

POWER and *Grace*

Please Join our Olympic Journey and Support
the US Women's National Rowing Team

2012

SPONSORSHIP OPPORTUNITIES



Why Power & Grace?

The Power & Grace Calendar is the official fundraiser of the US National Women's Rowing Team, and entirely athlete-managed.

100% of the calendar proceeds will be donated to the US National Women's Rowing Team to help cover daily living and training expenses. Training to make the Olympic rowing team is a full-time job, requiring 45+ hours per week of dedicated practice. The team trains thrice daily by rowing, erging, running, biking, yoga and weight lifting. The goal of this calendar is to ease the financial burden of athletes committing their lives to being the best in the world. Every little bit helps! Thank you for pitching in!



Sponsoring the 2012 Power & Grace Calendar is a 5013C tax-deductible donation.
Please contact Ali Cox: ali@alicox.com/415.518.2221 OR
Mary Whipple: mary@9thseat.com/206.384.3704 with questions.

Power & Grace Snapshot Comparison

2011 Calendar

- The 2011 Power & Grace calendars sold out in just 3 weeks
- 1,500 calendars were sold in-person in Princeton, NJ.
- The US National Team hosted 5 events locally in Princeton, NJ.
- Calendars were sold across the country, and internationally
- Used Facebook, Twitter, YouTube, LinkedIn, Athlete blogs, Athlete website and personal endorsements and email blasts to promote online sales

2011
Event:
Trader
Joe's,
Princeton,
NJ.



2012 Calendar

- 5,000 calendars to be printed
- Partnered with renowned Photographer, JordanMatter
- Photos include high-quality in-studio portraits, as well as on the water sunrise rowing shots
- Sales outlets include dedicated e-commerce site, mainstream retail outlets such as Amazon.com (TBC), and through online rowing vendors
- Dedicated Facebook advertising budget
- Upcoming events include Fall Rowing Regattas: Head of the Charles Regatta in Boston, Head of the Schuylkill in Philly, Head of the American in Sacramento, Newport Fall Rowing Festival in Newport Beach, CA. and the Princeton Chase in Princeton, NJ.



Sponsoring the 2012 Power & Grace Calendar is a 5013C tax-deductible donation.
Please contact Ali Cox: ali@alicox.com/415.518.2221 OR
Mary Whipple: mary@9thseat.com/206.384.3704 with questions.

Official Sponsorship Tiers

- **Gold \$5,000**
 - Presenting sponsorship title
 - Priority logo placement in the sponsorship grid & on promotional materials
 - Dedicated logo on each calendar page
 - Monthly social media plugs by key influencers , members of the US national team (appx 25,000 impressions)
 - Access to USRowing general membership through newsletter and e-blasts (10,000+ people)
 - 2 dedicated e-blasts to the Power & Grace Calendar database (3,000+ unique users)
 - Opportunity to attend 1 practice and row with the National Team
 - 20 team-autographed copies of the calendar
 - Athlete appearance at 2 private events
- **Silver \$2,500**
 - Inclusion in logo grid & promotional materials
 - Inclusion in USRowing newsletter outreach to entire membership (10,000+)
 - 1 dedicated e-blasts to the Power & Grace Calendar database (3,000+ unique users)
 - Monthly social media plugs by key influencers , members of the US national team (appx 25,000 impressions)
 - Athlete appearance at 1 private event
 - 15 team-autographed copies of the calendar
- **Bronze \$1,000**
 - Inclusion in logo grid & promotional materials
 - Inclusion in USRowing newsletter outreach to entire membership (10,000+)
 - Preferred partner rate for athlete appearance
 - 10 team-autographed copies of the calendar

Sponsoring the 2012 Power & Grace Calendar is a 5013C tax-deductible donation.
Please contact Ali Cox: ali@alicox.com/415.518.2221 OR
Mary Whipple: mary@9thseat.com/206.384.3704 with questions.

“Friend of the Rowers” Donation

- **Perfect opportunity for:**
 - Small Businesses!
 - Friends & Family!
 - Rowing Fans!
- **Friend of the Rowers Donation: \$250-**
 - Your name or company business address listed in the “Friend of the Rowers” credit section
 - Inclusion on the 2012 Power & Grace website, sponsor section
 - 2 complimentary, team autographed calendars
 - The appreciation of the US National Rowing Team



Where does your donation go?

- *Groceries
- *Medical expenses
- *Massage
- *Competition fees
- *Training equipment
- *Transportation

Sponsoring the 2012 Power & Grace Calendar is a 5013C tax-deductible donation.

Please contact Ali Cox: ali@alicox.com/415.518.2221 OR

Mary Whipple: mary@9thseat.com/206.384.3704 with questions.

Media Partnership Opportunity

- **Media Sponsorship Overview**

- Announcement in the official press release & inclusion in all press outreach (local, regional, trade and national)
- Opportunity to host team press event featuring Olympic medalists
- Unique content for media sponsor's website & social media outlets
- Top placement on Calendar's e-commerce site
- Auto-link to National Governing Body, USRowing's website
- Access to USRowing general membership through newsletter and e-blasts (10,000+ people)
- Access to Power & Grace Calendar database for target demographic (3,000+ users)
- Inclusion in logo grid & promotional materials
- Preferred partner rates for athlete appearances



Sponsoring the 2012 Power & Grace Calendar is a 5013C tax-deductible donation.
Please contact Ali Cox: ali@alicox.com/415.518.2221 OR
Mary Whipple: mary@9thseat.com/206.384.3704 with questions.

Thank You

Thank you for your interest in sponsoring our 2012 Power & Grace Calendar. We're flexible, easy to work with and appreciate your donation. Every little bit helps! Go USA!



For Sponsorship Inquiries please contact:

Ali Cox
415.518.2221 cell
ali@alicox.com

Mary Whipple
206.384.3704 cell
mary@9thseat.com

Sponsorship Deadline: Sept 1, 2011

Sponsoring the 2012 Power & Grace Calendar is a 5013C tax-deductible donation.
Please contact Ali Cox: ali@alicox.com/415.518.2221 OR
Mary Whipple: mary@9thseat.com/206.384.3704 with questions.