



## Charles River Watershed Association's 37<sup>th</sup> Annual Run of the Charles

*BOSTON'S PREMIER PADDLING RACE*

Sunday, April 28, 2019 • Boston, MA

RUN OF THE CHARLES  
SPONSORSHIP PACKAGE

[www.crwa.org/run-of-the-charles](http://www.crwa.org/run-of-the-charles)  
[#runofthecharles](https://twitter.com/runofthecharles) [#riverfest](https://twitter.com/riverfest)



## *Sponsor Proposal*

The Charles River Watershed Association is pleased to host the 37th Annual ***Run of the Charles Canoe and Kayak Race*** along the banks of the Charles with a River Festival at Herter Park featuring:

- Live Music
- Beer Garden
- Picnic
- River Games
- Family Canoe Races
- Raffle prizes
- And much more!

Charles River Watershed Association believes in celebrating recreation on the river and bringing families and friends together to create future stewards of the watershed.



Although *Run of the Charles* provides a lot of fun and a great excuse to spend a (*usually*) beautiful April day outdoors on the water, it also highlights how water quality improvements and clean-up efforts during the past few decades have transformed the formerly-filthy Charles into a gorgeous recreation area.

*Run of the Charles* is sponsored by the Charles River Watershed Association (CRWA), a driving force behind the Charles River transformation from a polluted river to one of Boston's crucial resources.

The best place to watch the races is near the finish line in Artesani/Herter Park on Soldiers Field Road in Brighton, roughly a quarter of a mile from Harvard Stadium in Allston. This is also where RiverFest takes place, featuring live music, raffles, and vendors.

### *Weather Tip:*

April weather in Boston can be unpredictable and it typically changes quickly. If you are planning to watch the race, bring rain gear if the forecast looks at all iffy. Layers are always a good idea.

## Run of the Charles Race Course

Races begin in a variety of locations in Dedham, Newton, and Brighton, and Cambridge depending on the length, and all will finish at Herter/Artesani Park in Brighton.

The kayak and canoe races include:

- 14-mile Corporate Relay Race
- 12-mile races
- 6-mile races
- 3-mile races



If you're considering participating, you can choose from 8 entry categories based on age, gender, and skill level. All skill levels, from beginner to expert, are welcome.

Because *Run of the Charles* takes place in April, all paddlers must wear life jackets, which are required by Massachusetts law until May 15 when water temperatures finally begin to warm up.

The 37th anniversary of the *Run of the Charles Canoe & Kayak Race* celebrates the Charles River Watershed Association's 50 years of improvements to the health, beauty and enjoyment of the Charles River and its tributaries.

All races finish at DCR's Artesani Park on Soldiers Field Road in Brighton where race fans and families gather to enjoy free admission to a day of music, refreshments, exhibits, raffle drawings, picnics and awards at RiverFest.

Over 1,200 canoe and kayak enthusiasts, professional, amateur, and recreational, from throughout the US and Canada, ages 12 and up, compete in a variety of races, including the 14-Mile Relay Race, and 12-, 6-, and 3-mile amateur races.

2,000+ spectators line the riverbanks to watch the Run of the Charles.

## Sponsoring Run of the Charles can help you:



Meet your marketing goals and reach a larger audience through the 2,000+ boaters, outdoor enthusiasts, and watershed supporters who subscribe to the CRWA newsletter, website news, and social media.

Our past sponsors include:

- Boston Duck Tours
- LL Bean
- Dick's Sporting Goods
- Kind LLC
- Costco
- BR+A
- ESP Solutions
- CDM Smith
- New England BioLabs
- Charles River Apparel
- Paddle Boston
- among many others

Riverfest provides opportunities for corporate hospitality and our races provide employee team-building challenges.

By extending your support, you are also improving the quality of life in the community in which you do business; your participation shows your commitment to protecting and preserving the environment around us.

All sponsors will have access to volunteer opportunities. Engage with children and families from underserved communities for a day of learning to canoe and fish. By including this cross-programming, we hope to invest in future stewards of the Charles River and open up the race to participants who may not be competitive but would be interested giving back to our community. These opportunities will be scheduled throughout the day in shifts that participants can sign up for.



## Sponsorship Levels:

As a sponsor, your package will include:

- Canoes/kayaks
- Entry fees, CRWA membership
- Lunch and a Harpoon beer
- Reserved spaces in a tent

### **Presenting Gold Sponsor \$10,000**

*Additional benefits include*

- Logo and listing on all *Run of the Charles* press, event, and promotional materials, including an online racebook
- Listing in CRWA's *River Current*, a bi-monthly email subscription sent to 6,000+
- Public address announcement read at RiverFest
- VIP area in the RiverFest tent at the finish line celebration
- Entrance fees for 5 teams in race of choice

### **Silver Sponsor \$5,000**

*Additional benefits include*

- Logo and listing on all *Run of the Charles* press, event, and promotional materials, including an online racebook
- Listing in CRWA's *River Current*, a bi-monthly email subscription sent to 6,000+
- Public acknowledgement read at RiverFest
- VIP area in the RiverFest tent at the finish line celebration
- Entrance fees for 3 teams in race of choice

### **Bronze Sponsor \$3,000**

*Additional benefits include*

- Logo and listing included in an online racebook
- Listing in event materials
- Public acknowledgement read at RiverFest
- Reserved table in the RiverFest tent at the finish line celebration
- Entrance fees for 2 teams in race of choice

### **Supporting Sponsor \$1,200**

*Additional benefits include*

- Logo and listing included in an online racebook
- Reserved table in the RiverFest tent at the finish line celebration
- Entrance fee for 1 team in race of choice

**Run of the Charles: Boston's Premier Paddling Race**  
**Sunday, April 28, 2019 - Sponsorship Agreement**

YES! We wish to sponsor the 2018 Run of the Charles: Boston's Premier Paddling Race.

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CONTACT(S)

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COMPANY NAME

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ADDRESS

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CITY

STATE

ZIP

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PHONE

**SPONSOR NAME TO BE LISTED AS**

*Sponsorship Level*

- Presenting Gold Sponsor - \$10,000
- Silver Sponsor - \$5,000
- Bronze Sponsor - \$3,000
- Supporting Sponsor - \$1,200

*Please return this contract with a check payable to CRWA to:*

Madison Wolters  
Charles River Watershed Association  
190 Park Road  
Weston, MA 02493

Meg Rivett  
p: 508.698.6810 x10  
f: 508.698.6811  
e: [rotc@crwa.org](mailto:rotc@crwa.org)

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AUTHORIZED SIGNATURE

DATE