



BATTLE OF THE BRIDGES REGATTA

Saturday Sept. 26th

8-3:00.

Teams from around the Southeast US
will kick off their fall head race season
Venice, Florida.



OUR MISSION

- ▶ Steadily increase awareness of rowing, making it more accessible for both participants and spectators.
- ▶ Host a premier, SAFE, and fun “head” rowing regatta.
- ▶ Provide FREE access for spectators to watch a first-class rowing race.
- ▶ Provide many opportunities for local businesses to benefit from the impact of this event.

WHAT IS HEAD RACE ?

Have you watched at race at Nathan Benderson Park?

Typically you are watching a sprint race. Sprint racing is a shorter distance, is a straight line, and has several boats racing at the same time against each other. Much like a track race



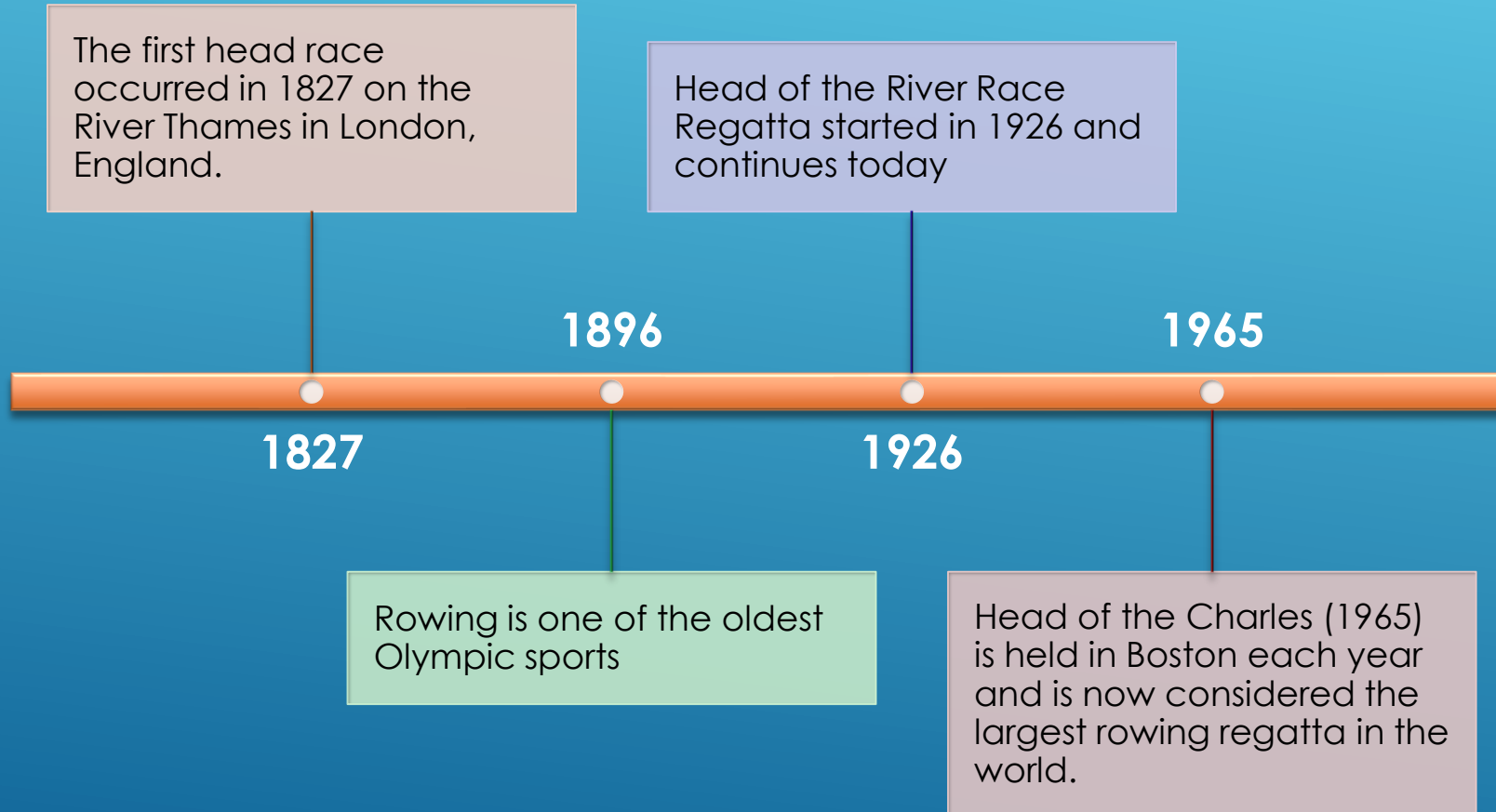
A head race is when one boat races against a clock. The course are much longer and typically involves winding turns. Much like a cross country race



Although the boats race one at a time, "overtaking" frequently occurs. This happens when one boat passes another. It is VERY EXCITING to watch as teams must use their skills and precision to execute the pass successfully.



THE HISTORY OF HEAD RACING



HEAD RACING IN AMERICA



- ▶ Head racing has turned into a million dollar industry.
- ▶ For example, in 1981 Atlanta Rowing Club started Head of the Chattahoochee hosting 500 athletes and 105 boats in its first year.
 - ▶ In 2005, the City of Chattanooga purchased the race, moved it to the Tennessee River, and re-named it the Head of the Hooch
 - ▶ In 2012, the City of Chattanooga estimated the economic impact of the Head of the Hooch at \$4.8 million
 - ▶ 80% of the participants are high school and college age athletes
 - ▶ In 2017, the estimate is \$5 million in economic impact with 6000 rowers and 15,000 spectators.

Head of the Fish
Saratoga Springs, NY
October

Head of the Charles
Boston, MA
October

Head of the Des Moines
Des Moines, IO
September

Head of the Schylhill
Philadelphia, PA
October

Head of the Rock
Rockford, IL
October

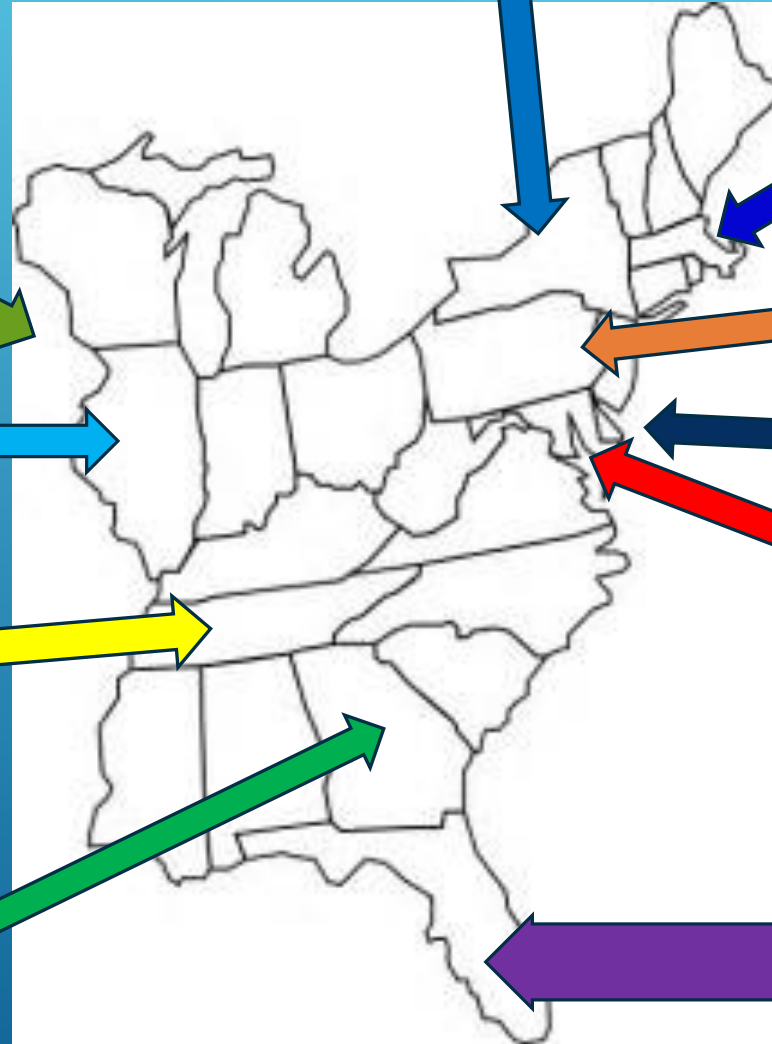
Head of the Chick
Williamsburg, VA
November

Head of the Hooch
Chattanooga, TN
November

Head of the Occoquan
Occoquan, VA
October

Head of the South
Augusta, GA
November

Battle of the Bridges
Venice, FL
September



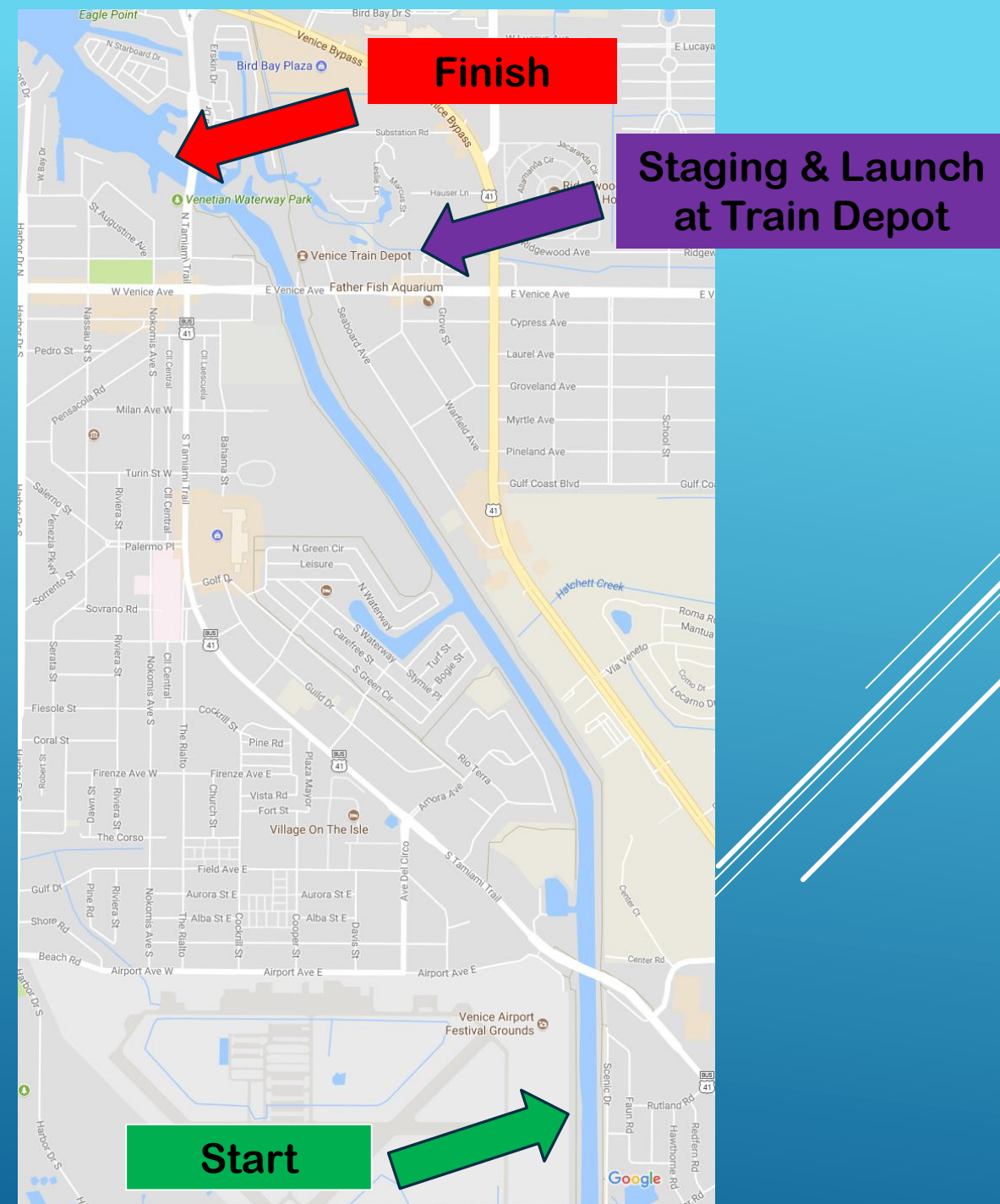
HEAD RACING IN VENICE

- First boats launches from docks at 7:30 am
- Racing begins at 8 am. The final race will start at 2:30.
- Boat will launch at the Train Station Boat Dock
- Warming up, athletes will travel south.
- Teams and spectators alike will enjoy the charm of Venice at the Historic Venice Train Depot and the Venetian Waterway Trail.
- US Rowing have sanctioned the event adding an extra level of safety, securing, and professionalism.



THE RACE COURSE

- The race will travel under all three bridges
- The race will begin approximately 1000 meters south of the Circus Bridge
- The race will end approximately 100 meter north of the US41 North Bridge



SAFETY FIRST!

We are closely monitoring the continuing developments regarding the novel coronavirus (COVID-19).

Our top priority is a safe event for competitors, volunteers, and, if permitted, spectators.

We are working closely with all of the appropriate state and local officials as well as USRowing in developing our plans and providing guidance on final decisions.

Two options:

1. Social Distance among participants
2. No Spectators and only essential participants





WHO ARE THE SARASOTA SCULLERS?

- ▶ Sarasota Scullers is the oldest organized youth rowing club in Sarasota County.
- ▶ For 29 years, Sarasota Scullers has provided championship rowing to middle and high school youth in Sarasota and surrounding counties.
- ▶ Sarasota Scullers believe in developing the person, not just the athlete. Learning teamwork, leadership, respect, and more ensures that each of our athletes has a bright future ahead.





“CLOSING THE WATERWAY”

- ▶ Actually, it is just the opposite.
- ▶ During the month of September in 2017 it is estimated that the maximum number of residents using the waterway on any given Saturday was 25 boats.
- ▶ Rowing is a non-impactful, environmental friendly way to allow all boaters to utilize this community resource.
- ▶ The safety zone simply allows for non-motorized boats to have equal and safe access to this stretch of water.
- ▶ Last year, in coordination with the USCG we were able to offer a passing time during the lunch break for essential travel.

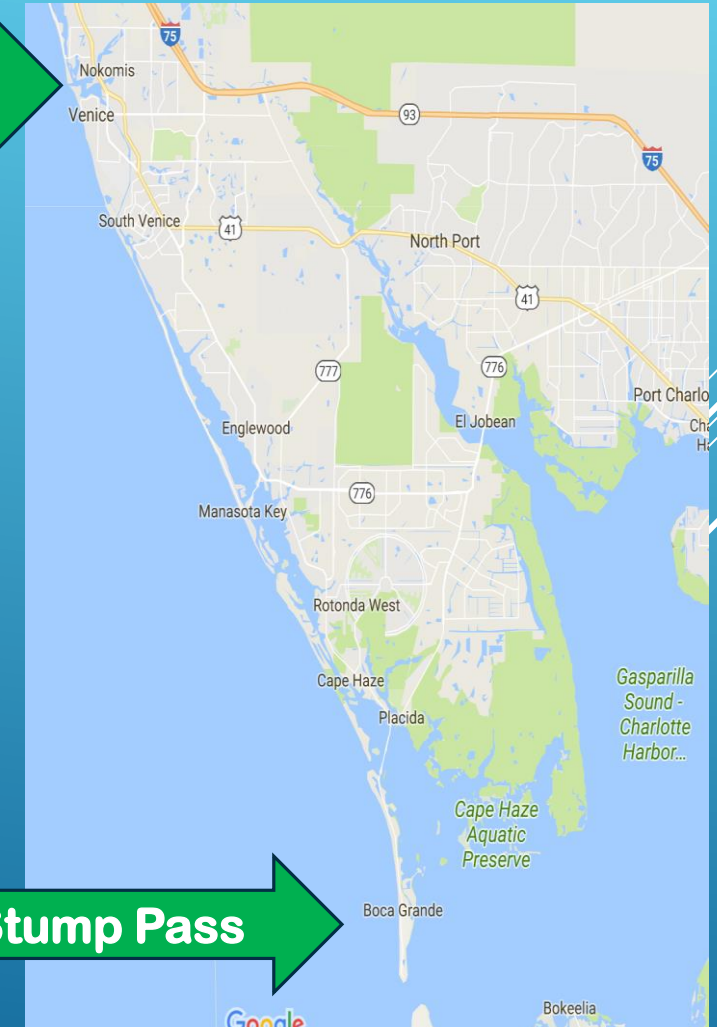


SAFE, ALTERNATIVE ROUTES

- ▶ Non-participant boats needing to travel have easily access to an alternate route through Venice Inlet and Stump Pass.
- ▶ The traveling distance between these two points is exactly the same on this course verse using the “ditch”.
- ▶ Six equal boat ramps within a 10 mile radius

Venice Inlet

Stump Pass



- ▶ Thousands of students compete in the sport at the high school and college level. (This number continues to grow.)
- ▶ Many continue to row after graduation, well into their adult and retirement years.
- ▶ It is a SPORT FOR A LIFETIME with increasing numbers discovering rowing as adults.
- ▶ \$110,000 – \$150,000 is the average household income for rowers over 30
- ▶ 87% percent of rowers over the age of 25 are college graduates.
- ▶ 47% of rowers over 25 hold advanced degrees.

WHO ARE THESE ROWERS?



BY THE NUMBERS

- ▶ Sponsorships: \$13,450
- ▶ Assessments: \$10,460
- ▶ 54% of participants report being from out of town
- ▶ 52% of participants report they stayed over night
- ▶ 98% who stayed overnight report staying in a hotel
- ▶ 97% report they would rate the event a 4 or 5 (on a scale of 5)
- ▶ 95% report they will return next year.

	2018	2019
Entries	64	152
Clubs	8	18
Participants	145	333
Seats	222	507
Events		40



**GULF COAST
COMMUNITY FOUNDATION**

NEAL COMMUNITIES
Where You Live Matters



10 Tickets & 5 VIP Parking Passes to VIP Hospitality Area

10 Tickets to the Friday Night Kickoff Party at Hotel Venezia

Predominant Logo on Website

Predominant Logo on Event T-shirt

Predominant Logo on Event Poster

Predominant Banner on display at venue

Event Naming including photos with winning crew and trophy presentation

Plaque and Photo with winning crew for display at business

Electronic content of event prior, during and after event for display on your website

GOLDEN OAR
\$2,500

6 Tickets & 3 VIP Parking Passes to VIP Hospitality Area

6 Tickets to the Friday Night Kickoff Party at Hotel Venezia

Large Logo on Website

Large Logo on Event T-shirt

Large Logo on Event Poster

Large Banner on display at venue

Electronic content of event prior, during and after event for display on your website

SILVER OAR
\$1,000

4 Tickets & 2 VIP Parking Passes to VIP Hospitality Area

4 Tickets to the Friday Night Kickoff Party at Hotel Venezia

Medium Logo on Website

Medium Logo on Event T-shirt

Medium Logo on Event Poster

BRONZE OAR
\$500

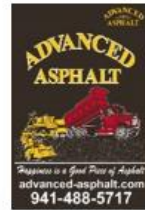
2 Tickets & 1 VIP Parking Pass to VIP Hospitality Area

2 Tickets to Friday Night Kickoff Party at Hotel Venezia

Logo on Website

Logo on Event Poster

ROWER
\$250





City of Venice





- ▶ Be a sponsor (please and thank you)
- ▶ Volunteer
- ▶ Spread the word
- ▶ Follow us on Social Media
- ▶ Be a spectator

<http://battleofthebridgesvenice.com>



Battle of the Bridges Venice



BOB_SRQSCULLERS