



HEAD OF THE OHIO

CORPORATE SPONSORSHIP
BENEFITS PITTSBURGH, PA
OCTOBER 7-8TH, 2023





ABOUT THE REGATTA

ONE OF THE LARGEST REGATTAS IN THE COUNTRY, THE HEAD OF THE OHIO (HOTO) ATTRACTS ROWERS OF ALL AGES AND ABILITIES INCLUDING YOUTH, ADULT MASTERS, ADAPTIVE, AND COLLEGIATE ROWERS.

MORE THAN JUST A ROWING RACE, THE HEAD OF THE OHIO HIGHLIGHTS ALL ASPECTS OF RECREATION ALONG PITTSBURGH'S RIVERFRONT – BOTH ON AND OFF THE WATER. HOTO DRAWS CREWS, FAMILIES, AND FRIENDS FROM ACROSS THE MIDWEST, MID-ATLANTIC, AND SOUTHERN CANADA AND FEATURES RACING, OUTDOOR ACTIVITIES, AND ENTERTAINMENT FOR ALL AGES.

2023 WILL BE THE 36TH ANNUAL HEAD OF THE OHIO HOSTED BY THREE RIVERS ROWING ASSOCIATION



The Head of the Ohio is the largest annual rowing race in Western PA

HOTO BY THE NUMBERS



PARTICIPANTS

Over 1,700 participants between the ages of 13 and 75

SPECTATORS

Over 2,000 spectators converge on the shores and bridges of the Allegheny River each race day



VOLUNTEERS

200+ volunteers support HOTO both on and off the water the entire weekend



TRAVEL

Participants travel from Pennsylvania, Ohio, New York, Maryland, West Virginia, Kentucky, North Carolina, Michigan and Canada!



TITLE SPONSOR

\$25,000

- **REGATTA NAMING RIGHTS AND CO-BRANDED EVENT**
- **BRAND INCLUDED IN PRESS RELEASE AND SOCIAL MEDIA ANNOUNCEMENT**
- **CO-BRANDED SIGNAGE AT START AND FINISH LINES**
- **CO-BRANDED BOW NUMBERS**
- **FULL PAGE ADVERTISEMENT IN DISTRIBUTED REGATTA PACKET**
- **12 INDIVIDUAL RACE NAMING RIGHTS**
- **SPONSORED POSTS ON TRRA SOCIAL MEDIA PLATFORMS BEFORE AND DURING RACE WEEKEND**
- **BRAND ANNOUNCEMENTS ON THE HOUR DURING EVENT**
- **LOGO INCLUSION IN TROPHY AND MEDAL WINNERS PHOTO BOOTH**
- **LOGO INCLUSION ON WEBSITE**
- **LOGO INCLUSION ON EVENT T-SHIRTS**
- **BOOTH SPACE AND BRANDED SIGNAGE AT WASHINGTON'S LANDING DURING RACE WEEKEND**
- **TEAM BUILDING OPPORTUNITY FOR UP TO 20 PEOPLE**

PLATINUM SPONSOR

\$10,000

- 9 INDIVIDUAL RACE NAMING RIGHTS
- HALF-PAGE ADVERTISEMENT IN DISTRIBUTED REGATTA PACKET
- BRAND ANNOUNCEMENTS THROUGHOUT EVENT
- LOGO INCLUSION ON WEBSITE
- LOGO INCLUSION ON EVENT T-SHIRTS
- LOGO INCLUDED IN RACE DAY SOCIAL MEDIA POSTS
- BOOTH SPACE DURING RACE WEEKEND AT WASHINGTON'S LANDING
- TEAM BUILDING OPPORTUNITY FOR UP TO 10 PEOPLE



GOLD SPONSOR

\$7,500

- 6 INDIVIDUAL RACE NAMING RIGHTS
- QUARTER-PAGE ADVERTISEMENT IN DISTRIBUTED REGATTA PACKET
- BRAND ANNOUNCEMENTS THROUGHOUT EVENT
- LOGO INCLUSION ON WEBSITE
- LOGO INCLUSION ON EVENT T-SHIRTS
- LOGO INCLUDED IN RACE DAY SOCIAL MEDIA POSTS
- BOOTH SPACE DURING RACE WEEKEND AT WASHINGTON'S LANDING
- 50% DISCOUNT ON TEAM BUILDING OPPORTUNITY FOR UP TO 10 PEOPLE



SILVER SPONSOR

\$2,500

- BRAND ANNOUNCEMENTS THROUGHOUT EVENT
- LOGO INCLUSION ON WEBSITE
- LOGO INCLUSION ON EVENT T-SHIRTS
- BOOTH SPACE DURING RACE WEEKEND AT WASHINGTON'S LANDING
- LOGO INCLUDED IN SOCIAL MEDIA 'THANK YOU' POST
- BUSINESS CARDS OR COUPONS CAN BE DISPLAYED AT RACE PACKET PICKUP



BRONZE SPONSOR

\$1,000

- BRAND ANNOUNCEMENTS THROUGHOUT EVENT
- LOGO INCLUSION ON WEBSITE
- LOGO INCLUSION ON EVENT T-SHIRTS
- LOGO INCLUDED IN SOCIAL MEDIA 'THANK YOU' POST
- BUSINESS CARDS OR COUPONS CAN BE DISPLAYED AT RACE PACKET PICKUP



STARTER SPONSOR

\$500

- LOGO INCLUSION ON WEBSITE
- LOGO INCLUDED IN SOCIAL MEDIA 'THANK YOU' POST
- BUSINESS CARDS OR COUPONS CAN BE DISPLAYED AT RACE PACKET PICKUP



LOCAL SPONSOR

\$100

- LOGO INCLUSION ON WEBSITE
- BUSINESS CARDS OR COUPONS CAN BE DISPLAYED AT RACE PACKET PICKUP



THREE RIVERS ROWING ASSOCIATION

THREE RIVERS ROWING ASSOCIATION IS A 501(C)(3) NONPROFIT ORGANIZATION.

TRRA'S MISSION IS TO DEVELOP AND DELIVER SAFE, SUSTAINABLE AND INCLUSIVE PROGRAMS AND EVENTS THAT TEACH AND PROMOTE THE BENEFITS OF ROWING AND PADDLING TO OUR DIVERSE COMMUNITY.

**TO BECOME A SPONSOR WRITE TO
ADMIN@THREERIVERSROWING.ORG**



Row412

Be a part of our Crew!

ROW412 IS TRRA'S CALL TO ACTION THAT AIMS TO MAKE THE SPORTS OF ROWING AND DRAGON BOATING MORE ACCESSIBLE AND INCLUSIVE TO OUR SOUTHWESTERN PA COMMUNITY, REGARDLESS OF AN INDIVIDUALS BACKGROUND OR ABILITY.

ROW412 CONNECTS OUR SPORTS WITH THE COMMUNITY
LEVERAGING 3 BRIDGES:

YOUTH ENGAGEMENT
ADULT ENGAGEMENT
COMMUNITY LEADERSHIP

TO LEARN MORE ABOUT ROW412 AND TO JOIN OUR CREW, VIST OUR
WEBSITE: THREERIVERSROWING.ORG