BUFFALO CITY BEACH SPRINT ROWING CHAMPIONSHIP
AFRICAN BEACH SPRINT ROWING CHAMPIONSHIP
RMB BUFFALO REGATTA

EAST LONDON

EASTERN CAPE | SOUTH AFRICA

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EXECUTIVE SUMMARY

Overview

We are proud to present your brand with an exclusive opportunity to partner with three premier rowing events, hosted in the beautiful coastal city of East London, South Africa. This high-impact rowing collection brings together national athletes, continental competitors, and global spectators - with live broadcasting, livestreaming, and media amplification across Africa and beyond.

Together, these events represent a landmark season for water sport in South Africa - one that provides measurable ROI, exceptional visibility, and alignment with excellence, performance, and adventure.

EVENT LINE-UP & SPONSORSHIP VALUE

1. Buffalo City Beach Sprint Rowing Championships

- 20–21 September 2025
- South African National Beach Sprint Championships
- SuperSport coverage: 13-minute feature, 10+ national airings
- Live streamed professionally
- ***Funding Required: R100,000***

2. African Beach Sprint Rowing Championships

- 28–29 October 2025
- Continental Championship with 15+ African nations
- SuperSport coverage: 13 to 26-minute feature, 20+ national airings
- Live streamed professionally
- Global media exposure + international reach
- ***Funding Required: R300,000***

3. RMB Buffalo Regatta – Flat Water Regatta

- 5-8 Feb 2026
- Oldest Premier Flat Water Regatta (Largest Rowing Event on the Continent)
- SuperSport coverage: 26-minute feature, 20+ national airings
- Livestream coverage + National Rowing PR
- Confirmed Title Sponsor: Rand Merchant Bank (RMB)
- ***Funding Required: R250 000***

4. Flat Water Sprints - Flat Water Sprint Regatta

- 6 Feb 2026
- Traditionally known as the Selborne Sprint
- SuperSport coverage: 26-minute feature, 20+ national airings
- Livestream coverage + National Rowing PR
- ***Funding Required: R200 000***

MEDIA & AUDIENCE EXPOSURE

BROADCAST MEDIA

- SuperSport Coverage:
  - **Event 1: Buffalo City Beach Sprint Rowing Championships**
    - 13-min feature, 10+ slots
  - **Event 2: African Beach Sprint Rowing Championships**
    - 13 - 26-min feature, 20+ slots (Length of slot depends of Support)
  - **Event 3: RMB Buffalo Regatta** (Oldest Premier Flat Water Regatta)
    - 26-min feature, 10+ slots
- Global Livestreaming: All three events available on live broadcast with professional graphics, commentary, and ad slots
- Total TV exposure: Estimated reach of 500,000+ views

DIGITAL & SOCIAL MEDIA

- Professional live streaming of all events
- Online viewers (domestic and global): 10,000+ estimated
- Social Media followers:
  - 4,300+ followers, amplified by athletes, federations, and local partners
- Paid promotion & athlete amplification across all rowing platforms

PRESS & PUBLIC RELATIONS

- Full PR campaign: pre-event, event-week, and post-event
- National and regional media coverage
- Radio interviews and sport show mentions
- Partner mentions in all releases

SPONSORSHIP TIERS

We now offer event-specific tiers and a combined “Combined Event Partner” option for companies that wish to maximise exposure across all three events.

Feature	Event #1	Event #2	Event #3	Event #4	Combo Event Partnership
HEADLINE PARTNER	**R50 000**	**R150 000**	**SOLD** (RMB)	**R50 000**	**NA**
PRESENTING PARTNER	**R25 000**	**R50 000**	**R100 000**	**R25 000**	**R150 000** (SAVE R50 000)
STREAMING PARTNER	**R5 000** (Limited to 8 Partners)	**R15 000** (Limited to 8 Partners)	**R10 000** (Limited to 8 Partners)	**R5 000** (Limited to 8 Partners)	**R25 000** (SAVE R10 000)
BRAND + PARTNER	**R2000** (Limited to 5 Partners)	**R8000** (Limited to 5 Partners)	**R5000** (Limited to 5 Partners)	**R2000** (Limited to 5 Partners)	**R12 000** (SAVE R5000)
BRAND PARTNER	**R1000** (Limited to 5 Partners)	**R3000** (Limited to 5 Partners)	**R1500** (Limited to 5 Partners)	**R1000** (Limited to 5 Partners)	**R4 000** (SAVE R2500)

BRANDING ALLOCATIONS

To ensure clarity and exclusivity in event presence, each sponsor tier will receive a proportional share of available branding space, based on their partnership level.

This includes:

- On-site branding (banners, flags, signage)
- Podium & interview backdrop branding
- Livestream graphic overlays
- Branded apparel (where applicable)

BRAND EXPOSURE PER TIER

Headline Partner = Up to 50% on-site Brand Exposure
Presenting Partner = Up to 20% on-site Brand Exposure
Streaming Partner = Up to 0% on-site Brand Exposure (Online Exposure Only)
Brand + Partner = Up to 10% on-site Brand Exposure
Brand Partner = Up to 5% on-site Brand Exposure

PARTNERSHIP RETURN ON INVESTMENT	HEADLINE PARTNER	PRESENTING PARTNER	STREAMING PARTNER	BRAND + PARTNER	BRAND PARTNER
Logo on all Event Materials	✓	✓	✓	✓	✓
Website & Social Media Exposure	✓	✓	✓	✓	✓
Inclusion in Press & PR Coverage	✓	✓	✓	✓	
Logo in LiveStream Overlays	✓	✓	✓		
LiveStream 30-Sec Advert (Supplied)	✓	✓	✓		
Podium Banners	✓	✓			
SuperSport Brand Inclusion (Where Applicable)	✓	✓			
Official Event Name	✓	✓			
Branding at Events	✓	✓		✓	✓

FLEXIBILITY & CUSTOMISATION

We are open to custom packages, particularly for:

- Sector exclusivity (e.g. only one insurer, only one beverage sponsor)
- Combo discounts for 2-event partnerships
- In-kind contributions (production, gear, hospitality, etc.)

Let's collaborate on a plan that aligns your goals with the energy of our rowing series.

These events are more than just competitions - they are a celebration of Africa's coastline, community, and athletic excellence. With your brand at the forefront, we can inspire the next generation of rowers while delivering meaningful, scalable brand exposure across multiple channels.

We look forward to welcoming your team to this partnership journey.

PAYMENT TERMS

- 30% deposit upon sponsorship confirmation
- 40% due 60 days before event
- 30% due 15 days prior to the relevant event

Multi-event sponsors can opt for monthly instalment options.

CONTACT DETAILS

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