First held in 2009, the Regatta quickly became an IUPUI tradition, strengthening and enhancing campus spirit and pride. Regatta is a weekend family-friendly celebration in September that culminates in a canoe race and community festival. The IUPUI Regatta draws thousands of people downtown, connects campus and community, and supports IUPUI students on their paths to success.

The Impact on Students
But Regatta is more than just fun. It’s a scholarship fundraiser that benefits IUPUI students who have demonstrated exceptional leadership and academic performance. The Davis IUPUI Regatta Scholarship honors the legacy of Stefan Scott Davis, executive director of the IUPUI Office of Alumni Relations and senior executive with the IU Alumni Association from 1994 to 2015.

A portion of the proceeds from the Regatta funds this annual scholarship for deserving student leaders. The generous support of campus and community partners provides IUPUI students with opportunities to pursue their academic and career goals.

“I am deeply thankful to those who have made the Davis IUPUI Regatta Scholarship possible. Their contribution has allowed me to continue with my education at IUPUI.”

Edith Alanis Guijosa
IUPUI Senior, Dental Hygiene

“This scholarship has shown me that there are people out there who support me and want me to succeed. The fact that someone is there motivates me to do my best and pushes me farther than I ever could have gone alone.”

Susan Mertz
IUPUI Senior, Neuroscience and Psychology

The Regatta’s attendance has grown to over 10,000 people since its inception in 2009.

**The MARKET**

IUPUI consists of nearly 38,000 students, faculty, and staff, with thousands of additional faces during race weekend.

**139,000**
IU and IUPUI alumni of Central Indiana

**20,000**
undergraduate students

**8,000**
graduate and professional students

**9,400**
faculty and staff

**All Indianapolis residents and visitors**

**139,000**
IU and IUPUI alumni of Central Indiana

**20,000**
undergraduate students

**8,000**
graduate and professional students

**9,400**
faculty and staff

**All Indianapolis residents and visitors**

**The Regatta’s attendance has grown to over 10,000 people since its inception in 2009.**

**SOCIAL MEDIA PRESENCE**

**FACEBOOK.COM/IUPUI.REGATTA**
2,800+ Facebook fans

**@IUPUIREGATTA**
1,900+ Twitter followers

**INSTAGRAM.COM/IUPUIREGATTA**
1,450+ followers

**BE A PROUD SUPPORTER of the 9TH ANNUAL IUPUI REGATTA!**
Your sponsorship of the IUPUI Regatta connects your brand and your message with students, their families, and the community. Your efforts also help students achieve their educational goals with key leadership and scholarship support.

### SPONSOR LEVELS

<table>
<thead>
<tr>
<th></th>
<th>GOLD</th>
<th>SILVER</th>
<th>HEAT</th>
<th>CANOE</th>
<th>PADDLE</th>
<th>BUOY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incorporation of school or division logo on the main stage</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Interview with school dean or division director on the main stage</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Naming rights for the race exchange basin including on-stage interview</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Exclusive sponsorship for one of 15 preliminary race heats</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo on race course boards along the canal</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Placement of video/commercial on Regatta social media before event</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Number of team entries into the race (IUPUI students or alumni only)</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Number of broadcasts of video/commercial provided by sponsor on race day (25- to 20-second video clip)</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company or organization table in the vendor marketplace on race day</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Announcer-read highlight of sponsor on race day</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company or organization listed on Regatta T-shirts</td>
<td>logo</td>
<td>logo</td>
<td>name</td>
<td>name</td>
<td>name</td>
<td>name</td>
</tr>
<tr>
<td>Company or organization logo on the IUPUI Regatta website</td>
<td>logo/link</td>
<td>logo/link</td>
<td>logo/link</td>
<td>logo/link</td>
<td>logo/link</td>
<td>logo/link</td>
</tr>
</tbody>
</table>

**ALL SPONSORSHIP LEVELS** will receive company or organization listing on Regatta social media, access to Regatta logos, and select images for your marketing needs, and flexibility for your advertising ideas and needs.

### CONTACT

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NIKKI BAKER, Coordinator of External Support | regatta.sponsorships@gmail.com | 574-323-5803

SEPTEMBER 23, 2017     REGATTA.IUPUI.EDU

A canoe race on the downtown canal

SEPTEMBER 23, 2017     REGATTA.IUPUI.EDU