



2023  HOCR
est. 1965

HEAD OF THE CHARLES®

400,000 SPECTATORS ▪ 12,000 COMPETITORS ▪ 2,400 VOLUNTEERS

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The **Head Of The Charles Regatta** is a world-class rowing competition that inspires, engages, and advances athletes of all ages, abilities, and identities. We seek to be a **leader in our sport and its development**, an **engaged and supportive member** of our local, national, and international communities, as well as a **responsible steward** of the incredible open space on which our event occurs.

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Who are we?

We are the **largest rowing event in the world** and the preeminent regatta on the USRowing calendar and third largest outdoor event in Boston alongside the Fourth of July and Boston Marathon. We draw competitors, spectators and partners **from over 30 countries and just about every US state.**

We are a **pan-national, international and a 'must do' event** for all rowers.

HEAD OF THE CHARLES[®]

Impact.

In the last 10 years, we have grown our competitor field to around **12,000 rowers from over 800 colleges, universities, high schools and clubs whose participants each spend on average \$530 over the course of the week** on food, merchandise, lodging etc.

We **attract 400,000 spectators**, and along with a dramatic uptick in media coverage and support from the Commonwealth—HOCR is the dominant event in Boston for this weekend with an **estimated economic impact to the Commonwealth of over \$88 million.**

- 1 million+ unique web site visitors
- 24M social media reach
- 62M non-social media reach
- \$6.5M advertising equivalency

Attractive demographics.

Ideal spectrum of ages

- 27% under 19
- 27% between 20-29
- 15% between 30-39
- 16% between 40-49
- 15% over 50

Highly educated

- 70% have an undergraduate degree
- 32% have a post-graduate degree
- 9% have a doctorate degree

Highly engaged with sponsors

- 85% state they are more likely to select sponsor products
- 79% spectators appreciate sponsors more because of the commitment to the HO CR

Community engaged demographic

- 2,400 volunteers
- 3 of 4 attendees are engaged in community volunteerism

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HEAD OF THE



An all-year commitment.

We have become a year-round engagement for our partners.

We launched and host the **largest indoor rowing event in the U.S. with 2,500 competitors** participating at the end of January each year. In addition, we are the lead promoter and sponsor for what historically is the U.S.A Indoor rowing Championships in early March. We also co-host the largest youth only sculling race in the US staged on the Charles River in September here in Boston.

COMMENTATOR COLLEEN SAVILLE AT THE LIVE BROADCAST OF 4702 VIRTUAL EVENT

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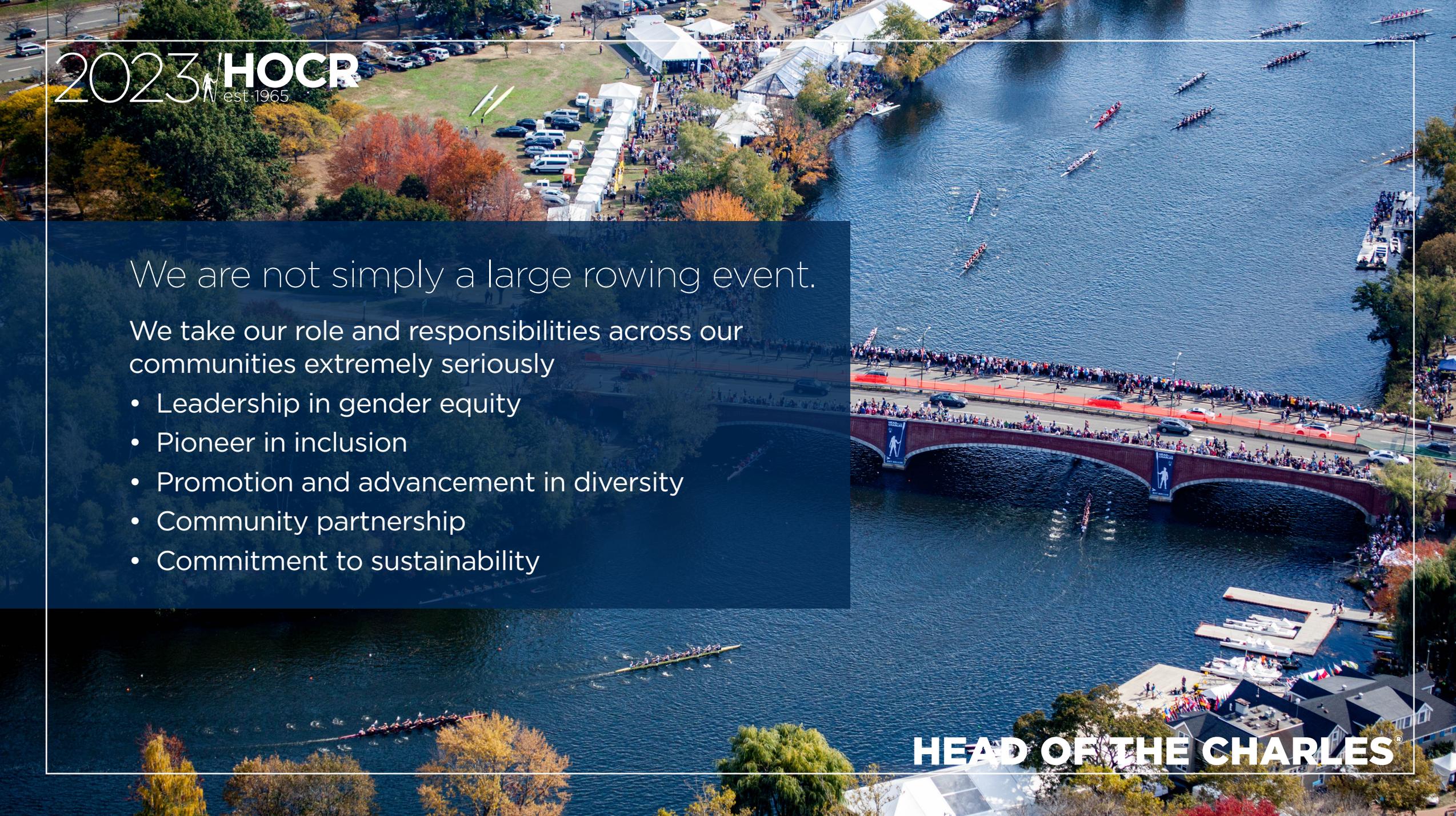
‘Must attend’ rowing event.

Every year, participants include:

- United States National rowing team members
- 50 current global Olympians
- 75 Elite World Championship current athletes
- 3,500 Global Masters’ Athletes
- 4,000 Global Youth competitors
- The HOCR is the ‘Super Bowl’ of rowing

THE ‘GREAT EIGHTS’ MULTI-NATIONAL CREWS

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We are not simply a large rowing event.

We take our role and responsibilities across our communities extremely seriously

- Leadership in gender equity
- Pioneer in inclusion
- Promotion and advancement in diversity
- Community partnership
- Commitment to sustainability

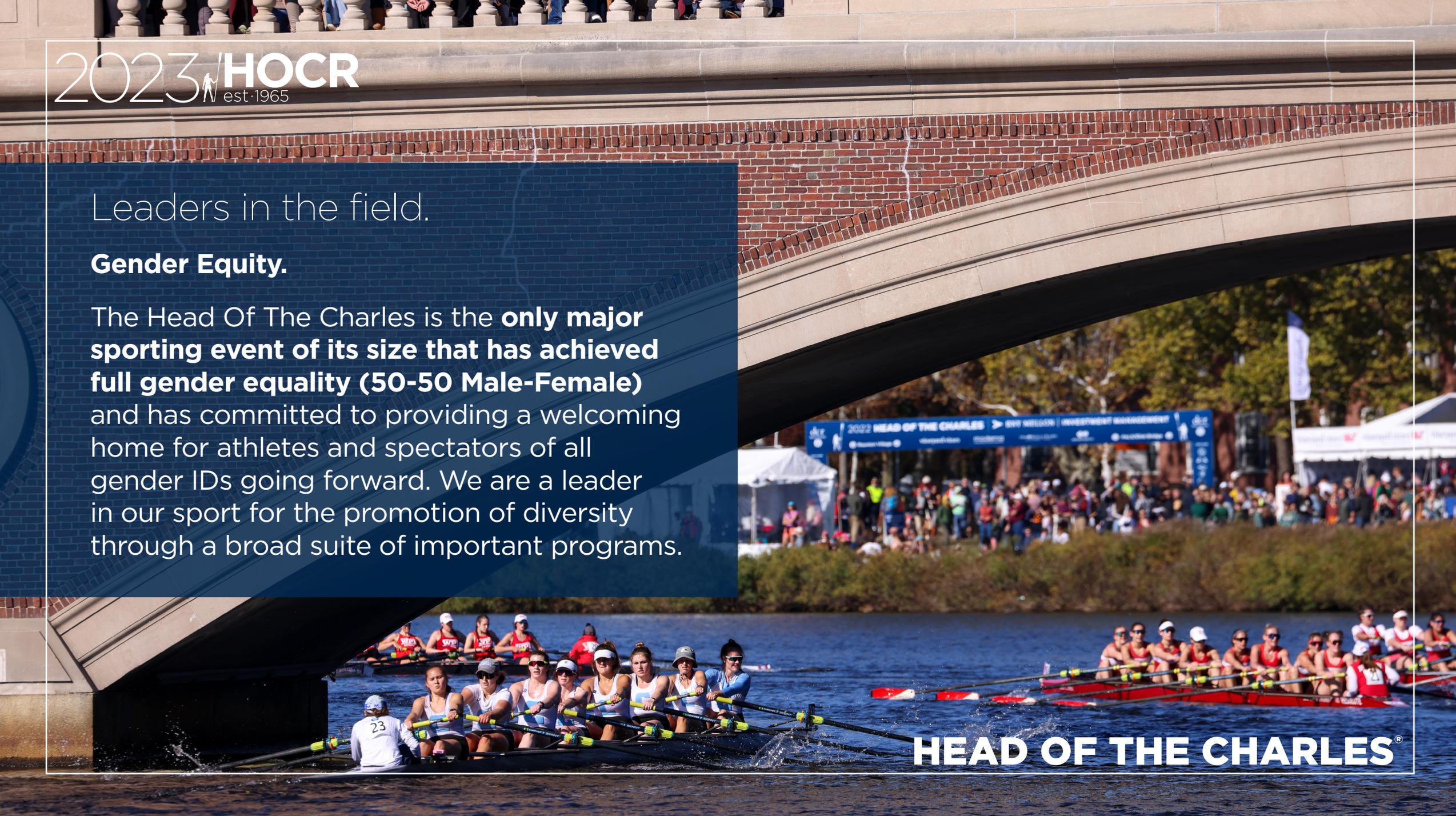
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Leaders in the field.

Gender Equity.

The Head Of The Charles is the **only major sporting event of its size that has achieved full gender equality (50-50 Male-Female)** and has committed to providing a welcoming home for athletes and spectators of all gender IDs going forward. We are a leader in our sport for the promotion of diversity through a broad suite of important programs.

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Leaders in the field.

Pioneering Work in Inclusion.

We were the **first rowing regatta to include and integrate events** in our core program **for athletes with a broad suite of disabilities.**

AN INCLUSION SINGLE PARTICIPANT

HEAD OF THE CHARLES[®]

Leaders in the field.

Diversity. Equity. Inclusion.

- Launching a DEI grant foundation, the Head Of The Charles x Gold Cup Grant Fund
- Subsidizing the participation of minority-oriented programs
- Promoting the sport in Boston and Cambridge public schools in partnership with Community Rowing
- Creating a virtual organization that supports athletes of color in partnership with Rowing in Color

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Diversity. Equity. Inclusion.

The **Head Of The Charles x Gold Cup Grant Fund**, a DEI initiative, which supports rowing programs throughout the United States focused on under-resourced communities.

The fund also subsidizes the participation of minority-oriented programs at the Head Of The Charles.

INTRODUCING ROWING TO UNDERPRIVILEGED
COMMUNITIES IN MASSACHUSETTS

HEAD OF THE CHARLES

DEI Initiatives funded by us.
We strive to promote the sport in
Boston and Cambridge public schools
in partnership with **Community
Rowing (Boston)**.

**BOSTON PUBLIC SCHOOL STUDENTS
PARTICIPATING AT THE ANNUAL YETI INDOOR
ROWING COMPETITION**



DEI Initiatives funded by us.

We created a **virtual organization that athletes of color can be part of, come together in a shared community of practice**, and represent at the HOCR and other major rowing events, in partnership with Rowing in Color.



ROWING IN COLOR PROGRAM MEMBERS
COMPETING AT THE HOCR

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2023 HOCR

BNY MELLON est. 1965
INVESTMENT MANAGEMENT

BNY MELLON
INVESTMENT MANAGEMENT

HEAD OF THE CHARLES
REGATTA

Helping our community.

Year over year community involvement and partnership.

We have been active partners with a number of community groups for over 25 years through our charity program which has contributed over \$3 million to local organizations such as West End House Boys & Girls Club, Community Rowing and Cambridge Community Foundation.

HEAD OF THE CHARLES
CHARITY PROGRAM

11-445

102421

DATE

10/22/2022

PAY TO THE ORDER OF

HOCR CHARITABLE PARTNERS

\$

120,002

ONE HUNDRED TWENTY THOUSAND AND TWO

DOLLARS

Charles Attager

0044 1128 102321

HEAD OF THE CHARLES®

Done? Let's Compost or Recycle that!



Helping the environment.

Lasting Commitment to Sustainability.

We have partnered with the Commonwealth's park system (DCR) as well as environmental organizations like the Charles River Watershed Association to **lead in river and riverbank renewal, contributing over \$2 million to riverbank remediation.** We were among the first major Boston outdoor events to **commit to zero waste.**

LAUNCHED IN 2019 IN YEAR ONE TRASH DECREASED BY 21%, AND IN YEAR TWO, RECYCLING WAS UP BY 33%.

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We are pioneers.

In summary, we are leaders for our sport in the development of youth, advancement of gender equality and promotion of DEI. When you partner with the HOCR you are partnering with the sport of rowing in the U.S. and achieve the prominence and recognition that comes with such alignment.



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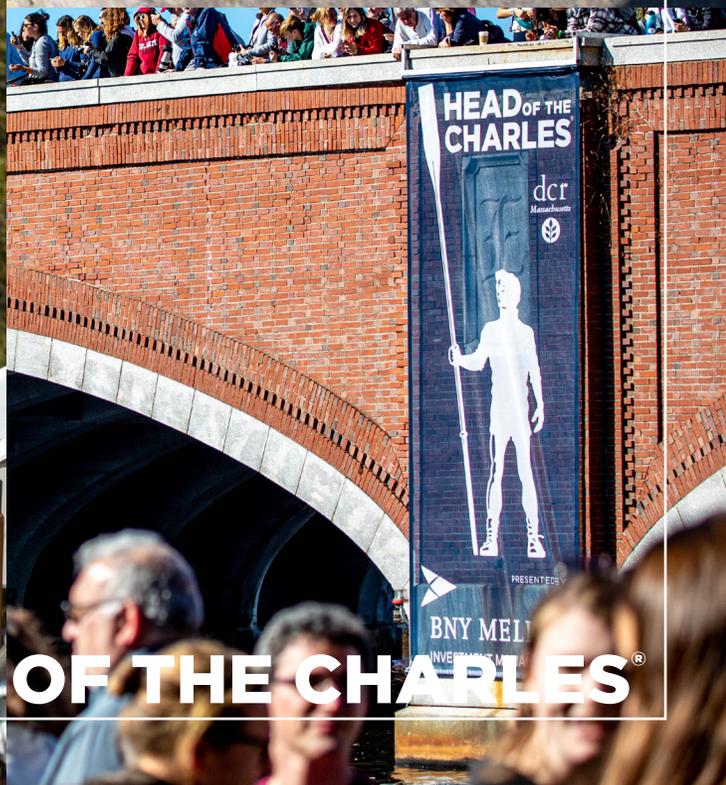
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HEAD OF THE CHARLES REGATTA PRESENTED BY BNY MELLON | INVESTMENT MANAGEMENT

Exposure of your brand.

Brand equity development.

Our presenting sponsor enjoys over 50% unaided awareness for the **400,000+ people that attend the regatta each year** as well as seeing significant increases in favorability scores and key equity attributes by year 3 of sponsoring the regatta. **Our lead sponsors' brands are highly visible** on building signage, bridge abutments covers and road pole banners along the 3 mile course as well as featuring in all our media promotions and publications.



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Opportunity for you.

Commercial Benefits.

Historically the HOCR has provided a number of key benefits for our sponsor partners' associates and employees ranging from numerous hospitality options for existing and potential (recruiting) employee utility. Our financial partners have sought to provide additional benefits to their customers and clients (e.g card holder discounts) and we are open to any conversations about new ways to better serve key constituencies for our lead partners.

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How we partner with our sponsors.

Brand Awareness and Association

- Co-branding
- Sitewide branding
- Full usage of logo
- Category exclusivity

Partnership in Community Involvement

- DEI opportunities
- Sustainability
- Cause-led marketing

Hospitality and Employee Engagement

- Turn-key hospitality options
- Employee team building and volunteer opportunities

Experiential and Brand Activation

- Product sampling and sales
- On-site brand experience
- Direct engagement

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Brand Awareness and Association

The only event in Boston to have banners on an iconic bridge, custom designed bridge pillars at the final turn in full view of spectators and competitors.

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CHARLES
OCTOBER 17-18

BNY MELLON

Brand Awareness and Association

The pole banner advertising program sees millions of impressions with installation at bridges, park pathways and river roadways starting 2 months before the event.

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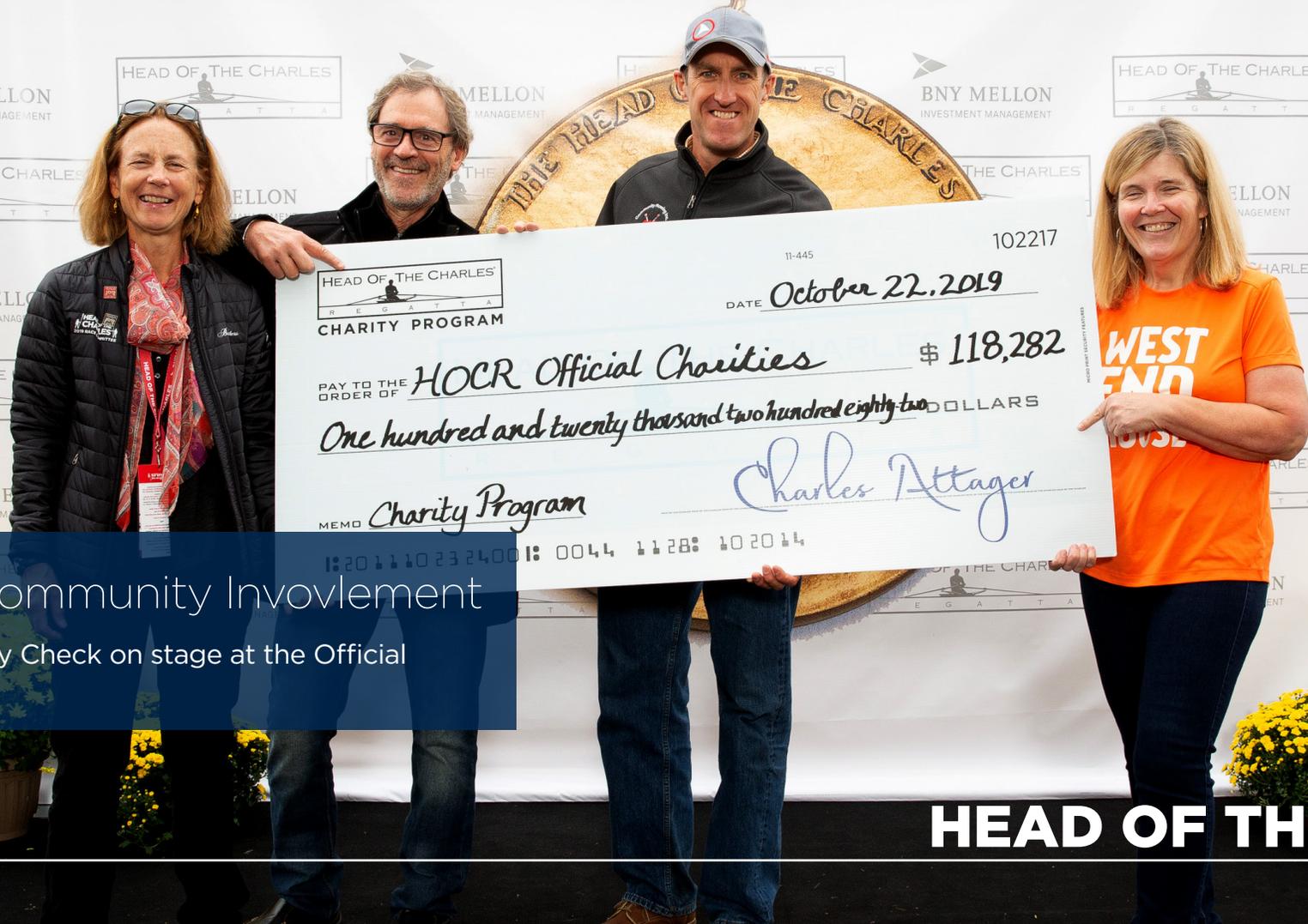
Brand Awareness and Association

Partnership with Massport and HOCR partners to create a permanent hallway at Boston Logan International Airport highlighting the event.

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Partnership in Community Involvement

Presentation of the Charity Check on stage at the Official Awards Ceremonies.

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Partnership in Community Involvement

Partnership with Boston Children's Hospital and the Optimal Wellness for Life (OWL) program to improve the health and wellbeing of children.

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Partnership in Community Involvement

Blue Cross Blue Shield and Community Rowing partnered to bring over 100 middle school students to the HOCHR for a site tour and erg relay.

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Hospitality & Employee Engagement

BNY Mellon hosted 1,000 weekend clients & guests for over a decade at their private enclosure along the banks of the Charles River.

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Brooks Brothers



Hospitality & Employee Engagement

In addition to 2 large retail stores grossing over \$500K annually Brooks Brothers used the HOCR as corporate team building event.

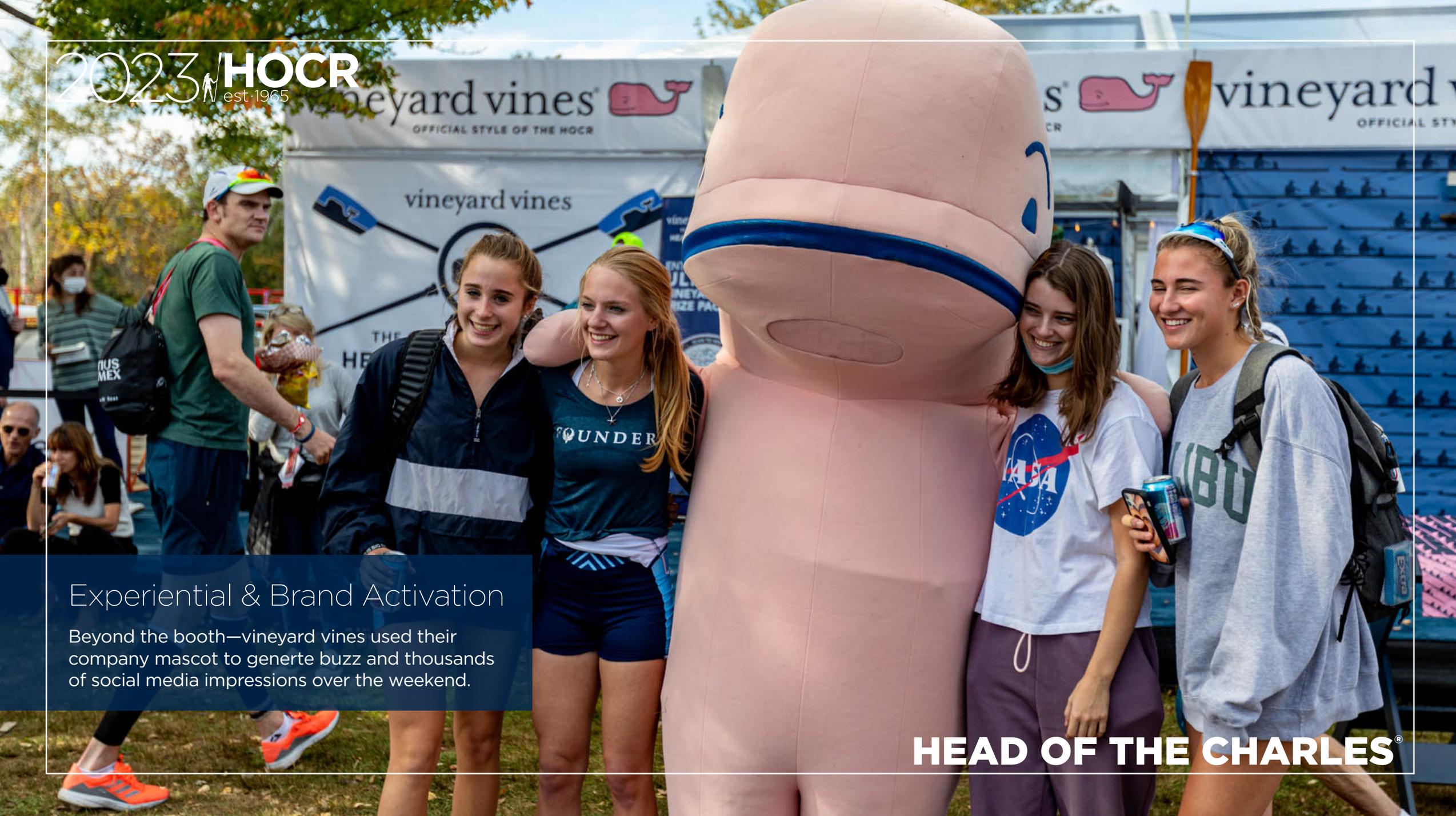
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Hospitality & Employee Engagement

Moderna leveraged their partnership to include over 100 company volunteers across multiple committees including Awards, Sustainability & First Aid committees.

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Experiential & Brand Activation

Beyond the booth—vineyard vines used their company mascot to generate buzz and thousands of social media impressions over the weekend.

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Experiential & Brand Activation

In addition to multiple car displays Aston Martin utilized social media to share their partnership to 10 million followers.

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Experiential & Brand Activation

CLIF Bar created an athlete relaxation and recovery zone next to the awards stage area.

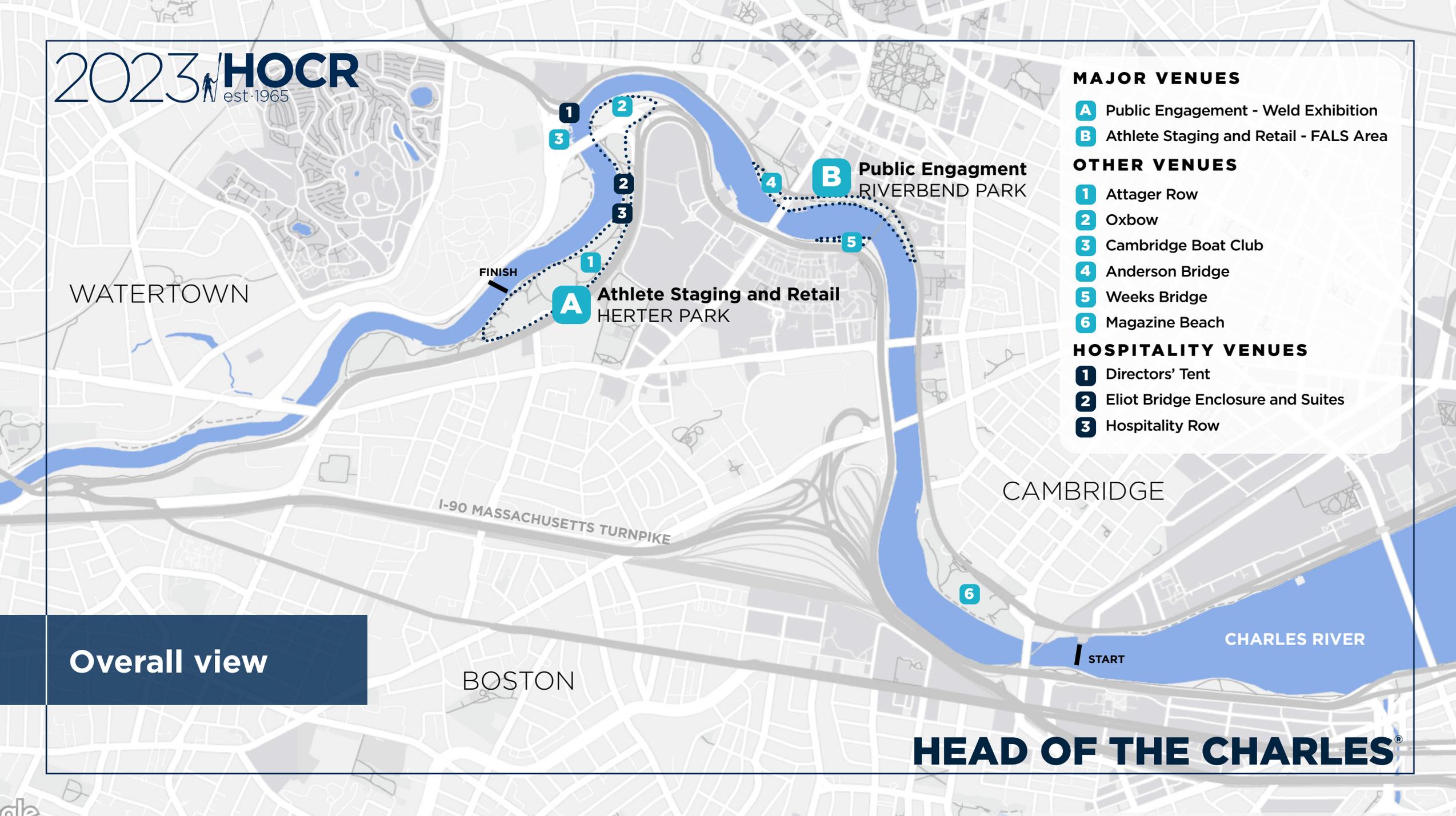
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index a **venue maps**

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- MAJOR VENUES**
- A** Public Engagement - Weld Exhibition
- B** Athlete Staging and Retail - FALS Area
- OTHER VENUES**
- 1** Attager Row
- 2** Oxbow
- 3** Cambridge Boat Club
- 4** Anderson Bridge
- 5** Weeks Bridge
- 6** Magazine Beach
- HOSPITALITY VENUES**
- 1** Directors' Tent
- 2** Eliot Bridge Enclosure and Suites
- 3** Hospitality Row

WATERTOWN

FINISH

A Athlete Staging and Retail
HERTER PARK

B Public Engagement
RIVERBEND PARK

CAMBRIDGE

I-90 MASSACHUSETTS TURNPIKE

BOSTON

CHARLES RIVER

START

Overall view

CAMBRIDGE

CAMBRIDGE

BOSTON

CHARLES RIVER

FINISH

SOLDIERS FIELD ROAD

KEY VENUE AREAS

- 1 Athlete Launching
- 2 Athlete Registration
- 3 Retail Area
- 4 Awards Stage
- 5 Main Concessions
- 6 Main Entrance
- 7 Booster Club Area
- 8 Spectator Parking

HOSPITALITY VENUES

- 1 FALS Bar
- 2 Eliot Bridge Enclosure and Suites
- 3 Private Hospitality
- 4 Directors' Tent

**Athlete Staging,
Hospitality and
Retail**

HERTER PARK

HARVARD SQUARE

CAMBRIDGE

CHARLES RIVER

SOLDIERS FIELD ROAD

BOSTON

KEY VENUE AREAS

- 1 Retail Area
- 2 Main Concessions
- 3 Public Sampling

HOSPITALITY VENUES

- 1 Anderson - Reunion Village
- 2 Weeks Public Hospitality
- 3 Private Hospitality

**Public
Engagement**
RIVERBEND PARK

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