



TRURO RIVER ROWING CLUB SPONSORSHIP PROPOSAL

PARTNERING FOR IMPACT, GROWTH, AND VISIBILITY

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**TRURO
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INTRODUCTION

ABOUT THE SPORT

Pilot Gig rowing is a traditional coastal rowing sport that originated in Cornwall, but is growing in popularity throughout the South West and increasingly worldwide including the Netherlands and USA. Pilot gig boats were originally working boats used in the 18th-19th centuries to race out from shore and put pilots aboard incoming ships. due to the fact that pilots were paid, their crews

had to be fast which evolved into today's competitive sport. The long narrow six oared wooden boats are 32 feet long and made of Cornish elm, with seven fixed seats for six rowers and a coxswain. Accessible for beginners yet intensely competitive at the elite level, the sport combines a great blend of fitness, teamwork and sea going adventure.





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ABOUT OUR PILOT GIG CLUB

Our Establishment and Charity Information

Founded in 1985, we are proud to be one of the oldest pilot gig clubs in the country. We are also a registered Charitable Incorporated Organisation with the objective:

“To promote community participation in healthy recreation by providing facilities for pilot gig rowing in Feock, Truro and the surrounding areas.” Charity Registration No. 1190075.

Our People

Our club has a membership of around ninety people. We field competitive men's and ladies' crews across the Open, Veteran, Super Veteran and Masters categories, alongside non-racing and social crews. We also run a successful Learn to Row programme for newcomers and those returning to the sport. Our Junior section operates when numbers permit; after an excellent year in 2024, the section temporarily paused in 2025 due to a reduction in member numbers.

Our Location and Training Boats

We row year-round, weather permitting, on the Carrick Roads, launching from Loe Beach in Feock. Here we store our two fibreglass training boats - **Lady Loe** and **Paul Williams** - and all associated equipment.

Our Racing Boats

For racing, we maintain three wooden gigs - **Carrick**, **Spurr**, and **Royal**.

Royal is additionally fitted for sailing, enabling us to take part in popular maritime events such as the Falmouth Classics.

Our Recent Achievements

2025 was an exceptional year for the club. At the World Pilot Gig Championships, our Ladies and Men's A crews reached the Finals, placing 4th out of 128 and 7th out of 130 respectively.

Our B crews also excelled, finishing 14th and 16th - the highest and second highest placed B crews overall. Our Veterans placed 21st and 30th, while our Superveterans secured an impressive 8th in their category. These successes continued through the season. At the Women's Newquay County Championships, all three of our Ladies crews finished inside the top 20, with the A crew achieving an outstanding 5th place.

Our National & Regional Governance

As an affiliated member of both British Rowing and the Cornish Pilot Gig Association, the club operates under recognised national and regional standards, ensuring high-quality coaching, safety, and competitive integrity across all activities.



**Cornish Pilot Gig
Association**





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WHY YOU SHOULD PARTNER WITH US

THE VALUE OF YOUR SPONSORSHIP

Presence at High-Attendance Coastal and River Events

Sponsorship provides a direct connection to the lively world of coastal and river rowing. Our regattas, community days, and fundraising events draw large crowds and create energetic, memorable settings where your brand can be seen and experienced.

Visibility opportunities include:

- Advertising boards on our equipment store at Loe Beach, Feock
- Branding on boat covers and trailers used throughout the season
- Club kit worn by members and racing crews at events across the region
- Frequent features on the club's social media during training, racing, and community activities

These touchpoints place your business in front of spectators, participants, and visitors in authentic, high-engagement environments.

Community Visibility & Brand Awareness

Partnering with the club extends your reach far beyond event days. Sponsorship embeds your brand within a trusted local organisation, ensuring consistent exposure across the county and wider region. Your business benefits from:

- Presence at high-footfall coastal and river venues
- Recognition on club materials and communications
- Association with a growing, health-focused community sport
- A cost-effective route to building long-term goodwill and customer trust

This sustained visibility helps reinforce your brand's reputation and strengthens its connection with the local community.





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WHY YOU SHOULD PARTNER WITH US

THE VALUE OF YOUR SPONSORSHIP

Positive Brand Image

Rowing carries strong, positive associations – teamwork, discipline, wellbeing, and care for the environment. Linking your brand with these values helps strengthen reputation and reinforces a credible, community-minded image.

Community Goodwill & Social Responsibility

Backing a local sports club demonstrates genuine support for the community. Sponsorship can strengthen customer loyalty, enhance public perception, and contribute to wider CSR aims, while helping sustain an inclusive, health-focused activity for all ages.

Talent Development & Staff Engagement

The club can provide tailored corporate rowing sessions and access to learn-to-row programmes, ideal for team-building or staff wellbeing initiatives. These activities promote morale, collaboration, and a healthy workplace culture.

Supporting Youth & Grassroots Development

As junior and school programmes grow, sponsors can play a direct role in supporting young people. This appeals to businesses with an interest in youth development, health initiatives, or broader philanthropic goals.





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Community Reach

Club activity is centred at Loe Beach, Feock – a busy, year-round destination for swimmers, dog walkers, and watersports enthusiasts. The beach offers kayaking, paddleboarding, sailing and powerboat lessons, a café, parking, and a newly opened beachside sauna. The club's training gigs and equipment store sit directly at the beach's only entrance and exit, ensuring every visitor passes by and sees the club's presence.

Participation in Major Regattas

The club competes in approximately 25 regattas each year at local, county, regional, and international level. Key events include:

- World Pilot Gig Championships (Isles of Scilly): A three-day event attracting over 2,000 rowers
- Cornwall County Championships (Newquay): Two major two-day competitions
- London Great River Race: Entered by the club in two of the last three years

These events provide extensive exposure to large, engaged audiences.

Growing Spectator Appeal

In 2025, Red Bull launched the Red Bull Sea Sprint in Falmouth, where Truro River Rowing Club placed two crews in the final. With the event expected to return, it is set to further boost the profile and spectator appeal of gig rowing.

Digital Reach

The club maintains an active online presence through Instagram and Facebook, supported by a growing membership base. Website updates underway this year will further showcase the club's achievements and rising popularity.

Local Media Coverage

Gig rowing's heritage and competitive appeal regularly attract attention from local newspapers and magazines, providing additional visibility for the club and its partners.

Demographics of Members & Spectators

- Racing categories span Under 14 through to Over 60, covering Open Ladies, Open Men, and Mixed crews.
- Social rowing is open to anyone capable of holding an oar, making participation accessible and inclusive.
- Traditional wooden gigs racing in scenic coastal and river settings draw spectators of all ages, creating a broad and diverse audience.



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WE ARE SEEKING SPONSORSHIP

As a competitive and well-supported gig rowing club, maintaining visibility and sustainable growth is essential. To achieve this, we must continue to invest in our boats, equipment, and training facilities, while ensuring full compliance with safety standards. Sponsorship directly supports core operational needs, including:

- Boats and oars for both training and racing
- Covers and trailers for safe storage and transport
- Lifejackets, buoyancy aids, and essential safety equipment
- Training and certification for members to uphold coaching, safety, and compliance requirements



Keeping membership fees affordable is also a priority, ensuring our facilities remain accessible to the whole community.

Racing is central to club life, yet rising entry fees, transport, and accommodation costs increasingly limit participation.

Additional support would help remove these barriers and enable more members to compete.

Looking ahead, we aim to expand our community impact through health initiatives, youth development, and Learn to Row programmes. These opportunities strengthen our local connections and help introduce more people to the physical, social, and wellbeing benefits of gig rowing.





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SPONSORSHIP OPPORTUNITIES

1. ADVERTISING BOARDS

Loe Beach Equipment Store Space

There is available space for five advertising boards (100cm x 50cm) on the club's equipment store at Loe Beach, Feock.

Sponsorship:

- £400 for 1 year
- £700 for 3 years

Gig Trailers

The club operates three gig trailers, each with space for three boards per side:

- Two boards at 80cm x 30cm
- One board at 150cm x 30cm

Sponsorship:

- Small board: £100 (1 year) / £200 (3 years)
- Large board: £175 (1 year) / £350 (3 years)



2. ADVERTISING ON BOAT COVERS

Boat covers protect the gigs during transport and storage and typically last 5+ years, giving long-term sponsor visibility. The club requires five new covers.

Sponsorship Options:

- Option 1 – £2,200: New cover with 2 adverts (one on each side of the skirt)
- Option 2 – £2,600: New cover with 4 adverts (two on top, two on the skirt)

Training Gigs

Two training gigs are permanently based at Loe Beach, meaning sponsorship adverts are visible year-round. These covers use Option 1 (skirt adverts only).

Racing Gigs

Three racing gigs travel to regattas, including the World Pilot Gig Championships on the Isles of Scilly. These covers can feature either Option 1 or Option 2, offering wider exposure.



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SPONSORSHIP OPPORTUNITIES



3. BRANDED KIT

Our club has a membership of 90 people, including around 65 active rowers who regularly compete at events across the UK. Our crews participate in a wide range of races—from local South West regattas to major national events such as the Great River Race in London. Each year, following a competitive selection process, we take a squad to the World Pilot Gig Championships. In 2025 we sent 7 crews (42 rowers and 5 coxswains), and we plan to do the same this year.

Our kit bundle includes a racing vest, a quarter-zip fleece, and a waterproof coat (see images below). This bundle provides both performance racing kit and high-quality off-water attire worn during travel, regattas, and social events. Together, these items offer excellent year-round visibility for the Club and its sponsors.

To maximise brand exposure and ensure consistency in presentation, we aim to secure sponsorship for the full club—between 47 and 90 kit bundles in total. Sponsorship Value: approximately £4,250–£8,000, depending on the number of bundles, garment quality, and branding requirements.

Please note, all branded kit will be worn for a **minimum** of two years, providing sustained exposure across the UK and at international events.



Race Vest

Quarter Zip Fleece

Waterproof Coat



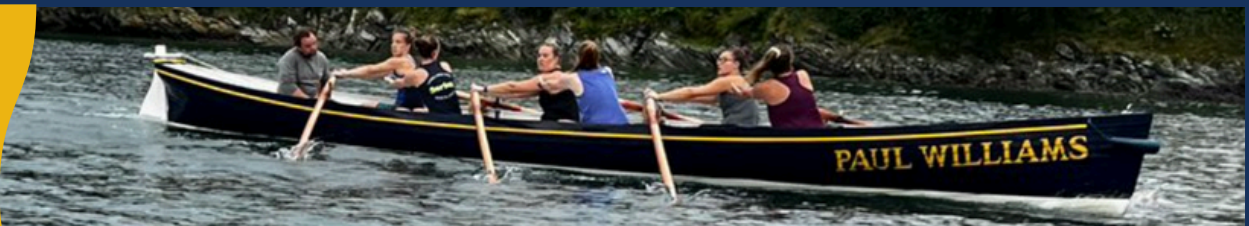
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SPONSORSHIP OPPORTUNITIES

4. BOATS AND EQUIPMENT

These items are not able to carry advertising. Sponsorship would be mentioned in social media and press coverage.

- A new wooden racing gig costs around £35,000. Sponsor to choose name.
- A new fiberglass training gig costs around £16,000. Sponsor to choose name.
- A set of oars costs around £4,000.
- A set of 6 gig seats, protective removeable cushions for rowers to sit on the wooden seat planks in the boat, cost £400.
- A set of 20 wooden thole pins. These are used instead of a metal rowlock and constrain the oar whilst acting as a fulcrum for the oar to be rowed. They cost around £60 a set.





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SPONSORSHIP OPPORTUNITIES

5. SAFETY EQUIPMENT

(These items cannot carry advertising but are essential for safe operation.)

To maintain high safety standards on the water, the club must regularly replace and update key equipment, including:

- VHF radios for coxswains to communicate during training and events (£100–£200)
- Lifejackets and buoyancy aids for crew members and passengers (£50–£75 each)
- Navigation lights for low-visibility conditions and winter training (£30–£50)

These items are critical for safe rowing in coastal and river environments and require ongoing investment.

6. OFF-WATER TRAINING EQUIPMENT

(These items cannot carry advertising but directly support athlete development.)

To complement on-water training, the club relies on a range of indoor fitness equipment. Additional or upgraded items would significantly enhance training quality, particularly during winter months or poor weather. Priority items include:

- Concept2 indoor rowing machine (£1,100)
- Static exercise bike for aerobic conditioning (£150–£200)
- Dumbbell sets for strength training (£50–£500 depending on range)
- Heavy-duty exercise mats for floor work and stretching (£100+)

Investment in this equipment helps ensure members can train safely and effectively throughout the year, supporting both performance and general wellbeing.

7. GIG-SHED GYM - OFF-WATER TRAINING SPACE

The club's gig-shed includes a small but functional gym area used by members for strength and conditioning. It currently houses a squat rack and a handful of essential weights, providing a valuable training resource for crews preparing for racing. However, the space is limited and would benefit greatly from further development to support year-round fitness and injury prevention.

Improvements we hope to make include:

- A new, large, full-length gym mirror to support correct lifting technique
- Upgraded heavy-duty gym matting for safety and comfort
- Additional strength and conditioning equipment to broaden training options

Enhancing this space would significantly improve the training environment for all members, from beginners to competitive crews, and would help the club continue to raise performance standards.





JOIN US AS A SPONSOR

Truro River Rowing Club offers a unique and high-value sponsorship opportunity rooted in community, heritage, and a rapidly growing sport. With a strong presence at Loe Beach and participation in major regattas across Cornwall, the UK, and internationally, the club provides consistent visibility to large and diverse audiences.

Sponsors benefit from meaningful brand alignment with values such as teamwork, wellbeing, and environmental responsibility, alongside genuine community impact through support for inclusive rowing, youth development, and local sporting culture.

The club's expanding digital reach, regular media coverage, and involvement in high-profile events further enhance exposure, while accessible sponsorship levels make this an attractive option for businesses of all sizes.

Partnering with Truro River Rowing Club is an opportunity to strengthen your brand, support a thriving community organisation, and be part of the continued growth and excitement of gig rowing.



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www.truroriverrowingclub.co.uk



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SNAP SHOTS OF OUR INCREDIBLE CLUB IN ACTION

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