

ABERDEEN BOAT RACE

Sponsorship Packages

30th
ANNUAL
BOAT RACE





30th Annual Aberdeen Boat Race 2025 Sponsorship Proposal







University Rowing Aberdeen invites your company to become a sponsor of the 30th anniversary Aberdeen Boat Race 2025

Planning for the 30th annual Aberdeen Boat Race 2025 is in full swing. Located on the banks of the River Dee spectators enjoy a day out of sport, entertainment, drinks and hospitality. The Aberdeen Boat Race is the longest running boat race in Scotland!

This is an iconic community event drawing crowds from across the city to spectate from a variety of locations including the banks, the bridges over the River Dee, and the Aberdeen Boat Club balcony. Taking place in March 2025 the race sees Aberdeen's two universities go head-to-head to battle it out on the River Dee.

Widely known as the north-east's answer to the Oxford-Cambridge Boat Race, student rowers from the University of Aberdeen and Robert Gordon University race each other along a 3.5km stretch in a contest to be crowned Boat Race Champion 2025 in this much-anticipated rowing rivalry.

Together we can make the 30th Boat Race one to remember.

Increased media coverage and exposure 	Elevated corporate branding through sports performance 	Digital media and creative content shared across a range of impactful social media outlets 
More races (beginners, alumni, media, 1st crews), sportsmanship, camaraderie, and ambition 	More spectators 	More interest in sports, making a positive impact to the local community 

Sponsorship opportunities and support packages

Examples of how your company could benefit from supporting the Boat Race are detailed below. There is flexibility in the contents and cost of each package which we can discuss and agree at a time that suits you.



Boat Race 2025 Full Title Sponsorship £6500

- Title sponsorship of the 2025 Aberdeen Boat Race, i.e. the [company name] Aberdeen Boat Race 2025
- Your title sponsorship name and organisation logo on three prominent banners; (main stage, UoA and RGU university campus). Branding present across both university campuses. Opportunity to display company banners, leaflets & other promotional materials on race day
- Announcement of sponsorship through UoA & RGU university press offices
- Media, website and digital exposure
- Your company logo prominently placed across the front of the 1st crews sports clothing
- Host the Boat Race challenge pre-event for press release at your company offices (set the date, engage the media, meet the athletes)
- 15 places at the Aberdeen Boat Race VIP reception (including tea/coffee/food & attendance at Athlete Q&A event)
- 3 corporate learn to row sessions for team building and wellbeing
- Opportunity to support the local community and widen access to sport (from learn to row to elite performance)

Gold £2500

- Sponsorship of the 2025 Aberdeen Boat Race
- Your organisation logo on three prominent banners (main stage, UoA and RGU university campus). Opportunity to display banners, leaflets & other promotional materials on race day.
- Announcement of sponsorship through university channels
- Media, website and digital exposure
- 5 places at the Aberdeen Boat Race VIP reception (including tea/coffee/food & attendance at Athlete Q&A event)
- 1 corporate learn to row sessions for team building and wellbeing
- Opportunity to support the local community and widen access to sport (from learn to row to elite performance)

Silver £1000

- Sponsorship of the 2025 Aberdeen Boat Race
- Your organisation logo on three prominent banners (main stage, UoA and RGU university campus). Opportunity to display banners, leaflets & other promotional materials on race day.
- Announcement of sponsorship through university channels
- Media, website and digital exposure
- 3 places at the Aberdeen Boat Race VIP reception (including tea/coffee/food & attendance at Athlete Q&A event)
- Opportunity to support the local community and widen access to sport (from learn to row to elite performance)

Bronze £500

- Sponsorship of the 2025 Aberdeen Boat Race
- Opportunity to display banners, leaflets & other promotional materials on race day.
- Announcement of sponsorship through university channels
- 2 places at VIP reception (including tea/coffee/food & attendance at Athlete Q&A event)
- Opportunity to support the local community and widen access to sport (from learn to row to elite performance)



PICK YOUR COLOUR



University Boat Club Sponsorship

£1000 per club

- Sponsorship of either the Aberdeen University Crew or the Robert Gordon University Crew during Aberdeen Boat Race
- Announcement of sponsorship through university media
- Media, website, and digital exposure
- Opportunity to meet the crew.
- Money raised will go directly to the individual club to support their training and competition calendar.
- 2 places at the Aberdeen Boat Race VIP reception (including tea/coffee/food & attendance at Athlete Q&A event)
- Opportunity to support the local community and widen access to sport (from learn to row to elite performance)



Race Sponsorship

£500 per race

In addition to the Boat Race, each year we host an alumnus and beginner's race.

- Announcement of sponsorship through university channels
- Media, website, and digital exposure
- Regular naming of your organisation on the day of the Boat Race on PA system
- 2 places at VIP reception (including tea/coffee/food & attendance at Athlete Q&A event)
- Opportunity to support the local community and widen access to sport (from learn to row to elite performance)



Volunteer Apparel Sponsorship

£750

The event cannot take place without our volunteer officials who make the race happen (e.g. presenter, commentator, umpires, and safety officers), all of whom will be wearing your company logo on bespoke jackets.



**Supporting
the Boat Race
directly supports
the pathway
for rowing in
Aberdeen.**



More about us

URA is a partnership between University of Aberdeen, Robert Gordon University and Scottish Rowing. The aim of the partnership is to deliver an efficient rowing programme that presents Aberdeen-based students the opportunity to learn to row, train, compete and fulfil their ambitions within the sport. Established in 2012, the partnership has successfully shared resources to enhance the student experience and has created a pathway for Aberdeen rowers to progress towards competing for Scotland and Great Britain. We believe that sport plays a powerful role in empowering young leaders, where they develop the tools for a fulfilled and successful future.

How to reach us

Thank you for taking your time to review this proposal, we hope you are inspired to support our students reach their potential. We would be delighted to have the to meet and discuss how your company can be part of the 30th Aberdeen Boat Race.

Ian Lowe

Head of Sport

Robert Gordon University

Email: i.lowe@rgu.ac.uk

Tel. 01224 262796 (ext 3767)

Gillian Kerr

Sport and Active Health Officer

University of Aberdeen

Email: g.kerr@abdn.ac.uk

Mob.: 07709142380

