

20th Annual CIRC 2018
Sponsorship and Vendor Packet



Benefiting The Adaptive Initiative
Promoting Water Sports anchored in Diversity and Inclusion

Chicago State University | Saturday, February 24th 2018 | www.ChicagoIndoorRowing.com

CIRC AT A GLANCE

- 20 years strong!
- 90 college teams
- 95 junior teams
- 21 Cross Training gyms
- 5,374 total competitors
- Over 10,000 total spectator's
- \$119,484 in historical support givebacks

About CIRC (History)

The Chicago Indoor Rowing Championships (CIRC) began in 1996 as a local option in the mold of the famed Crash B regatta held in Boston every March and sponsored by Concept 2. Since 1996, CIRC has grown from 50 inaugural competitors to over 400. This annual event attracts individuals aged 8 to 90 who use the Concept 2 rowing machine to improve their level of physical fitness. Additionally, major Chicago Area Junior, Collegiate and competitive club teams send competitors to win bragging rights as the fittest team. The event is capped-off by an event appropriate Team Challenge Relay involving multiple competitors- a lively and loud 'crowd pleaser' since 2008

CIRC 2018 and Beyond

Looking to build on the amazing Chicago commitment to rowing (4 new boathouses have been built in the last 10 years in addition to the continued establishment of new teams and overall growth) CIRC is positioned to be a key date on the winter athletic calendar. Focused growth in the Cross Training community has also help build out alternative (non-rowing) engagement. As the indoor rower continues its growth as a health club staple, CIRC is positioned to be the de facto annual physical test for all using the indoor rower for fitness or competition.

Adaptive Initiative Mission

Supported by the interest of noted adaptive rower Dr. Ed Melian – CIRC introduced the adaptive event in 2004 as a way to support Mixed Participation Programming. Since that date CIRC has continually iterated mixed programming to include all, regardless of limitation, to enjoy the CIRC competition as a pathway to all water sports. Ron Harvey and Emma Preuschl, members of the 2008 US Paralympic Rowing Team, participated in CIRC 2009 as noted USRowing Adaptive ambassadors – an event that received local new coverage and expanded adaptive awareness in the rowing community. Since the beginning we have engaged over 5,374 competitors and have provided our platform to raise awareness, test equipment prototypes, and provide competitive experiences for all abilities. Future cooperative projects are planned as CIRC continues this journey as the Midwest's preeminent adaptive supportive event.

The Indoor Rower (Erg) About the Indoor Rower

Rowing teams, as part of their training and conditioning regimen, have traditionally used the Indoor Rower. The 'erg' - as the rowing community knows it - became an American phenomenon when **Concept 2** introduced their design in 1981. Recognized as a superb piece of equipment for a total body and cardiovascular workout, the Indoor Rower is now a staple in all progressive Health and Fitness Clubs across the US. Now, thanks to the recognition as a low-impact multi-muscular trainer, there are more indoor rowers being used for general health and fitness than used in rowing clubs. Active individuals discover that the erg not only allows them to continue their fitness activities but also join a wide and active international community. Cross Training gyms have also adopted the erg as the fitness tool of choice to provide baseline programming to team members that often do not share similar sporting backgrounds.

Sponsorship Opportunities

SPONSORSHIP	EVENT	FOCUS	SPECIFIC BENEFITS
\$5,000	Event Sponsor	All	<ul style="list-style-type: none"> • Presentation recognition on all Regatta Related Materials (website, t-shirt, emails blasts, social media, medal ribbons) • Free Exhibit Space • Opportunity to lead a discussion on one of our Expo Panels
\$1,000	Open Challenge	Fastest collegiate/clubs	<ul style="list-style-type: none"> • Designated space on custom medal ribbons for specific event and special mentions email blasts / social media • Free Exhibit Space
\$1,000	Junior Challenge	Fastest Juniors	<ul style="list-style-type: none"> • Designated space on custom medal ribbons for specific event and special mentions email blasts / social media • Free Exhibit Space
\$1,000	Cross-T Challenge	Fastest Cross Training Teams	<ul style="list-style-type: none"> • Designated space on custom medal ribbons for specific event and special mentions email blasts / social media • Free Exhibit Space
\$1,000	Personal Best Awards	Individual Achievement	<ul style="list-style-type: none"> • Designated space on custom medal ribbons for specific event and special mentions email blasts / social media • Free Exhibit Space
\$1,000	Dragon / Paddling Challenge	Fastest Dragon / Paddle Teams	<ul style="list-style-type: none"> • Designated space on custom medal ribbons for specific event and special mentions email blasts / social media • Free Exhibit Space

20% Discount if secured by 19th of January

Sponsor Benefits Detailed

Exhibit Space

Sponsors may set up a 10x10 exhibit space at the event

Web Exposure / Ad Space

- The CIRC web site Home page www.ChicagoIndoorRowing.com will display sponsor's logos with direct links to their website. CIRC is also listed as a major event on the *Concept 2 Race Calendar* and also featured on *Regatta Central*.
- CIRC launches multiple *Email-Blasts* promoting the event to competitors, all water-sport and fitness clubs in the Midwest and all Indoor Racing Event across the country as well as the local press for onsite event day coverage. This effort reaches over 5,000 individuals not counting media publicity.
- Event Program will feature Sponsors logo / dedicated ad space – as directed by respective marketing departments

Press Releases:

All sponsors are highlighted in our 6 Press Releases.

Merchandise Branding

Sponsors will be featured on the official *CIRC T-shirt*. The event shirt is a popular rowing tradition with competitors/spectators and is worn by all staff and volunteers throughout the event.

Post Event Email Access

Sponsors will continue to reach our audience for six months after the event through our *Bi-Weekly Emails Blasts*.

Vendor Opportunities

VENDOR	TYPE	SPECIFIC BENEFITS
\$250	Event Table	<ul style="list-style-type: none">Recognition on Regatta Related Materials (website, emails blasts, social media, and program)
\$100	Website Ad (250x125)	<ul style="list-style-type: none">Recognition on Regatta Related Materials (website, emails blasts, social media)

Vendor Benefits Detailed

Exhibit Space

Vendors may set up a 10x10 exhibit space at the event

Web Exposure / Ad Space

- The CIRC web site Home page www.ChicagoIndoorRowing.com will display sponsor's logos with direct links to their website. CIRC is also listed as a major event on the Concept 2 *Race Calendar* and also featured on *Regatta Central*.
- CIRC launches multiple **Email-Blasts** promoting the event to competitors, all water-sport and fitness clubs in the Midwest and all Indoor Racing Event across the country as well as the local press for onsite event day coverage. This effort reaches over 5,000 individuals not counting media publicity.

Press Releases:

All vendors are highlighted in our 6 Press Releases.

Photos from Previous events and supported Adaptive Athletes

