


2023 HEAD OF THE CHARLES®













partner guidelines
and manual/



IN PARTNERSHIP SINCE 1965 WITH **dcr**  MASSACHUSETTS DEPARTMENT OF
CONSERVATION AND RECREATION

V 2023.1



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Welcome to the Head Of The Charles®
Regatta Partner on-boarding package.
This document is designed to help facilitate
a smooth activation for your company at this
year's event.



A Message from the Department of Conservation and Recreation

While you enjoy this beautiful setting along the Charles River for Head Of The Charles, please help us to preserve and protect our parkland. You can help by caring for your location, tending to your waste, being cautious of tree limbs and shrubbery as you set-up and breakdown your displays and do not post any flyers or signage on trees or any parkland structures. Thank you for your cooperation.

The Charles River and abutting parkland is managed by the Massachusetts Department of Conservation and Recreation (DCR). DCR, a state agency under the Executive Office of Energy and Environmental Affairs, is steward to one of the largest state parks systems in the country. It oversees 450,000 acres of forests, parks, beaches, lakes and ponds, trails, watersheds, dams, historic sites and landscapes. Led by Commissioner Brian Arrigo, the DCR's mission is to protect, promote and enhance our commonwealth of natural, cultural and recreational resources.”

To learn more about the DCR, or facilities and programs, please visit mass.gov/dcr

PARTNER PORTAL

Upon signature of your Agreement you will be provided with login credentials to the HOCA Partner Portal at which a majority of activation items can be submitted including COI, logos, arrival information, credential names, etc.

DEADLINES

This is a comprehensive list of HOCR benefits, some which may not apply to your organization. Please refer to your agreement for clarification.

-
- **Upon signed agreement**

Partner Logo(s) in Vector Format (.ai/.eps)
Upon signature submission of Partner logo(s) requested in vector format.

 - **August 1, 2023**

Tent Infrastructure/Signage
Submission of any changes or additions to tent infrastructure or signage.

 - **August 15, 2023**

Social Media
Submission of all content, copy and assets for social media posts.

 - **September 1, 2023**

Signage
Any requests for HOCR produced and installed signage is due including vinyl banners and flags.

 - **September 15, 2023**

CAP Submission
Primary on-site contact, arrival and parking information.

 - **September 22, 2023**

Viewing Guide Advertisement
Submission of press-ready pdf of advertisement.

 - **October 1, 2023**

Credentials
Submission of names for optional partner credentials.

 - **October 1, 2023**

Public Address (PA)
Submission of public address announcements due, if contracted.

 - **October 1, 2023**

Certificate of Liability Insurance (COI)
Submission of Certificate of Liability insurance, requirements [here](#).

SUSTAINABILITY REQUIREMENTS

In an effort to reduce our impact on the Charles River and the natural environment, we are **requiring all partners to conform** to the following guidelines.



- **No single-use plastic water bottles** may be distributed during vending or sampling. All water beverages are to be sold in aluminum cans or compostable containers.



- **No single-use plastic service-ware** of any kind may be used during vending. This includes, but is not limited to, cups, plates, bowls, hinged or lidded containers, straws, cup lids, and utensils.



- **No single-use plastic bags** of any kind may be used during vending. Thicker reusable plastic bags are permitted.

COMPOSTING REQUIREMENTS

All food vending products must be served using compostable products. The composting partner for the HOCR is Black Earth Compost.

- They accept [BPI](#), [CMA](#), or [OK Compost/TUV](#) certification only. Read more about certifications [here](#).
- **No waxed cardboard, milk cartons, soda cups, dryer lint, or cleaning chemicals on paper towels are allowed.** Here's the [full list of what's compostable](#).



COMPOSTABLE MATERIAL SUPPLIERS

There are many supplier available for compostable supplies but not all are compatible with our composting partner. These below have been approved by our partner.

- [Key Compostables](#)
- [Good Start Packaging](#)

PLASTIC FILM RECYCLING BY OBAGGO

Plastic film recycling will be available once again this year. Our partner, Obaggo, will be providing 6 containers (MIT, Volunteer Tent, Sustainability/Attager Row, Eliot Bridge, CBC) For more information on Obaggo click [here](#). Our recommendation, by industry, are listed below. Thank you for your cooperation.

- **Clothing and Accessories Merchants** Please keep all the plastic film from clothing packaging separate from regular trash.
- **Food Vendors** Please set aside case wrap, bun wrap, any plastic film from their food (NOT saran wrap). Do not mix with regular trash or other recycling.
- **Boat Manufacturers** Please set aside any plastic wrap from new boats. Do not mix with regular trash.

CONTRACT

If you do not have a copy of a countersigned agreement from the HOCR please contact Mason Cox, Chief Commercial Officer, mcox@hocr.org, immediately.

PAYMENT INSTRUCTIONS

Our Federal Tax Id Number is 04-3317 489

■ Payments by Check

Made payable to: Head Of The Charles Regatta, Inc.
Address: Lockbox #847842, Boston, MA 02284-7842

■ Payments by Wire Transfer

Name: Head Of The Charles Regatta, Inc.
Address: PO Box 380052, Cambridge, MA 02138
Account Number: 3 5 7 4 8 0 7 6 3 5
Transit Number: 2 3 1 3 7 2 6 9 1
Bank: Santander Bank
Bank Address: 1130 Berkshire Blvd., Wyomissing, PA 19610
Valid Approver: Tom Martin
Approver Address: 32 Sherwood Road, Melrose, MA 02176
SWIFT Code: SVRNUS33

■ Payments by Credit Card

Payment via credit available upon request. Please contact Mason Cox, mcox@hocr.org

DEADLINE

Full payment is due **prior to the Regatta** unless otherwise noted in the contract.

FINANCIAL DOCUMENTS

- **HOCR W-9** You can download the form [here](#).
- **Tax Exempt Certificate (ST-2)** You can download the certificate [here](#).

CERTIFICATE OF INSURANCE (COI)

Partner shall obtain and maintain throughout the term of this Agreement, at its own cost and expense, general liability insurance naming Head Of The Charles Regatta, Inc. and the Cambridge Boat Club (both located at 2 Gerry's Landing Road, Cambridge, MA 02138) as an additional insured in the amount of at least \$1,000,000 combined single limit with a deductible not to exceed \$2,500. The policy shall provide for ten (10) days prior written notice to HOCR from the insurer by registered or certified mail, return receipt requested, in the event of any modification, cancellation, or termination of the policy. Additionally, partners shall obtain and/or maintain workers compensation insurance. Exhibitor shall provide HOCR with proof of the insurance no later than October 1st.

- Head Of The Charles Regatta, Inc. and Cambridge Boat Club
2 Gerry's Landing Road
Cambridge, MA 02138

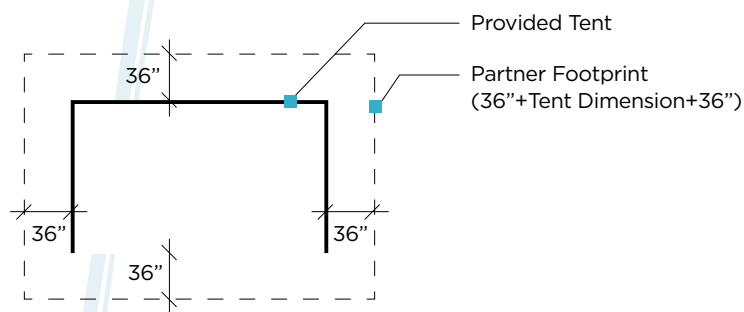
ELECTRICITY

If you have contracted electrical power, please be sure to bring all extension cords that you anticipate needing. These are not provided by the HO CR or generator company.

It is critical that you list all items being plugged into the generator in the partner portal to ensure that your organization and neighboring partners are supplied with the appropriate level of power.

SIGNAGE

All signage must be limited to the Partner Footprint. The Partner Footprint is defined by the immediate area 36 inches beyond the perimeter of the provided tent. Exhibitor shall obtain HO CR's approval of all signage placements. PLEASE NOTE that this requirement includes any teardrop flags or similar banners which must be placed directly next to the tent and may not extend outside the above defined footprint.



NON-HO CR SUPPLIED TENTS

Per State Fire Marshall, the use of a non-HO CR supplied tents is strictly prohibited unless specifically approved by the HO CR. In any case, non-HO CR provided must be located 12' away from any other tents, have a State Fire Marshall approved flame spread certificate and must be specifically permitted with inspectional services in the appropriate jurisdiction (Boston or Cambridge)

SECURITY

The DCR Rangers and State Police will be on premises with 24-hour roving patrol starting Thursday, October 19th and ending Sunday, October 22nd at the end of racing. Tents should be closed each night. The HO CR is not responsible for the security or safety of exhibits, any personal effects belonging to the partners, their staffs, or their contractors.

If additional security is desired, arrangements must be made through the HO CR only. Sleeping in or near the booths or tents is not allowed.

Please also note that we will not be responsible for the security of your banners, linens, tables, chairs and anything left in your booth while on site, though every precaution will be made to ensure their safety.

USAGE OF FOOTPRINT

Usage of footprint outside exhibition hours is strictly prohibited per DCR regulations.

CLEANLINESS

Throughout the weekend, and at the end of every day, please clean your area of any refuse and place it in the recycle or waste bins provided. Proper recycling of refuse is encouraged.

Upon move-out, any materials left within the footprint will be charged a removal fee of \$1,000 and billed hourly for clean up.

PARTNER HOTLINE

If you need any help during your stay please **call/text (617) 468-8611**
(active starting Thursday, October 19 at 9AM)

PRIMARY ON-SITE CONTACTS BY VENUE

Please refer to your agreement for clarification.

<ul style="list-style-type: none"> ■ Rowing & Fitness Expo at Attager Row 	Eliza Sweet Rose Agleico	(203) 733-0771 (914) 413-2074	emi@hocr.org
<ul style="list-style-type: none"> ■ Weld Exhibition 	Steve Bergeron Roslyn Turner	(978) 375-4751 (540) 623-9808	emi@hocr.org
<ul style="list-style-type: none"> ■ FALS Bar 	Molly Hayes	(857) 207-9954	emi@hocr.org
<ul style="list-style-type: none"> ■ Directors' Tent Cambridge Boat Club 	Michaele Taylor Melissa Talarico	(203) 247-2758 (570) 403-1333	emi@hocr.org
<ul style="list-style-type: none"> ■ Eliot Bridge Enclosure Hospitality Row 	Melissa Hewson Dorothy Mosko	(267) 825-5199 (646) 573-3301	emi@hocr.org
<ul style="list-style-type: none"> ■ Reunion Village 	Amy Petkanas Hugh Smith	(617) 869-8086 (978) 853-7785	emi@hocr.org
<ul style="list-style-type: none"> ■ HOCR Venue Management 	Joan Hewson	(203) 846-3372	emievents@juno.com
<ul style="list-style-type: none"> ■ HOCR 	Mason Cox Carlos Ridruejo	(774) 272-1288 (617) 901-5908	mcox@hocr.org carlos@hocr.org

IMPORTANT ADDRESSES

- **Attager Row/Rowing & Fitness Expo** 1059 Soldiers Field Road, Boston, MA 02163 [↗](#)
- **Cambridge Boat Club** 2 Gerry's Landing Road, Cambridge, MA 02138 [↗](#)
- **Eliot Bridge Enclosure** 990 Soldiers Field Road, Boston, MA 02163 [↗](#)
- **FALS Lot 1 (Permit Only)/Hospitality Row:** 990 Soldiers Field Road, Boston, MA 02163 [↗](#)
- **FALS Lot 2 (Permit Only)/Partner Check-In:** 992 Soldiers Field Road, Boston, MA 02163 [↗](#)
- **FALS LOT 3 (Permit Only)** 1070 Soldiers Field Road, Boston, MA 02134 [↗](#)
- **FALS Lot 4 (Permit Only)** 1100 Soldiers Field Road, Boston, MA 02134 [↗](#)
- **Reunion Village:** 973 Memorial Drive, Cambridge, MA 02138 [↗](#)
- **Weld Exhibition** 971 Memorial Drive, Cambridge, MA 02138 [↗](#)
- **Weeks Footbridge** 940 Memorial Drive, Cambridge, MA 02138 [↗](#)

HOCR FALS VENUE

Artesani Park, Allston, Massachusetts

2023 HOCR est. 1965



HOCR WELD VENUE

Riverbend Park, Cambridge, Massachusetts

2023 HOCR est. 1965



HOCR REUNION VILLAGE

Riverbend Park, Cambridge, Massachusetts

2023 HOCR est. 1965




UPDATED SEPTEMBER 2022

PARTNER CHECK-IN

In order to serve all our partners in an welcoming environment check-in, move-in, move-out procedures and time tables have been established. We appreciate all our partners adhering to these times, unless other arrangements have been established with the Regatta Office. We thank you for your cooperation.

ATTAGER ROW ROWING & FITNESS EXPO

■ Check-In

Partner Check-In Trailer at Parking Lot 2
992 Soldiers Field Road, Boston, MA 02163 

Thursday, October 19: 8AM - 5:30PM
Friday, October 20: 8AM - 12PM

■ Move-In

Thursday, October 19: 8AM - 5:30PM

■ Exhibiting Hours

Friday: 8AM - 6PM
Saturday: 8AM - 6PM
Sunday: 8AM - 6PM

■ Move-Out

Sunday, October 22: 4:30PM - 9PM

WELD EXHIBITION

■ Check-In

Partner Check-In Weld Exhibition Entrance
971 Memorial Drive, Cambridge, MA 02138 

Friday, October 20: 8AM - 3PM

If arriving before 8 AM on Friday, check-in is located at FALS Lot 2 at the Partner Trailer. See above.

■ Move-In

Friday: 10AM - 3PM
Saturday: 6:30AM - 7:45AM
Sunday: 6:30AM - 7:45AM

■ Exhibiting Hours

Saturday: 8AM - 4:30PM
Sunday: 8AM - 4:30PM

■ Move-Out

Sunday, October 22: 4:30PM - 8PM

PARTNER PARKING

■ Parking Passes

Unless stipulated specifically in the signed HOOCR agreement each partner is granted one (1) parking pass for personal supply vehicle at nearby vendor lot. One (1) additional parking pass available based on availability and discretion of the Regatta Office during the weekend. All parking passes will be distributed upon check-in.

■ On-Site Parking

Per DCR regulations, any vehicle parked on the grass must have plywood under each tire.

Support vehicles are allowed to park on-site on a case-by-case basis and must be directly approved by the HOOCR. Vehicle size and reason for needing to be parked on site must be submitted, i.e. holds six (6) pallets of product for sampling operation, refrigerated truck to keep yogurt cold, etc... Personal vehicles are not allowed to park on site.

GENERAL PUBLIC PARKING AND PUBLIC TRANSPORTATION

■ Public Transportation

All attendees not transporting boats encouraged to use public transportation.

The course is within easy walking distance of 3 MBTA stations (Central & Harvard on the RED line, and BU Central on the B Branch of the Green Line) and multiple bus routes travel near to the course (1, 47,64,66, 71,72,73,74, 75, 86). See mbta.com for detailed route and schedule information.

■ Free Parking on Birmingham Parkway

Free, on-street parking. Parkway runs next to I-90 and is accessible from Market Street off of Soldiers Field Road or from Soldiers Field Road and Route 20 intersection near Community Rowing. This option is only available: Friday, Saturday, and Sunday. Parking in this area is not permitted after 7PM.

A shuttle bus to the FALS area is only available Friday (7-10AM and 3-6PM); Saturday and Sunday (7-10AM and 4-7PM)

■ Alewife MBTA Station Parking Garage

Accessible from Route 2 off of I-95. Garage with parking for 2,733 cars and Red Line T service to Harvard Square, then a short walk to the river and the Weld Exhibition/Reunion Village area. Available: 7 days a week, 24 hours. Cost: Mon-Fri: \$9 | Sat-Sun: \$3, click here for [information](#)

■ Harvard Stadium, Gate 14

Accessible off of Soldiers Field Road heading East. Parking will be available for approx. 500 cars. Location is across from the FALS/Rowing and Fitness Expo area. Available: Friday, Saturday, and Sunday. Anticipated Parking Fee: \$30/day. Cashless payment only.

■ Other Paid Parking

See the Public Parking map below for other options in the vicinity.

■ Rideshare

Rideshare drop-off and pick-up are restricted to the areas marked as such.

ANTICIPATED ROAD CLOSURES

- **8AM - 7PM: Memorial Drive** from Cambridge Boat Club to Western Avenue (Saturday & Sunday)

PUBLIC PARKING

Public Parking Garages in the Vicinity



VENUE LEGEND

- A** Reunion Village
- B** Weld Venue
- C** FALS Area

- 1** Propark/Smith Center 1350 Massachusetts Ave, Cambridge, MA ↗
- 2** Propark/41 Church Street 41 Church St, Cambridge, MA ↗
- 3** Harvard Square Parking Garage 20 Eliot St, Cambridge, MA ↗
- 4** Propark/Charles Square Garage 1 Bennet St, Cambridge, MA ↗
- 5** University Place Garage 45 University Road, Cambridge, MA ↗

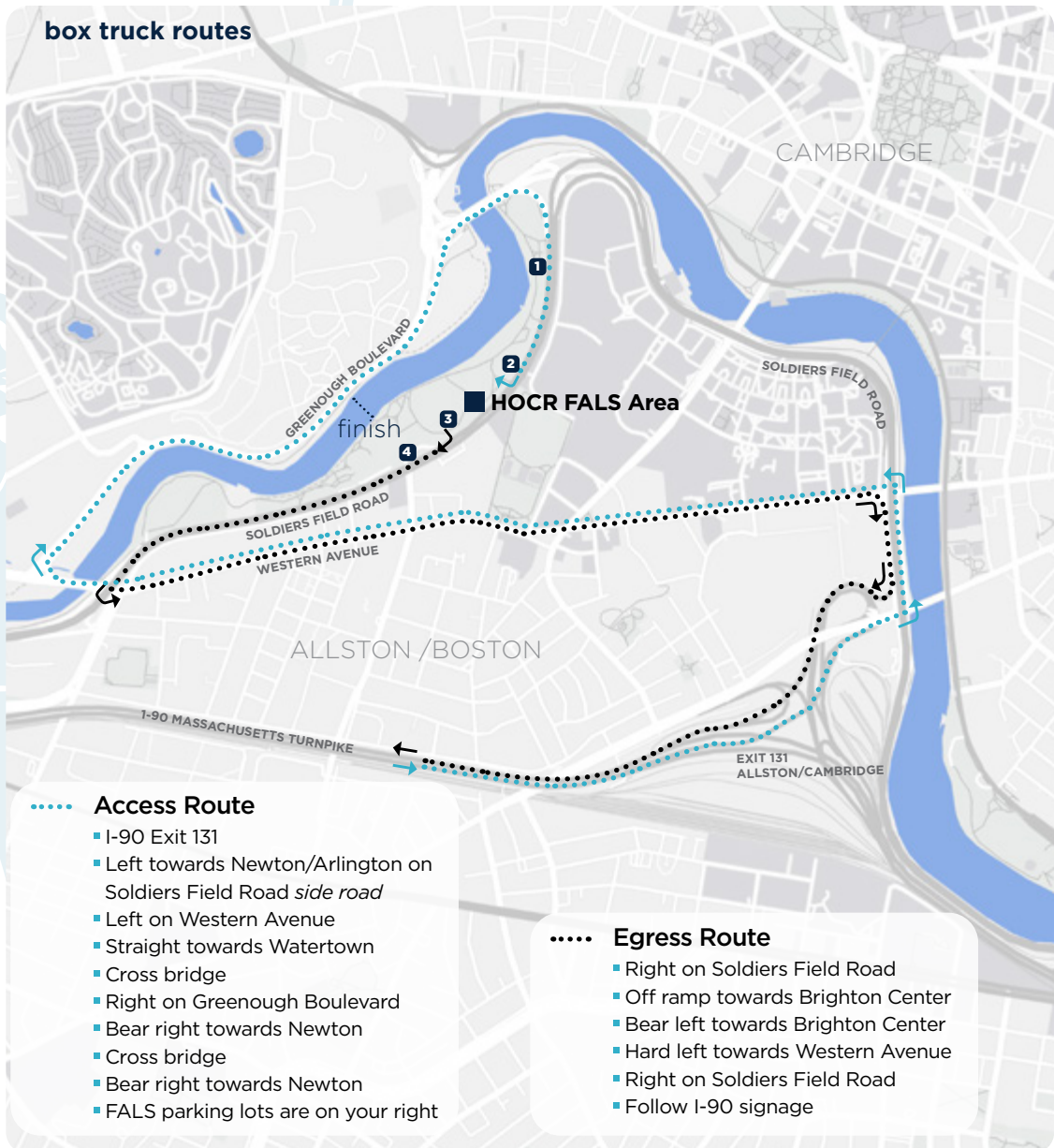
— Metered Parking Spaces

UPDATED SEPTEMBER 2023

RECOMMENDED FALS TRUCK ROUTE

Accessing the HOCCR FALS venue can be challenging with oversized vehicles such as box trucks, due to height restrictions in several of the vicinity roads. Below are recommended routes of access and egress for large vehicles to and from the I-90 Mass Pike Exit 131 (Allston-Brighton / Cambridge)

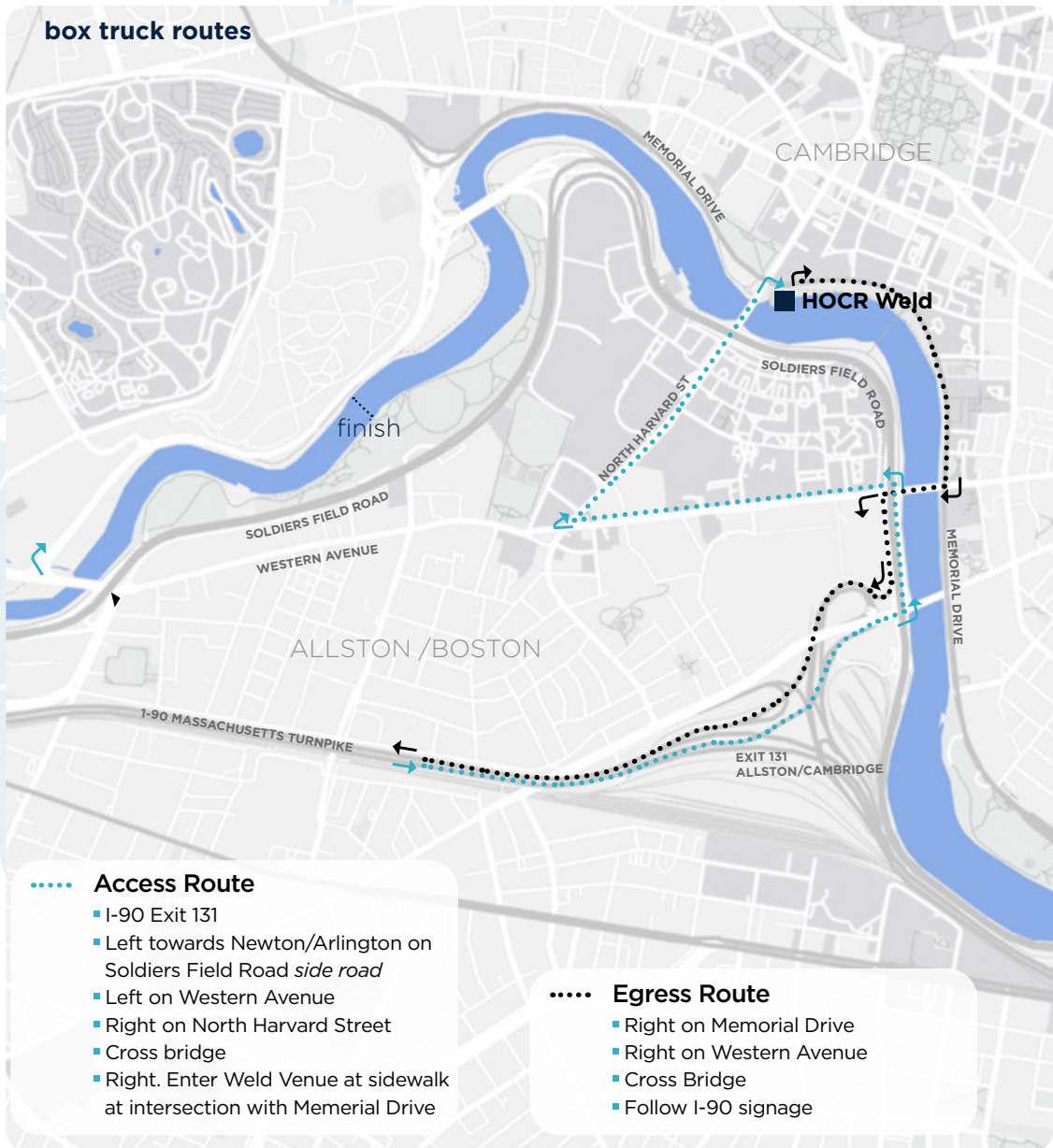
- **Do not use Soldiers Field Road between North Harvard Street and River Street as the underpasses have a very limited height restriction.**
- Please be aware that truck access route includes usage of truck restricted roads, but in areas where there are no height restrictions.



RECOMMENDED WELD TRUCK ROUTE

Accessing the HOCR Weld venue can be challenging with oversized vehicles such as box trucks, due to height restrictions in several of the vicinity roads. Below are recommended routes of access and egress for large vehicles to and from the I-90 Mass Pike Exit 131 (Allston-Brighton / Cambridge)

- **Do not use Soldiers Field Road between North Harvard Street and River Street as the underpasses have a very limited height restriction.**
- Please be aware that truck access route includes usage of truck restricted roads, but in areas where there are no height restrictions.



FOOD SAMPLING/VENDING PERMITTING

All food sampling and vending at any of the HOOCR venues requires the appropriate permitting by the local health authority having jurisdiction over that venue.

■ Weld Exhibition, Reunion Village, Cambridge Boat Club

Local authority:

City of Cambridge
Inspectional Services Department
831 Massachusetts Avenue
Cambridge, MA 02139
[Website](#)

Submit your application online directly to the City at [Temporary Food Service Application](#)

All questions should be directed to Kristen Fernandes Alizadeh (kfernandes@cambridgema.gov), Sanitary Inspector, City of Cambridge.

■ Attager Rowing & Fitness Expo, Hospitality Row

Local authority:

Boston Inspectional Services
Division of Health Inspections
1010 Massachusetts Avenue
Boston, MA 02111
[Website](#)

Download the required application [Temporary Food Service Application](#). Send the completed application to Mason Cox, Chief Commercial Officer, mcox@hocr.org. The HOOCR Office will submit all completed applications to the City of Boston.

ICE DELIVERIES

If you require ice deliveries on-site, please arrange those directly with our ice delivery vendor. Allow for extra time as road closures and road congestion will cause delivery delays.

■ Arctic Glacier

225 Southampton St
Brookline, MA 02118
(617) 232-0941
articglacier.com

SHIPPING, RECEIVING & DELIVERY OPTIONS

We are proud to partner with our logistics specialist Gentle Giant Moving Company.

Need help with delivery of your items on-site? Regatta partner Gentle Giant Moving Company can deliver your items to you on-site for a nominal fee.

Please contact **Andrew Hashway** for more information at ahashway@gentlegiant.com or (617) 806-1070

2023 PRICING

■ Receiving Fee: \$70

Fee includes handling in warehouse, shrink wrapping of pallets and computerized inventory. Exhibits and other special handling items priced accordingly.

■ Delivery Fee: \$500 flat fee

Delivery to a designated Regatta Location (includes a pick up and return to warehouse). For deliveries above 10 pallets, please request a custom quote.

■ Storage fee

All storage fees are quoted per shipment

RECEIVING

Product or displays that are sent to our facility will require **proper labeling, as follows:**

Name of Company

Gentle Giant Moving Co. / HOCR 2023

1 Burlington Ave.

Wilmington, MA 01887

Number of pieces in the shipment

Delivery Time, Date & Location at the Regatta

Pickup if needed at Close of Event, Items may need to be delivered back to Vendors -

Please Prearrange

DELIVERY

All products that enter our facility will be palletized, shrink wrapped, and categorized for timely distribution during Regatta weekend. Please take care to label each delivery with the name of the brand that is to be represented on-site. In consideration of the volume of deliveries and pick-ups during race weekend, we will adhere to a 2-hour delivery window. **The final date for accepting products at our facility will be Wednesday, October 18, 2023 at 5:00PM.**

PICK-UP

Do you need your items picked up and shipped to a location post event? Gentle Giant can assist with this.

Please coordinate with Gentle Giant prior to the event to schedule a pickup at the conclusion of the Regatta on Sunday evening. Partner will be responsible for all shipping arrangements of any product that is returned to the Gentle Giant warehouse.



MASSACHUSETTS DEPARTMENT OF
CONSERVATION AND RECREATION

The Charles River and abutting parkland is managed by the Massachusetts Department of Conservation and Recreation (DCR). DCR, a state agency under the Executive Office of Energy and Environmental Affairs, is steward to one of the largest state parks systems in the country.

The DCR will be strictly enforcing the state guidelines listed below.

SET-UP

- The concessionaire may access the premises to setup the concession no earlier than Thursday October 19, 7AM
- The DCR Vendor placard must be posted in a highly visible location on vending cart, table or booth.
- One placard per booth or 20 x 20 tent. Larger booths or tents may have additional placards to be posted. Placards are distributed to partners at check-in.

OPERATION

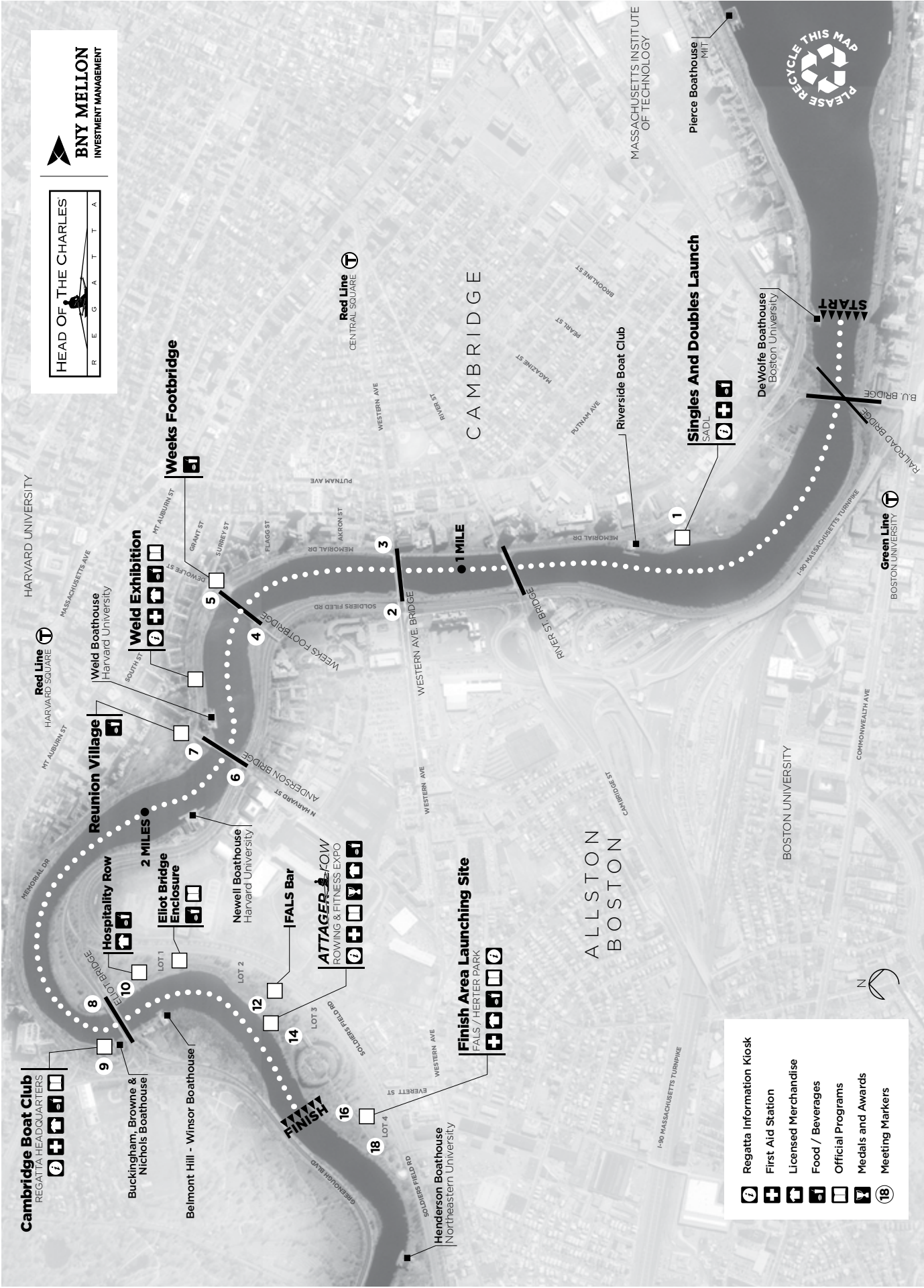
- The concessionaire shall be solely responsible for picking up all litter, trash, rubbish or similar within a twenty foot (20') radius of the mobile concession operation on an hourly basis or more frequently as needed. The concessionaire shall ensure that all items are properly disposed of into the appropriate trash or recycling container.
- **Glass bottles and other glass items are strictly prohibited**
- The concessionaire shall recycle aluminum, cardboard and plastic materials used in the operation of the concession and shall encourage its patrons to do the same.
- The sale, distribution, display or advertisement of any tobacco related product or item on the premises is strictly forbidden.

BREAKDOWN

- The concessionaire must entirely vacate the premises by **no later than 9PM on Sunday** or as directed by the DCR and/or Massachusetts State Police
- The concessionaire must remove all property and properly dispose of all pallets—wooden or otherwise including plastic bread trays and crates.
- The concessionaire must remove all propane canisters, grease, waste oil and waste water from the premises—**CARRY IN, CARRY OUT. The concessionaire is strictly prohibited from disposing of grease and/or liquid food waste, in any manner, on the premises, in the water, on parkland or on any property.**
- The concessionaire shall be solely responsible (financially and for labor costs) for any damage, destruction, vandalism or similar caused to the premises by the concessionaire, its members, guests, business invitees, agents, employees or similar. Any damage shall be immediately repaired to the satisfaction of the DCR or Massachusetts State Police.

ENFORCEMENT

- DCR Staff, Rangers and Massachusetts State Police may inspect and verify compliance of vendors at any time throughout the duration of the event.
- Violation of these terms and conditions or any provision of the agreement between the DCR and the primary concessionaire may result in permanent exclusion of the right to sell on DCR property in the future.



- Regatta Information Kiosk
- First Aid Station
- Licensed Merchandise
- Food / Beverages
- Official Programs
- Medals and Awards
- Meeting Markers

HEAD OF THE CHARLES
R E G A T T A

BNY MELLON
INVESTMENT MANAGEMENT

2023 HEAD OF THE CHARLES REGATTA

Race Course Map

UPDATED 09/19/2022, VERSION 1