



# HEAD OF THE RIVERFRONT SUNDAY, OCTOBER 4, 2020 | HARTFORD, CT



# HEAD OF THE RIVERFRONT REGATTA ABOUT



The Head of the Riverfront, now in its 22<sup>nd</sup> year, draws masters, collegiate and high school athletes to Hartford Connecticut for a day of head-style competition on the Connecticut River. It is a USRowing Registered regatta, led by a jury of USRowing-trained and certified officials.

Registration with USRowing designates the regatta as a nationally recognized safe and fair event, meeting the highest standards for American regattas.

**3,500**  
ATHLETES

**55%**  
SPECTATORS AGES 35-54

SPECTATORS  
**10,000**

ATHLETES AGES 15 -21  
**65%**

SECOND  
LARGEST  
SINGLE DAY  
REGATTA  
IN THE  
NORTHEAST

**650**  
ENTRIES IN 2019  
  
INCREASE FROM 2018  
**10%**

# HEAD OF THE RIVERFRONT REGATTA AUDIENCE DEMOGRAPHICS



**THE SPECTATORS AT THE HEAD OF THE RIVERFRONT ARE AFFLUENT, WELL-EDUCATED AND IN YOUR TARGET MARKET. HERE'S WHERE OUR COMPETITORS AND THEIR FAMILIES COME FROM.**

## **CLUBS**

Albany Rowing Center  
Blood Street Sculls/Old Lyme Rowing Assoc.  
Central CT Rowing  
Connecticut Boat Club  
Cortlandt Community Rowing  
Coventry Lake Community Rowing  
Holyoke Rows, Inc.  
Litchfield Hills Rowing Club  
Farmington Valley Rowing Association  
Great River Rowing  
Green Mountain Rowing  
Greenwich Crew  
Norwalk River Rowing Association  
Palm Beach Rowing Association, Inc.  
Pelham Community Rowing Association  
Pettipaug Yacht Club Rowing  
Pioneer Valley Riverfront Club (PVRC)  
Power 10 Indoor Rowing Center  
Putney Rowing Club  
New Haven Rowing Club  
Noank Rowing Club  
Northampton Youth & Community Rowing  
Quinsigamond Rowing Club  
Riverfront Recapture  
Rockland Rowing  
Saugatuck Rowing Club  
Teaneck Rowing Club

RowAmerica Greenwich  
RowAmerica Rye  
Worcester Boat Club  
Yankee Rowing Club

## **COLLEGES**

Assumption College  
Clark University  
College of the Holy Cross  
Mt Holyoke College  
Smith College  
Trinity College  
Tufts University  
University of Connecticut  
University of Massachusetts  
University of Rhode Island  
Wesleyan University  
Worcester Polytechnic Institute

## **PRIVATE, PAROCHIAL & PREP SCHOOLS**

Berkshire School  
Brunswick School  
Chaminade High School  
Convent of the Sacred Heart  
Eagle Hill School  
Fordham Prep  
Fairfield Prep

Forman School  
Greenwich Academy  
The Gunnery  
Iona Preparatory School  
King School  
Miss Porter's School  
Northfield Mount Hermon School  
Phillips Academy Andover  
Salisbury School  
St. John's High School  
Xavier High School  
Vermont Academy

## **PUBLIC HIGH SCHOOLS**

Avon High School  
E.O. Smith High School  
East Lyme Rowing  
Farmington High School  
Glastonbury High School  
Guilford High School  
Middletown High School  
Montclair High School  
Lewis S. Mills  
Shrewsbury High School  
Simsbury High School  
Stonington High School

# HEAD OF THE RIVERFRONT REGATTA AUDIENCE DEMOGRAPHICS



**The Head of the Riverfront drives more single-day traffic to [riverfront.org](http://riverfront.org) than any other event. What are they looking for, beyond regatta results?**

## **AFFINITY CATEGORIES (2019)**

1. Health & Fitness Buffs
2. Avid Investors
3. Travel Buffs
4. Avid News Readers
5. Cooking Enthusiasts
6. Business Professionals
7. Shoppers/Value Shoppers
8. Sports Fans
9. Art & Theater Aficionados

## **AFFINITY CATEGORIES (2015-19)**

1. Food & Dining Enthusiasts
2. Shoppers/Value Shoppers
3. Travel/Travel Buffs
4. Entertainment News Enthusiasts
5. Health & Fitness Buffs
6. Movie Lovers
7. Avid Investors
8. Business Professionals
9. Avid News Readers

## **IN-MARKET SEGMENTS**

1. Travel/Hotels & Accommodations
2. Residential Properties (For Sale)
3. Travel/Air Travel
4. Post-Secondary Education
5. Home Decor
6. Women's Apparel

**“Thank you so much for a wonderful regatta. In 34 years of doing this coaching and rowing thing, yesterday was one of the best events I have been to. Your volunteers, regatta staff and officials were outstanding. The venue was terrific. And the racing was great. Kudos to all of you.”**

# HEAD OF THE RIVERFRONT REGATTA SPONSORSHIP BENEFITS



## PRESENTING SPONSOR

The presenting sponsor of the Head of the Riverfront will receive:

- High-visibility brand recognition on all event collateral, advertising, social media, press releases and website
- Presenting sponsor recognition in all event references
- At-event recognition on banners at the registration tent and finish line
- At-event recognition on signage along the Riverwalk
- Recognition in enhanced PA announcements throughout the day
- Recognition on the event t-shirt
- Create your own brand experience with a tented marketing space (optional)
- Season-long recognition on a pole banner in our parks (May - October)

**INVESTMENT: \$25,000**