



October 23, 2024

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 **13th 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,

A handwritten signature in black ink, appearing to read "Stefanie Falkner", written over a light gray rectangular background.

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.

13TH ANNUAL RUN 2 ROW 5K

SATURDAY, JANUARY 18, 2025 | 8:00 AM

Register online by January 16th, 2025



Location

3755 SW Mapp Rd,
Palm City, FL 34990

Race Description

The 13th Annual Run 2 Row is bringing a fresh twist with a fun 80s theme, offering participants a chance to embrace the retro vibe while enjoying a scenic course! Now held at Jock Leighton Park in Palm City, Florida, this year's event features the classic 5K with options to Run OR Walk and Fun Run for kids, all set against the backdrop of Palm City's charming neighborhoods and lagoon views. The support of our community by running and sponsoring the event is extremely important to the success of the Treasure Coast Rowing Club Juniors Program, helping over 100 youth rowers aged 8 to 18 thrive.

Each participant will receive the official 13th Annual Run 2 Row 5K T-Shirt and a finisher medal. Special awards will be given to the fastest overall master, male, female and age group runners.

Packet Pick Up

Friday, January 17th from 4 pm - 7 pm at the *Treasure Coast Rowing Club - 771 SW 28th St, Palm City FL 34991*, and also on Race Day, **Saturday, January 18th** from 6:45 AM - 7:30 AM at Jock Leighton Park (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.



treasurecoastrowingclub.com/run2row5k



Sponsorship Opportunities

Level	Price	Benefits
In-Kind	N/A	- You provide food and/or drink for 100 participants. Items may be branded. We hyperlink on The Treasure Coast Rowing Club's website to your business
Finish Line	\$200	- A branded yard sign at the finish line plus an ad in the event good bag - Plus all the benefits of the IN-KIND SPONSORSHIP
Mile Marker	\$400	- Your business logo on all three mile marker signs and the finish line sign - Plus all the benefits of the IN-KIND SPONSORSHIP
Water Stop	\$600	- Work the water stop in branded attire. Display a company banner, tablecloth and/or give away branded items. - All benefits of FINISH LINE SPONSORSHIP
Bronze	\$800	- Your business logo placed on the race shirt Your company banner displayed at the finish line (sponsor provides banner) - All benefits of the FINISH LINE SPONSORSHIP
Silver	\$1,000	- One free Run 2 Row registration (entry code to be emailed) - One free rowing lesson on the water (90 minutes, valued at \$80) - Prominent placement on our website, social media and mailings - Opportunity to provide branded goody bags to 300+ participants. Branded bags may include company literature, coupons, giveaways, etc. - All benefits of the BRONZE SPONSORSHIP
Gold	\$1,500	- Your business logo placed on our support trailer which travels to races across the entire region - Company banner prominently displayed (sponsor provides banner) - Opportunity to provide an info booth at the event (sponsor sets up tables/tents) - Two (2) free Run 2 Row registrations (entry code to be emailed) - All benefits of the SILVER SPONSORSHIP

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



Our Reach

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



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 13th 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

DEADLINE FOR SPONSORSHIP SUBMISSION IS DECEMBER 27TH <small>*PLEASE EMAIL TCYOUTHROWING@GMAIL.COM FOR OPPORTUNITIES TO SPONSOR AFTER THE DEADLINE*</small>		
(Please fill out below) We are delighted to sign up for the following Sponsorship level(s)		
<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	▼
NAME TO APPEAR ON EVENT MATERIALS:	CONTACT NAME:	TITLE:
MAILING ADDRESS:	EMAIL:	PHONE NUMBER:
SIGNATURE: _____	PRINTED NAME: _____	
AMOUNT PAID:	CHECK NUMBER:	IF IN-KIND SPONSORSHIP, PLEASE DESCRIBE:
REFERRED BY:		ARE YOU INTERESTED IN LEARNING HOW TO ROW? <input type="checkbox"/> YES <input type="checkbox"/> NO

HOW TO SIGN UP

1. Review sponsor package
2. Fill out paper commitment form or Google sponsor signup form online at <https://docs.google.com/forms/d/e/1FAIpQLScPsN0QanAGKCBnQEaKaiFESblFb2jncSxhcT86Y1AIMQjFEA/viewform>
3. Submit payment via **check** 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 **PayPal** for credit card payments using the TCRC email address TcYouthRowing@gmail.com
4. Sign up **online** to participate in the race (optional) at <https://runsignup.com/Race/FL/PalmCity/RunToRow>.
5. Email your.ai or PDF formatted logo and business description prior to December **27, 2024** to runtorow@gmail.com.

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>



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

TREASURE COAST

ROWING CLUB

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 Men's Para Inclusive 2x, including rowers Merritt Lavelle and Jack Ragland!

They placed 3rd at the USRowing National Youth Championship, earning a Bronze medal for our club for the first time since 2019!



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.