

SEMINOLE COUNTY AREA ROWING

SPONSORSHIP GUIDE

SEASON: **FALL-SPRING 2027**

**“MAKING
WAVES
TOGETHER”**



**Partner with Seminole County Area Rowing
Building Strong Athletes. Building a Stronger Community.**

Your partnership helps young athletes discover confidence, achieve their goals, and represent our community with pride. Together, we can make rowing accessible to more families while creating meaningful visibility for your business.

DEVELOPING ATHLETES. ***STRENGTHENING COMMUNITIES.***

Seminole County Area Rowing (SCAR) is a 501(c)(3) nonprofit youth rowing organization serving middle and high school students throughout Seminole County. Our athletes learn teamwork, discipline, leadership, and perseverance while competing at the local, state, regional, and national levels.

Your sponsorship helps provide equipment, coaching, travel opportunities, scholarships, and a safe place for young athletes to grow.

As a SCAR sponsor, your business gains visibility both locally and across Florida. Your logo and brand may be featured on our website, social media, event signage, newsletters, recruiting materials, and at regattas attended by athletes, families, coaches, and spectators from across the state. It's an opportunity to demonstrate your commitment to youth development while connecting with an engaged and growing community.

Together, we can make rowing accessible to more families while creating lasting value for both our athletes and your business.



WHY PARTNER WITH SCAR?

**PARTNER WITH SCAR TO INVEST IN LOCAL YOUTH WHILE
GROWING YOUR BUSINESS'S VISIBILITY.**

YOUR BUSINESS WILL:

**REACH HUNDREDS OF LOCAL FAMILIES
THROUGHOUT THE YEAR**

**BE RECOGNIZED AT REGATTAS,
COMMUNITY EVENTS, AND FUNDRAISERS**

**GAIN EXPOSURE THROUGH OUR WEBSITE
AND SOCIAL MEDIA CHANNELS**

**DEMONSTRATE A COMMITMENT TO YOUTH
DEVELOPMENT AND HEALTHY LIFESTYLES**

**SUPPORT A NATIONALLY COMPETITIVE
NONPROFIT ATHLETIC PROGRAM**



***ABOUT** SCAR*

Seminole County Area Rowing welcomes students in grades 6–12 from throughout Central Florida. No experience is necessary—we teach beginners and develop nationally competitive athletes in a positive, team-focused environment.

Our athletes have earned state championships, national appearances, and collegiate rowing opportunities while learning skills that last a lifetime.



**JOIN US IN SHAPING THE NEXT GENERATION OF
ATHLETES, LEADERS, AND CHAMPIONS.**



***PUT YOUR BRAND** IN MOTION*



Be Seen Year-Round **BOATYARD SIGN**

Display your logo year-round at the SCAR boatyard, seen daily by athletes, families, and visitors.



Stand Out at Every Event **REGATTA SIGNAGE**

Showcase your business at regattas, recruiting events, and community gatherings across Florida.



Travel Across Florida **TEAM TRAILER**

Take your brand on the road with logo placement on the SCAR trailer as we travel to regattas throughout Florida.

**PUT YOUR BRAND WHERE OUR COMMUNITY—AND OUR ATHLETES
—WILL SEE IT ALL SEASON LONG.**





SPONSORSHIP **LEVELS**

Every sponsorship makes a difference. Choose the level that's right for your business and support local youth.

\$200

GATOR SUPPORTER

HELP PROVIDE EVERYDAY ESSENTIALS THAT KEEP OUR ATHLETES ON THE WATER.

INCLUDES:

- RECOGNITION ON THE SCAR WEBSITE
- SOCIAL MEDIA THANK-YOU POST
- SPONSOR CERTIFICATE

**YOUR SUPPORT POWERS EVERY PRACTICE, EVERY RACE,
AND EVERY SUCCESS STORY.**



\$500

BOATYARD HERO

SUPPORT THE EQUIPMENT AND FACILITIES OUR TEAM RELIES ON.

INCLUDES EVERYTHING ABOVE PLUS:

- LOGO ON THE SPONSORS PAGE
- RECOGNITION IN OUR NEWSLETTER
- BOATYARD SIGNAGE

\$750

BRONZE MEDAL

HELP YOUNG ATHLETES LEARN, GROW, AND COMPETE.

INCLUDES EVERYTHING ABOVE PLUS:

- FEATURED SOCIAL MEDIA SPOTLIGHT
- EVENT SIGNAGE
- OPPORTUNITY TO PROVIDE PROMOTIONAL MATERIALS AT OPEN HOUSE

\$1,000

SILVER MEDAL

EXPAND OPPORTUNITIES FOR ATHLETES TO TRAIN AND SUCCEED.

INCLUDES EVERYTHING ABOVE PLUS:

- LARGER LOGO PLACEMENT ON OUR WEBSITE
- REGATTA SIGNAGE
- SPONSOR RECOGNITION THROUGHOUT THE SEASON



\$2,500

GOLD MEDAL

BECOME A PREMIER ANNUAL PARTNER IN ATHLETE DEVELOPMENT.

INCLUDES EVERYTHING ABOVE PLUS:

- PREMIER LOGO PLACEMENT
- FEATURED SPONSOR ARTICLE OR SPOTLIGHT
- RECOGNITION AT ALL MAJOR EVENTS
- TRAILER LOGO
- PRIORITY RECOGNITION IN CLUB COMMUNICATIONS

\$20,000

LEGACY BOAT

CREATE A LASTING LEGACY BY HELPING FUND A NEW RACING SHELL FOR GENERATIONS OF ATHLETES

YOUR SPONSORSHIP HELPS PURCHASE A NEW RACING SHELL THAT WILL SERVE ATHLETES FOR YEARS TO COME.

INCLUDES:

- NAMING RIGHTS ON A RACING SHELL
- RECOGNITION PLAQUE AT THE BOATYARD
- PREMIER RECOGNITION ACROSS ALL SCAR MARKETING
- FEATURED STORY ABOUT YOUR PARTNERSHIP
- LIFETIME RECOGNITION AS A LEGACY SPONSOR



WHERE YOUR SUPPORT GOES

YOUR SPONSORSHIP HELPS PROVIDE:



Equipment & Safety

Provide quality boats, oars, and safety equipment.



Coaching & Scholarships

Support coaching and make rowing more accessible.



Boatyard & Facilities

Maintain a safe, reliable training environment.



Competition Opportunities

Help athletes travel and compete at regattas.



Youth Recruitment & Camps

Grow the program through Learn-to-Row camps.

EVERY DOLLAR DIRECTLY SUPPORTS OUR ATHLETES.



REGATTA LOCATIONS

YOUR BUSINESS WILL BE SEEN AT REGATTAS THROUGHOUT FLORIDA ON OUR TEAM TRAILER AND SPONSOR SIGNAGE, REACHING ATHLETES, FAMILIES, COACHES, AND SPECTATORS FROM ACROSS THE STATE.

Cities include:

- ✓ **Clermont**
- ✓ **Daytona Beach**
- ✓ **Fellsmere**
- ✓ **Inverness**
- ✓ **Sarasota**
- ✓ **Tampa**



TRAVEL WITH SCAR. BE SEEN ACROSS FLORIDA.



BECOME A COMMUNITY PARTNER

We would love the opportunity to discuss a sponsorship package that fits your business.



SEMINOLE COUNTY AREA ROWING

HOLLY MORRISON

BOARD PRESIDENT

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JUSTIN BEIERLY

FUNDRAISING & PARTNERSHIP COORDINATOR

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**THANK YOU FOR HELPING US BUILD STRONGER ATHLETES AND
A STRONGER COMMUNITY.**





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WWW.SCAROWING.ORG
HELLO@SCAROWING.ORG

FOLLOW US ON FACEBOOK AND INSTAGRAM