



The Head of the Housatonic, sponsored by the New Haven Rowing Club, is one of the largest single-day head races in the country attracting rowers of all levels -- from novice to elite, junior to veteran master. In 2012, there were over 2,500 participants who rowed in the event as well as many guests and spectators who came out to enjoy the festivities.

The full day event takes place in Shelton, CT. The regatta venue, Indian Well State Park, is situated on a stretch of the river with dams on both ends that create 4.5 miles of calm water with gentle turns. Lined by tree-covered hills, the course is 2.7 miles starting just below the park and ending at the New Haven Rowing Club boathouse across the river in Oxford, CT.

Founded in 1970, the NHRC has nearly 100 members ranging in age from 18 to 82. The club, based in Oxford, CT, is well known in the US and internationally. NHRC rowers have won medals at major regattas such as the Head of the Charles, the US Masters National Championship Regatta, the San Diego Crew Classic, and many others.

By becoming a sponsor of the Head of the Housatonic, your company will not only gain access to thousands of people during the event, but you will also help support a non-profit community organization dedicated to promoting the sport of amateur rowing in Connecticut.

The following table outlines the sponsorship options available:

Level	Investment	Benefits
Gold (one only)	\$2,500	Large Promotional Banner (provided by sponsor) hung at launch area Public Announcement recognition during event Large banner ad on event buses (banner costs paid by sponsor) Regatta Web site – large top page banner Full Page (inside front cover) Sponsor advertisement in Program
Silver (two only)	\$1,000	Regatta website – medium mid-page advertisement Medium banner ad on event buses (banner costs paid by sponsor) Half page (inside back cover) Sponsor advertisement in Program
Bronze (four only)	\$500	Regatta Website – rotating bottom page advertisement Small banner ad on event buses (banner costs paid by sponsor) quarter page – inside Sponsor advertisement in Program

Advertising Option: Companies may also purchase a quarter page ad in the Program for \$250.