



54TH HEAD OF THE SCHUYLKILL REGATTA OCTOBER 26 & 27, 2024

LIVESTREAM SPONSORSHIP OPPORTUNITIES

Meet our audience and be part of the legendary tradition of Philadelphia rowing and the Head of the Schuylkill Regatta.

The 2024 Head of the Schuylkill Regatta will continue a tradition of exceptional fall racing that began over fifty years ago. While the expansive scope of the two-day Regatta today bears little resemblance to its 1970 roots, the spirit of the Regatta endures: a fall race showcasing high-caliber crews as well as those new to the sport.

Tens of thousands of visitors line the 2.5-mile course in beautiful Fairmount Park to cheer competitors and take in the history and view of Boathouse Row. Building upon the Regatta's reputation as one of the nation's premiere events, Rowing News branded the HOSR as "the best head race in the world. Period."

Beyond the HOSR mission to conduct a safe and fair race on one of the most challenging courses in the country, we pride ourselves on providing a unique and unforgettable regatta experience. Together, we showcase Philadelphia and the Schuylkill River, not only as the birthplace of American rowing, but in its continued role as one of the most significant rowing venues in the country. [View HOSR 50th Anniversary Video](#)

In 2021, the HOSR began livestreaming two full days of racing. **We invite you to promote your brand, business, or event with placement of video ads or graphic/logo during our 2024 livestream.**

2023 Statistics

- 18+ Hours of livestream content
- 42K+ Views
- 16:00 Average watch time
- 6K+ Total hours watched
- Guest Broadcasters: Past and present Olympic and National team athletes, CEO USRowing, local community leaders.



WHY PARTNER WITH HOSR?

- Exposure and access to a world-class event, the second largest regatta in the country, largest and most inclusive in Philadelphia, the most storied hub of rowing
- Tens of thousands of competitors and spectators captive for a weekend of racing
- Ideal combination of local, national, and international attendees
- Thousands of influential business & community leaders
- Hundreds of top-tier US educational institutions represented
- On and off-site brand presence and engagement
- Unparalleled direct audience contact for services & products
- City-wide brand exposure broadcast mediums
- Head of the Schuylkill brand alliance
- Association with Head of the Schuylkill [community outreach and environmental initiatives – ‘Love Where You Row’](#)

MAXIMIZE YOUR REACH

The HOSR comprises a larger age demographic than a typical regatta or sporting event – over 8,500 participants range from 13-90+ years of age – and over 20,000 spectators. [Learn more about HOSR audience demographics.](#)

SPONSORSHIP TYPES AND COSTS

HOSR is offering video spots, live ad reads, and graphic/logo placement on the 2024 livestream broadcast on the [HOSR YouTube channel](#). The offerings below can be expanded or customized to meet your goals. Easily target your brand to an age group by advertising on Saturday or Sunday, for an event, or for the entire weekend.

DEADLINES

Please submit sponsorship interest and/or questions to info@hosr.org by September 29, 2024. Videos and graphics are due by October 10, 2024.

DESIGN STANDARDS

Video: 1920x1080 Video .MOV or .MP4 files. 1 minutes, 30 seconds or 15 second ads.

Logos or Banners: 1920x1080 or greater resolution. Preferably 300 PPI Vector Art (Photoshop Files .PSD, Illustrator Files .AI or non-flattened PDFs.) .PNG files as a last option but only if no background with an alpha layer.



Category	Ad term	Definition
Video spot/ live read	Live read \$500	Sponsor ad copy delivered by HOSR broadcaster during livestream.
	Preproduced video \$1,000	Sponsor-produced prerecorded video spot that shares your message plays during livestream.
Graphic ad	Corner bug \$1,000	Sponsor's logo in a corner at three points during livestream with broadcaster mention of sponsor.
	Full-screen \$1,500	Sponsor's logo displayed full screen at three points during livestream with broadcaster mention of sponsor.
	Banner \$1,500	Sponsor's logo in banner across lower third of screen at three points during livestream with broadcaster mention of sponsor.
	Exclusive Banner or Corner \$10,000	Opportunity for exclusive banner or corner for duration of livestream with title of Official Livestream Sponsor.

[60 Second Clip of Livestream](#)

[Full Livestream 2022 Day 1](#)

[Full Livestream 2022 Day 2](#)

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