



2024  HOCR
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HEAD OF THE CHARLES®

400,000 SPECTATORS ▪ 12,000 COMPETITORS ▪ 2,400 VOLUNTEERS

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The **Head Of The Charles Regatta** is a world-class rowing competition that inspires, engages, and advances athletes of all ages, abilities, and identities. We seek to be a **leader in our sport and its development**, an **engaged and supportive member** of our local, national, and international communities, as well as a **responsible steward** of the incredible open space on which our event occurs.

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Who are we?

We are the **largest rowing event in the world** and the preeminent regatta on the USRowing calendar and third largest outdoor event in Boston alongside the Fourth of July and Boston Marathon. We draw competitors, spectators and partners **from over 30 countries and just about every US state.**

We are a **pan-national, international and a 'must do' event** for all rowers.

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Impact.

In the last 10 years, we have grown our competitor field to around **12,000 rowers from over 800 colleges, universities, high schools and clubs whose participants each spend on average \$530 over the course of the week** on food, merchandise, lodging etc.

We **attract 400,000 spectators**, and along with a dramatic uptick in media coverage and support from the Commonwealth—HOCR is the dominant event in Boston for this weekend with an **estimated economic impact to the Commonwealth of over \$88 million.**

- 1 million+ unique web site visitors
- 24M social media reach
- 62M non-social media reach
- \$6.5M advertising equivalency

Attractive demographics.

Ideal spectrum of ages

- 27% under 19
- 27% between 20-29
- 15% between 30-39
- 16% between 40-49
- 15% over 50

Highly educated

- 70% have an undergraduate degree
- 32% have a post-graduate degree
- 9% have a doctorate degree

Highly engaged with sponsors

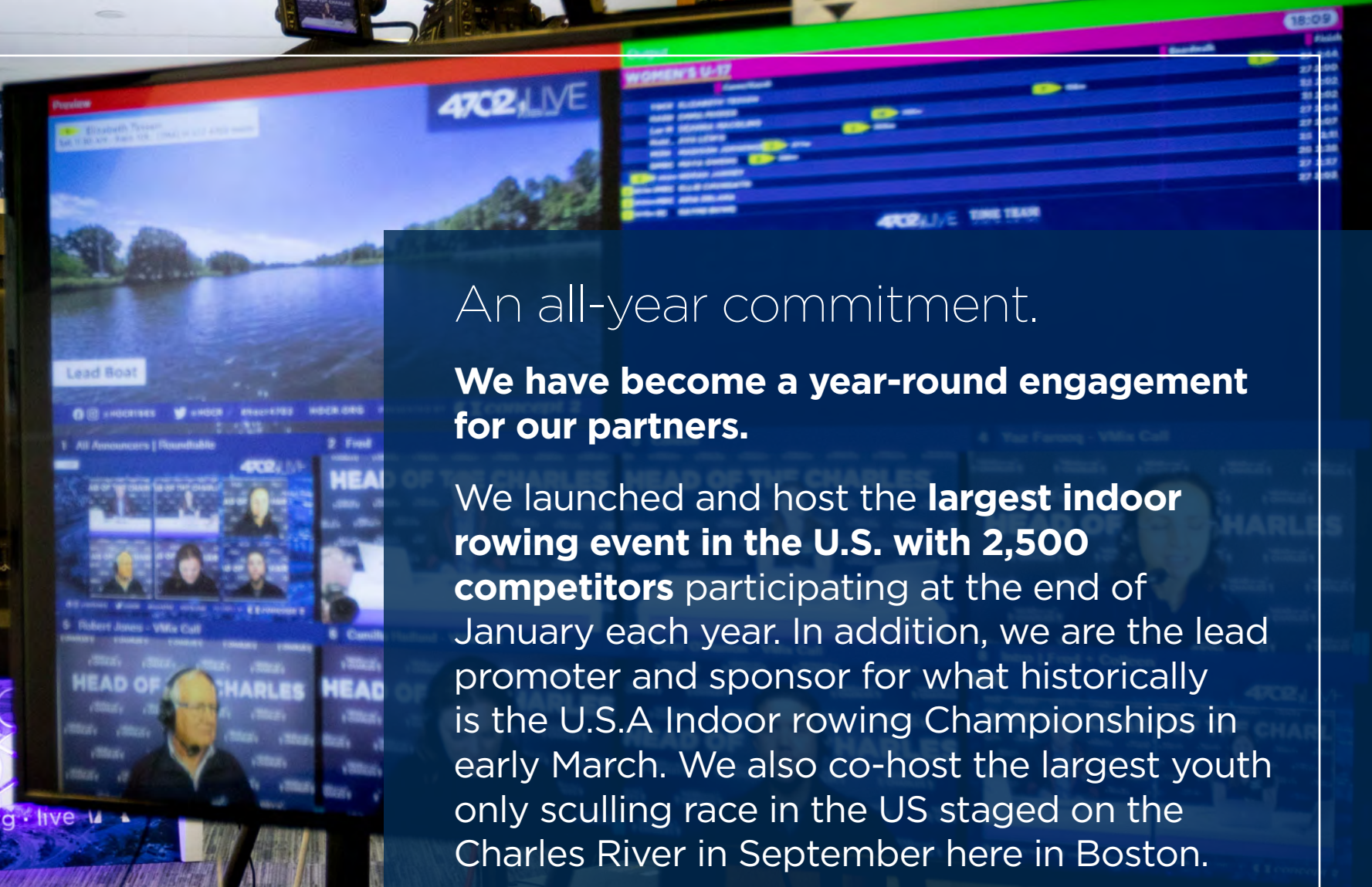
- 85% state they are more likely to select sponsor products
- 79% spectators appreciate sponsors more because of the commitment to the HO CR

Community engaged demographic

- 2,400 volunteers
- 3 of 4 attendees are engaged in community volunteerism

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An all-year commitment.

We have become a year-round engagement for our partners.

We launched and host the **largest indoor rowing event in the U.S. with 2,500 competitors** participating at the end of January each year. In addition, we are the lead promoter and sponsor for what historically is the U.S.A Indoor rowing Championships in early March. We also co-host the largest youth only sculling race in the US staged on the Charles River in September here in Boston.

COMMENTATOR COLLEEN SAVILLE AT THE LIVE BROADCAST OF 4702 VIRTUAL EVENT

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‘Must attend’ rowing event.

Every year, participants include:

- United States National rowing team members
- 50 current global Olympians
- 75 Elite World Championship current athletes
- 3,500 Global Masters’ Athletes
- 4,000 Global Youth competitors
- The HOCR is the ‘Super Bowl’ of rowing

THE ‘GREAT EIGHTS’ MULTI-NATIONAL CREWS

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We are not simply a large rowing event.

We take our role and responsibilities across our communities extremely seriously

- Leadership in gender equity
- Pioneer in inclusion
- Promotion and advancement in diversity
- Community partnership
- Commitment to sustainability

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HEAD OF THE CHARLES REGATTA PRESENTED BY BNY MELLON | INVESTMENT MANAGEMENT

Exposure of your brand.

Brand equity development.

Our presenting sponsor enjoys over 50% unaided awareness for the **400,000+ people that attend the regatta each year** as well as seeing significant increases in favorability scores and key equity attributes by year 3 of sponsoring the regatta. **Our lead sponsors' brands are highly visible** on building signage, bridge abutments covers and road pole banners along the 3 mile course as well as featuring in all our media promotions and publications.

CHARLES
vineyard vines
BNY MELLON | INVESTMENT M
Ford
OMNI HOTELS & RESORTS
at the seaport | boston



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Opportunity for you.

Commercial Benefits.

Historically the HOCR has provided a number of key benefits for our sponsor partners' associates and employees ranging from numerous hospitality options for existing and potential (recruiting) employee utility. Our financial partners have sought to provide additional benefits to their customers and clients (e.g card holder discounts) and we are open to any conversations about new ways to better serve key constituencies for our lead partners.

How we partner with our sponsors.

Brand Awareness and Association

- Co-branding
- Sitewide branding
- Full usage of logo
- Category exclusivity

Partnership in Community Involvement

- DEI opportunities
- Sustainability
- Cause-led marketing

Hospitality and Employee Engagement

- Turn-key hospitality options
- Employee team building and volunteer opportunities

Experiential and Brand Activation

- Product sampling and sales
- On-site brand experience
- Direct engagement

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Brand Awareness and Association

The only event in Boston to have banners on an iconic bridge, custom designed bridge pillars at the final turn in full view of spectators and competitors.

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CHARLES
OCTOBER 17-18

BNY MELLON

Brand Awareness and Association

The pole banner advertising program sees millions of impressions with installation at bridges, park pathways and river roadways starting 2 months before the event.

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Brand Awareness and Association

Partnership with Massport and HOCR partners to create a permanent hallway at Boston Logan International Airport highlighting the event.

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Partnership in Community Involvement

Presentation of the Charity Check on stage at the Official Awards Ceremonies.

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Partnership in Community Involvement

Partnership with Boston Children's Hospital and the Optimal Wellness for Life (OWL) program to improve the health and wellbeing of children.

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Partnership in Community Involvement

Blue Cross Blue Shield and Community Rowing partnered to bring over 100 middle school students to the HOCHR for a site tour and erg relay.

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Mississippi



Hospitality & Employee Engagement

BNY Mellon hosted 1,000 weekend clients & guests for over a decade at their private enclosure along the banks of the Charles River.

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Brooks Brothers



Hospitality & Employee Engagement

In addition to 2 large retail stores grossing over \$500K annually Brooks Brothers used the HOCR as corporate team building event.

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Hospitality & Employee Engagement

Moderna leveraged their partnership to include over 100 company volunteers across multiple committees including Awards, Sustainability & First Aid committees.

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Experiential & Brand Activation

Beyond the booth—vineyard vines used their company mascot to generate buzz and thousands of social media impressions over the weekend.

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Experiential & Brand Activation

In addition to multiple car displays Aston Martin utilized social media to share their partnership to 10 million followers.

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Experiential & Brand Activation

CLIF Bar created an athlete relaxation and recovery zone next to the awards stage area.

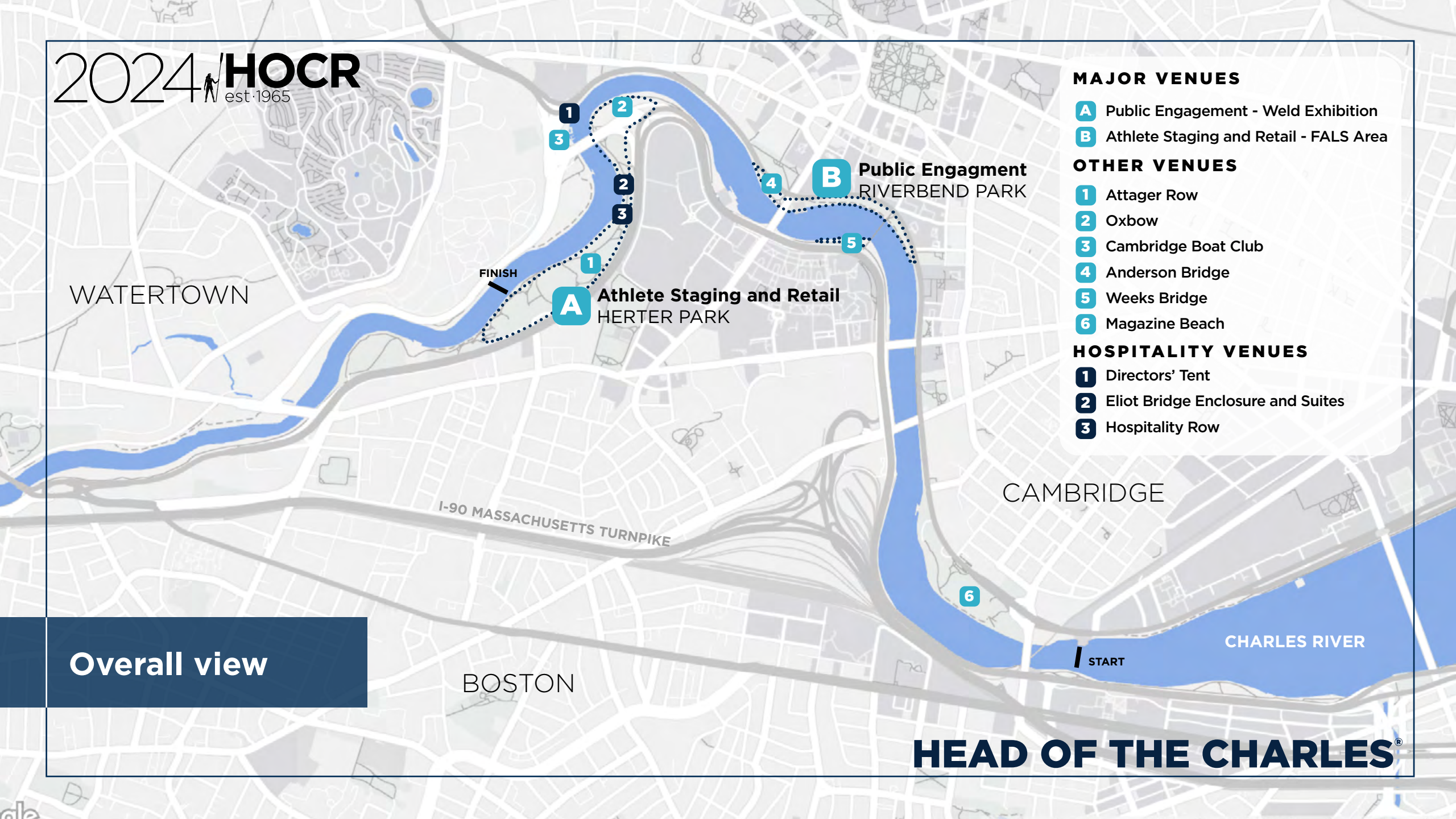
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index a **venue maps**

HEAD OF THE CHARLES®



- MAJOR VENUES**
- A** Public Engagement - Weld Exhibition
 - B** Athlete Staging and Retail - FALS Area
- OTHER VENUES**
- 1** Attager Row
 - 2** Oxbow
 - 3** Cambridge Boat Club
 - 4** Anderson Bridge
 - 5** Weeks Bridge
 - 6** Magazine Beach
- HOSPITALITY VENUES**
- 1** Directors' Tent
 - 2** Eliot Bridge Enclosure and Suites
 - 3** Hospitality Row

WATERTOWN

FINISH

A Athlete Staging and Retail
HERTER PARK

B Public Engagement
RIVERBEND PARK

CAMBRIDGE

I-90 MASSACHUSETTS TURNPIKE

START

CHARLES RIVER

BOSTON

Overall view

CAMBRIDGE

CAMBRIDGE

BOSTON

CHARLES RIVER

SOLDIERS FIELD ROAD

FINISH

KEY VENUE AREAS

- 1 Athlete Launching
- 2 Athlete Registration
- 3 Retail Area
- 4 Awards Stage
- 5 Main Concessions
- 6 Main Entrance
- 7 Booster Club Area
- 8 Spectator Parking

HOSPITALITY VENUES

- 1 FALS Bar
- 2 Eliot Bridge Enclosure and Suites
- 3 Private Hospitality
- 4 Directors' Tent

**Athlete Staging,
Hospitality and
Retail**

HERTER PARK

HARVARD SQUARE

CAMBRIDGE

CHARLES RIVER

SOLDIERS FIELD ROAD

BOSTON

KEY VENUE AREAS

- 1 Retail Area
- 2 Main Concessions
- 3 Public Sampling

HOSPITALITY VENUES

- 1 Anderson - Reunion Village
- 2 Weeks Public Hospitality
- 3 Private Hospitality

**Public
Engagement**
RIVERBEND PARK

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