



HOSR EST. 1970 · PHILADELPHIA

56TH ANNUAL

SINCE 1970

— AMERICA'S FALL FESTIVAL OF ROWING

HEAD OF THE SCHUYLKILL REGATTA

Sponsorship Opportunities | 56th Annual Event | October 24–25, 2026



PHILADELPHIA · OCTOBER 24–25, 2026



↑ BY THE NUMBERS

8,900+

Athletes Cross the
Finish Line Annually



272+

Clubs from Across the
U.S. and World



25K+

Spectators Line the
2.5-Mile Course



250+

Volunteers Power
the Event



55

Years of Racing Tradition



#2

Largest
Regatta in
the US

#1

Largest
Regatta in
Philadelphia



A Legacy Forged on the Schuylkill

151 YEARS OF RACING TRADITION · PHILADELPHIA, PENNSYLVANIA

🚩 1874

First rowing race on the Schuylkill River establishing Philadelphia as the birthplace of American rowing.

📅 1975

Renamed the Thomas Eakins Head of the Schuylkill Regatta, honoring Philadelphia's iconic painter of river scullers.

☆ 2016

Rowing News declares HOSR the best head race in the world — a title earned on the water.

🚣 1970

Modern HOSR founded by University Barge Club members — including 1960 Olympian Lyman Perry — with 180 competitors in the inaugural race.

📅 2008

Expanded to a two-day format to accommodate surging demand and growing global participation.

🏆 2025

55th HOSR celebrated with 2,375+ entries from 292 clubs and the inaugural Christopher Blackwall Scholarship.

Every Athlete Has a Place Here

MOST INCLUSIVE MAJOR REGATTA IN AMERICA

A group of young rowers in white and red gear standing on a dock, some holding their oars.

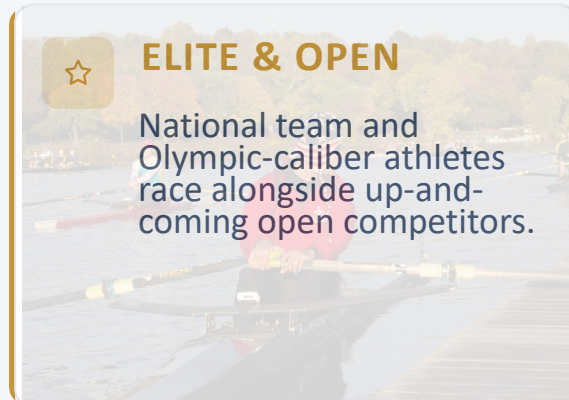
 **HIGH SCHOOL**


Thousands of young rowers from across the country compete in one of the most prestigious regattas in the nation.

A rowing team in a boat on the water, with a coach or official standing on the dock.

 **COLLEGIATE**

Top NCAA programs including Penn, Drexel, Temple and Georgetown battle for the coveted Points Trophy.

A rowing team in a boat on the water, with a coach or official standing on the dock.

 **ELITE & OPEN**

National team and Olympic-caliber athletes race alongside up-and-coming open competitors.

A group of rowers of various ages standing on a dock, some holding their oars.

 **MASTERS**

Adult club and masters rowers find a welcoming, competitive environment at every ability level.

A rowing team in a boat on the water, with a coach or official standing on the dock.

 **ADAPTIVE**

HOSR champions inclusivity with dedicated events for para and adaptive rowing athletes.

A group of rowers standing on a dock, some holding their oars, with pumpkins and flowers in the foreground.

 **ALUMNI**

Former collegiate and club rowers return each year to reconnect with the sport, one another, and the Philadelphia community.

“ Purpose got us started. ”
Passion keeps us going.

— HEAD OF THE SCHUYLKILL REGATTA —

Beyond our mission to conduct a safe and fair race on one of the most challenging courses in the country, we work year-round to give back to the community and lead efforts in sustainability. The HOSR supports access to rowing and empowerment of youth through rowing; we strive to be stewards of our river and park; and we endeavor to be good neighbors, supporting local businesses, organizations and endeavors.

LOVE WHERE YOU ROW

HOSR's environmental stewardship initiative protecting and celebrating the Schuylkill River ecosystem for future generations of rowers.

CHRISTOPHER BLACKWALL SCHOLARSHIP

Inaugural 2026 scholarship awarded to a high school senior who demonstrates outstanding academic achievement and athletic excellence in rowing.

50 STORIES

A celebration of Philadelphia rowing through the written & oral history of the HOSR. We celebrate the people by passing down their stories through generations and affecting change for the future of our sport.

COMMUNITY ART CONTEST

Since 2017, HOSR has provided an opportunity for local artists to show their work related to rowing, the Schuylkill River, and/or Boathouse Row as our Program Cover & annual poster.

LEGACY RACE NAMING

The HOSR celebrates distinguished members of the rowing community through naming of racing events - Legacies of the Schuylkill.

ROWING HISTORY PROJECT

What began as story sharing has grown into a project that seeks to inventory, preserve, and share with the public artifacts that tell the story of this iconic sport and its place in American history.

PHILADELPHIA — THE HOME OF AMERICAN ROWING

THE COURSE

- 🌐 2.3-mile scenic course along the Schuylkill River
- 🏠 Four historic bridges frame the race course
- ★ Finish at iconic Boathouse Row National Historic Landmark
- 👤 Fairmount Park — one of the largest urban parks in the U.S.
- 🕒 Three Angels Festival Area for spectators along the course
- 📁 Philly's favorite food trucks, vendor marketplace & amenities along the banks

THE CITY

- 🏠 Philadelphia — 6th largest U.S. city and global tourism destination
- 👤 Partner of VisitPhilly for city-wide hospitality activation
- 🚆 Direct Amtrak, I-95 & air access from the entire Eastern Seaboard
- 📍 World-class hotels, restaurants & cultural institutions
- 💰 Race weekend drives significant regional economic impact
- 📁 Hundreds of thousands of annual visitors to Fairmount Park

The HOSR strives to provide a 'Philadelphia Weekend Experience', partnering with organizations and businesses to showcase the vitality of the City, the beauty of Fairmount Park, and the history of the Schuylkill River as the birthplace of American Rowing.

Digital Reach & Livestream

In 2021, HOSR launched a full two-day livestream — now a premier sponsorship platform reaching fans nationwide.

46K+

TOTAL LIVESTREAM VIEWS in 2025

18+

HOURS OF LIVE COVERAGE across
two full race days

17 min

AVG. VIEWER WATCH TIME deep,
sustained engagement

7K+

TOTAL HOURS WATCHED by fans
across the country



Olympic-Caliber Broadcasters

Guest commentators include past & present Olympic and National Team athletes, elevating every broadcast.



Video Ads & Logo Placement

Branded video spots and graphic logo overlays integrated throughout 18+ hours of live race coverage.



Multi-Platform Social Amplification

Reach amplified via Instagram @hosr1970, Facebook, Twitter @the_HOSR, and YouTube — before, during & after race weekend.

Your brand. *On the water.* In homes across America.



SPONSORSHIP VALUE PROPOSITION

Why Partner With HOSR

Six compelling reasons to put your brand on the water.



Massive Captive Exposure

Tens of thousands of spectators and 8,900+ athletes on-site for an entire weekend — undivided and engaged.

01



Livestream & Digital Presence

46,000+ livestream views with Olympic athlete guest commentators — your brand reaches fans at home too.

03



City-Wide Platform

Co-branded activation across print, outdoor, broadcast, and digital channels throughout Philadelphia.

05



National & International Reach

Competitors travel from across the U.S. and internationally, amplifying brand reach far beyond Philadelphia.

02



Mission Alignment

Align with a non-profit event rooted in community inclusion, environmental stewardship, community engagement and athletic excellence.

04



Legacy & Prestige

55+ years of tradition make HOSR one of the most respected names in American sport.

06

SPONSORSHIP TIERS

Customized packages tailored to your goals and budget (we like to think out of the box!)

👑 PLATINUM PARTNER - \$10,000

- ✓ Primary logo placement on event banner & program
- ✓ Logo on event materials, signage & apparel
- ✓ Exclusive Festival Tent activation space
- ✓ Livestream title sponsor placement (46K+ viewers)
- ✓ Full page, color ad on/in commemorative program book
- ✓ Dedicated social media mentions & digital promotion

Feature Sponsorships with unique benefits:

Official Volunteer Outfitter, Live Stream Sponsor, Festival Tent Sponsor, Program Book Sponsor, Jumbotron Sponsor & more

☆ GOLD PARTNER – \$5,000

- ✓ Primary logo placement on event banner & program
- ✓ Festival area branded activation space
- ✓ Livestream ad package throughout broadcast
- ✓ Full page, black/white ad on/in commemorative program book
- ✓ Dedicated social media mentions & digital promotion

Feature Sponsorships with unique benefits:

Water Station Sponsor, Finish Line Sponsor, Race Category Sponsor, Volunteer Recognition Event Sponsor

🥈 SILVER PARTNER - \$2,500

- ✓ Logo on event program & HOSR website
- ✓ Branded booth space at the Festival Area
- ✓ Livestream logo placement during broadcast
- ✓ Full/half page, black/white ad in commemorative program book

🥉 BRONZE PARTNER - \$1,000

- ✓ Logo listing on the HOSR event website
- ✓ Program book listing reaching 30,000+ spectators
- ✓ Half page, black/white ad in commemorative program book
- ✓ Social media thank-you post to HOSR's audience

Ask about our Presenting Sponsorship! All packages **fully customized** — contact us to design your sponsorship.

Be Part of **America's** Favorite Regatta

Sponsorship Opportunities for the 56th HOSR — October 24–25, 2026



CONTACT US
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VISIT
www.hosr.org

"The best head race in the world. Period." — Rowing News

[Check out our 50th Anniversary Promotional Video](#)