



2026-2027

Sponsorship

PARTNER WITH CAMBRIDGE ON THE WATER



A sponsorship opportunity connecting local community, corporate teams and unforgettable rowing experiences on the River Cam.

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About Us



Cambridge Rowing Experience

Launched in March 2021, Cambridge Rowing Experience (CRE) was created to give locals and tourists the unique opportunity to experience the thrill of rowing in just a matter of hours. Despite starting during a challenging time in the wake of a global pandemic, we've grown organically to offer rowing lessons throughout the week and exciting team-building days year-round. Voted by our clients as the most exciting team-building activity in Cambridge, our sessions combine skill-building, camaraderie, and the stunning scenery of the iconic River Cam.

We operate out of the City of Cambridge Rowing Club, the oldest known town club in Cambridge, housed in a modern facility with state-of-the-art amenities. Our location features a beautiful balcony that offers breathtaking views of the river, making every experience unforgettable.



Why Advertise With Cambridge Rowing Experience?

We are offering **a unique opportunity for just two companies** to get their brand image out by sponsoring our rowing blades and our training blades.

Aligning a brand image with rowing can be a powerful and strategic move for companies looking to enhance their reputation, foster meaningful connections, and promote positive values. Here's why:

1. Association with Prestige and Excellence

- Rowing is often associated with elite institutions, historic traditions, and a culture of excellence. Partnering with CRE can elevate your brand's image, aligning it with qualities like prestige, heritage, and achievement.

2. Teamwork and Collaboration

- The sport exemplifies teamwork and synchronization. Each rower plays a vital role in the boat's success, making it a metaphor for collaboration and unity—values that resonate deeply with corporate teams and audiences.

3. Health and Wellness Advocacy

- Rowing is a full-body workout that promotes physical fitness, mental resilience, and overall wellness. Brands that align with rowing can position themselves as champions of a healthy and balanced lifestyle, appealing to health-conscious consumers.

4. Sustainability and Environmental Connection

- As a water-based sport, rowing often takes place in natural, serene environments. Supporting rowing initiatives demonstrates a company's commitment to sustainability, conservation, and eco-friendly practices.

5. Networking and Corporate Engagement Opportunities

- Rowing clubs and events often attract influential audiences, from corporate executives to academic leaders. Sponsoring or aligning with rowing provides access to high-value networking opportunities and potential partnerships.



6. Diversity and Inclusivity

- Modern rowing promotes inclusivity, with opportunities for people of all backgrounds, ages, and abilities to participate. This aligns with companies striving to demonstrate their commitment to diversity and equality. At CRE, one of our core visions is to diversify this incredible sport and make it more accessible and inclusive. By aligning your brand with CRE, you'll not only support this mission but also position your company as a champion of inclusivity, showcasing your commitment to meaningful social impact.

7. Social Media and Visual Appeal

- Rowing's aesthetics—sleek boats, scenic waterways, and dynamic team action—offer visually compelling content that can enhance a brand's marketing efforts. It's a sport that naturally lends itself to shareable, inspirational imagery.

8. Association with Determination and Success

- Rowing requires immense dedication, discipline, and perseverance, symbolizing qualities that drive success. A brand associated with rowing can embody these same values, appealing to aspirational audiences.

9. Community and Grassroots Impact

- Many rowing initiatives focus on community engagement, youth development, and accessibility. Supporting rowing can showcase a company's commitment to corporate social responsibility and making a positive impact at a local level.

10. Global and Local Reach

- Rowing has a global presence with major international events like the Olympics, while also thriving at local club levels. This dual appeal allows brands to target both global recognition and grassroots connections.

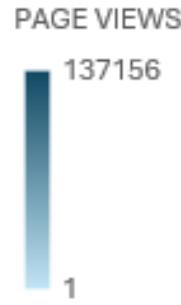
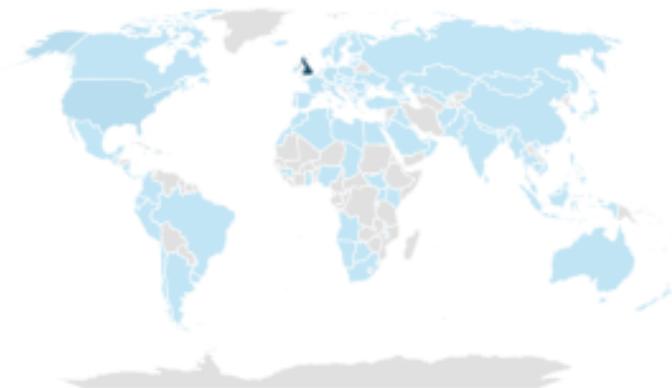
By aligning with Cambridge Rowing Experience, companies can position themselves as champions of values that transcend the sport teamwork, perseverance, excellence, and sustainability – while benefiting from the prestige and visual appeal associated with this timeless and dynamic activity.



Web traffic and audience overview

Our website has welcomed **43,982** unique visitors, with an overwhelming majority **34,057** originating from the UK. This demonstrates strong domestic interest and offers an unparalleled opportunity to reach a highly engaged local audience.

Additionally, with **2,847** unique visits from the USA and a growing global presence, CRE's appeal is steadily expanding internationally.



COUNTRY	PAGE VIEWS
United Kingdom	137,156
ROW	15,028
United States	6,744
Germany	1,958
France	1,641
Italy	1,504
Netherlands	1,388
China	1,053
Spain	1,039
Canada	947
Australia	836
Switzerland	680
Hong Kong	615
Ireland	574



1.5k Followers



1.9k Followers



258 Followers



653 Followers

Align Your Brand

CRE has earned a stellar reputation, with consistent 5-star ratings on platforms like TripAdvisor, Google, Virgin Experience Days, and GetYourGuide. Additionally, our attraction has been featured in several publications, catering to both B2C and B2B audiences. This multi-platform presence ensures extensive visibility and reinforces our credibility as a trusted and high-quality experience provider.

By sponsoring CRE, your company will gain significant visibility and align with an organization that embodies teamwork, tradition, and excellence. Here's why a partnership with us is a valuable opportunity:

1. Broad Exposure: Your brand will reach thousands of engaged visitors on our website, as well as attendees at our events.
2. Community Connection: Strengthen your ties to Cambridge and its rich history, appealing to locals and tourists alike.
3. Positive Brand Association: Align your brand with teamwork, collaboration, and an active, outdoor lifestyle.
4. Corporate Social Responsibility: Support a thriving local initiative that enhances tourism and fosters community engagement.

By partnering with CRE, your company will not only benefit from increased visibility but also play a pivotal role in the continued growth of an activity that brings people together, promotes wellness, and showcases the beauty of Cambridge.



Sponsorship opportunity

Primary Sponsor - £9,995 +vat

01 Mar 2026 - 28 Feb 2027

Blade Sponsorship - Put Your Brand at the Heart of the Experience

Sponsor eight new rowing blades used daily on the River Cam and place your brand directly in the hands — and photos — of our participants. Each blade features your logo, delivering repeated, high-impact visibility during every session and across photography, video and social media shared by both Cambridge Rowing Experience and our guests.

Cambridge Rowing Experience is the city's leading corporate team-building activity, attracting companies from across the UK and overseas, while also engaging a strong local audience of Cambridge residents and visitors. Blade sponsorship uniquely reaches both corporate decision-makers and local consumers in an environment defined by teamwork, enjoyment and achievement.

This is more than advertising. It's brand alignment with one of Cambridge's most memorable experiences.



Sponsorship opportunity

Development Sponsor - £4,995 +vat

01 Mar 2026 - 28 Feb 2027

Supporting the Moment Where Teamwork Comes to Life

The Development Sponsor supports one of the most important stages of the Cambridge Rowing Experience — where participants take the technique learned on land and apply it on the water for the first time.

Using our training blades, participants sit in the boat in pairs and begin rowing together, immediately seeing how timing, communication and coordination affect performance. This is where teamwork becomes tangible, as pairs must row in sync to generate smooth, effective power.

Why Training Blades Matter



Training blades are designed specifically for learning. The spoons feature precision-cut holes, allowing participants to apply power without the boat accelerating too quickly. This creates a controlled, confidence-building environment where technique, trust and teamwork come first. Once participants have mastered this stage, they progress to full rowing blades without holes for the main on-the-water experience.



A Meaningful Brand Alignment

As Development Sponsor, your brand is associated with:

- Learning and skill development
- Teamwork, communication and trust
- Progression from training to performance
- Building strong foundations for success

Your sponsorship places your brand at the point where participants first experience how working together delivers results — a powerful and memorable association.

Training Blades

Sponsor logo on 4x primary training blades





“When there is teamwork and collaboration, wonderful things can be achieved.”

- Mattie Stepanek



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