low costs, starting at just £100. All Sponsors are invited to join us in the enclosure on the day and are offered complimentary refreshments. Sponsors are also listed in the programme alongside the event that they are sponsoring and are mentioned by the commentary team throughout the day.

Private individuals – Minimum £100

- Sponsorship of one event on the day;
- Complimentary refreshments for two people and access to the Regatta Enclosure;
- One named Rowing Event, selected by the Regatta Committee;
- Your name in the race draw that is sent to every competing club;
- Your name in the Souvenir Programme in the list of Sponsors and alongside your event as Sponsor; • Mention on the Public Address system at various times through the day.

Corporate Sponsorship – Minimum £250

- Sponsorship of one event on the day;
- Complimentary refreshments for two people and access to the Regatta Enclosure;
- One named Rowing Event, selected by the Regatta Committee;
- Your name, contact details and logo in the race draw that is sent to every competing club;
- Your name, contact details and logo in the Souvenir Programme in the list of Sponsors and alongside your event as Sponsor;
- Mention on the Public Address system at various times through the day.

Banners

There are a number of locations on the Regatta site where banners may be displayed. Banners are erected early on Saturday morning and removed after racing has completed. Sponsors must supply their own banners and take responsibility for collecting them.

Small banners (<2m wide) £100

Large banners (2m – 4m wide) £150

To advertise in this year's regatta programme, this website or a race or to discuss broader sponsorship and support please contact Sponsorship Officer at secretary@bedfordregatta.co.uk or on 07824 308099.

January 2022