2026-2027

Sponsorship Opportunities

Row and grow with Miami Rowing Club

Invest in youth. Strengthen community. Build a lasting legacy.

miamirowing.org

Why partner with MRC?

Your support connects a respected Miami sports institution with young athletes, families and the wider community.

- Youth and Masters rowers representing schools and communities across Miami-Dade
- Competitive visibility at local, national and international regattas
- Media, social and event exposure throughout the year
- A loyal family network that values and supports our partners

FALL
Middle School Regatta

WINTER
Blue Blazer Gala

SPRING
Miami International Regatta

SUMMER
Awards Ceremony

MRC Middle School Regatta

A high-energy, family-friendly event in the Miami Marine Stadium Basin that introduces young athletes to racing and team spirit.

- Organized with leadership from MRC Varsity rowers
- Family activities, music and food vendors
- Car-wash fundraiser staffed by the Varsity team

EVENT COSTS

Food & snacks $1,000 **Car-wash supplies $200** **Medals $500**

Thanksgiving: Luciano Mercenari’s Legacy. Event 2026

This event in Memory of Luciano Mercenari, the amount collected is going to a scholarship for one girl and one boy for the Season 2027-2028.

Keeping Luciano Mercenari's legacy alive while building opportunities for the future.

This annual gathering celebrates gratitude and community while helping create scholarship support for boys’ and girls’ rowers.

Food & snacks $600 | Operations $2,500

MRC Blue Blazer Gala

MRC's signature evening fundraiser overlooking the Miami Marine Stadium and downtown skyline.

- Silent auction, dinner and dancing
- Welcomes MRC families, alumni and supporters
- Typical attendance: 150+ guests

EXPECTED GUESTS

150+

ESTIMATED OPERATING COSTS

Food & venue	**$8,000**
Decor, music & insurance	**$5,000**
Auction platform & media	**$4,500**
Visitor services	**$250**

54TH ANNUAL - MARCH 20, 2027

Miami International Regatta

Miami's landmark regatta brings rowing teams, families and spectators to one of the sport's most scenic venues.

- 15+ teams from Florida, the United States and abroad
- 600+ participants and approximately 2,500 attendees
- Press, media and social visibility
- A tradition built on hard work, respect and persistence

FULL EVENT NAMING RIGHTS | $25,000+

MAY 2027

Awards Ceremony

A festive closing celebration honoring every youth rower and the families who support their journey.

- Recognition of athletic progress, teamwork and character
- Brings together 150+ athletes, families and supporters
- A strong setting for sponsor recognition

ESTIMATED COSTS

Venue & food $9,100 | Decor $1,700 | Awards $1,250

Visibility that lasts all season

Extend your partnership beyond a single event through assets used repeatedly by athletes, families and visitors.

- Monthly Happy Hour naming rights and media recognition
- Logo on the MRC dock, launches and boat trailer
- Logo on the MRC practice shirt
- Logo and recognition in the monthly newsletter

YOUR BRAND, IN MOTION

Visible at the boathouse, on the water, at events and across MRC communications.

Presenting Partner: $25,000+

The highest-level partnership connects your company's name with Miami's premier rowing event and MRC's year-round mission.

- Event presenting-name recognition across major communications
- Prominent banners and activation space at the venue
- Recognition in press releases, email and social campaigns
- VIP access and branded race opportunities
- Year-round visibility on selected MRC assets

BUILD A CUSTOM PARTNERSHIP

Additional partnership opportunities

GOLD **$15,000**	Logo on a racing shell, plus expanded visibility benefits
SILVER **$10,000**	Logo on a set of eight oars, plus Diamond benefits
DIAMOND **$5,000**	Logo on custom practice shirts and event recognition
EMERALD **$2,000**	Club-wide email recognition and four MIR VIP bracelets
SAPPHIRE **$1,000**	Boat-trailer logo, website and social recognition
TOPAZ **$300**	Naming rights for one MIR race

ABOUT MIAMI ROWING CLUB

Building athletes and leaders since 1973

- Miami's premier rowing club and an active 501(c)(3) youth-development organization
- A diverse community of athletes from across Miami-Dade County
- Decades of local, state, regional, national and international achievement
- Powered by families, volunteers and partners who believe in opportunity through sport

2025-2026 HIGHLIGHTS

9 State Championships
3 Regional Championships
8 boats qualified for Youth Nationals
Gold Medal: Men’s Varsity 2-
6 Boats Qualified to Final A
One boat won the Final C

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