



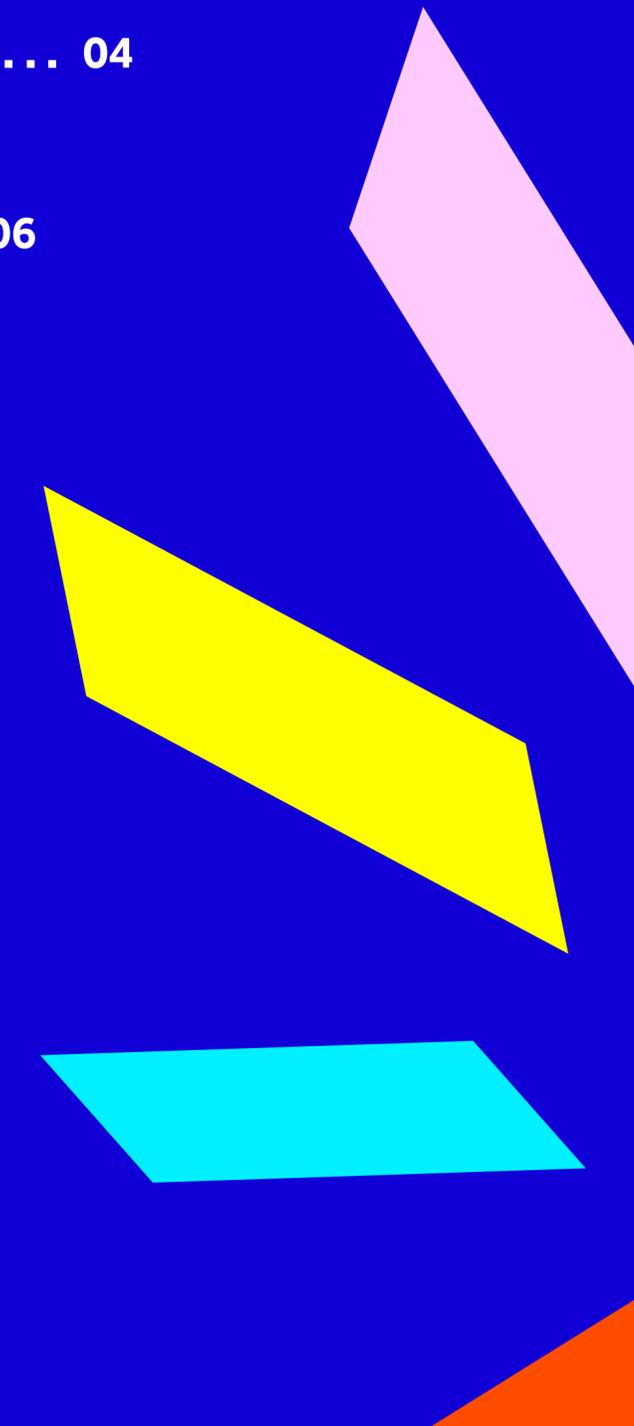
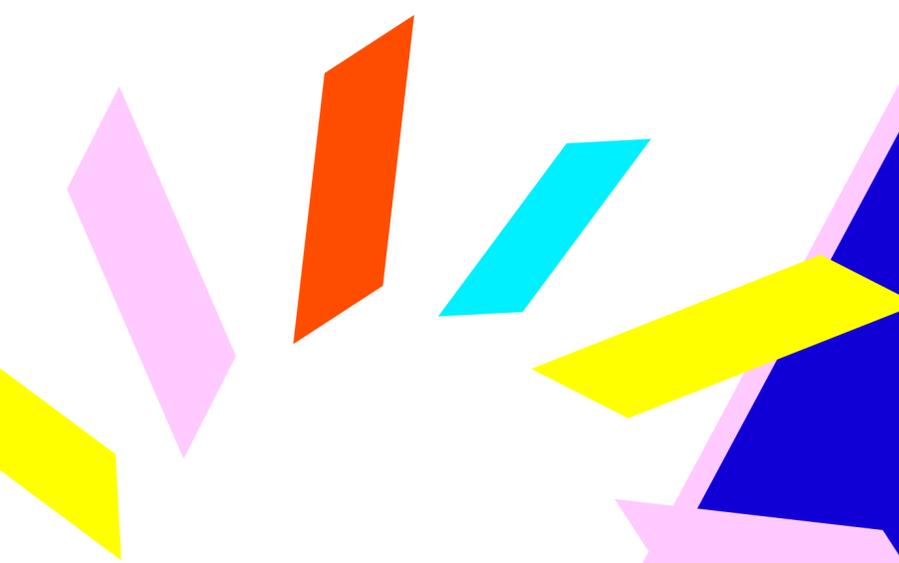
**world
rowing**®

*An invitation to bid for hosting the
2029 or 2030 World Rowing
Masters Regatta*



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The World Rowing
Masters Regatta

The biggest Party in Rowing

The World Rowing Masters Regatta stands as a testament to the enduring passion and dedication of Rowers across the globe.

This event, which brings together participants from various age categories and from around the world, fosters a unique blend of competition and camaraderie that is cherished by participants and spectators alike. It is a celebration of not only physical prowess but also the enduring sense of community that defines the international Rowing family.

Cities aspiring to host the World Rowing Masters Regatta have the opportunity to showcase their cultural richness, hospitality, and organizational prowess on a global stage. This event has grown into a cornerstone of our international Rowing calendar, attracting participants and enthusiasts from diverse backgrounds. The host city will play a pivotal role in ensuring the success of this unique regatta, providing an unforgettable experience for all involved.

Indeed, the World Rowing Masters Regatta isn't just about the races; it's a festival of Rowing! From vibrant opening ceremonies to social events and gatherings, Rowers immerse themselves in the festive atmosphere and celebrate the global community of Rowing. They build lasting friendships with fellow Rowers who share their passion for the sport, exchange stories, experiences, and tips – thereby creating memories that will last a lifetime.

Upon receiving your expression of interest, we would be delighted to collaborate with you in evaluating how we can stage extraordinary events, creating lasting impacts and memories for the mutual benefit of our organisations.

Jean-Christophe Rolland
President of World Rowing





MASTERS REGATTA

Introducing the World Rowing Masters Regatta



an invitation to bid for hosting the 2029 or 2030 Rowing Masters Regatta



The World Rowing Masters Regatta is the annual pinnacle of global grassroots Rowing for Rowers in the “Masters” age-competitive classes.

“Masters” Rowing begins at age 27 and has grown rapidly to comprise multiple competitive-age categories, even extending past 89 years of age. In Masters Rowing, the average age of the total Rowers in the boat determines the competitive class, allowing individual Rower’s opportunities to enter multiple competitive classes.

Across a weeklong sport-festival of Masters Rowing, Rowing Clubs and Rowers converge to compete over 1000 meters – a more accessible distance than the Olympic discipline of 2000 meters – pursuing the individual finals medals and the coveted Club Points trophy. Bringing together experience Rowers to showcase their skills and compete at a high level, the World Rowing Masters Regatta fosters camaraderie and sportsmanship among participants.

Unique to the World Rowing Masters Regatta are the mixed boat classes. With an entry deadline in the middle of the Regatta schedule, Rowers are encouraged to create new composite boats – comprised of members of multiple Rowing Clubs and genders - with their new Rowing friends made throughout the sport-festival.

This Regatta is a fantastic opportunity for Rowers of various ages and skill levels to come together in a globally competitive yet friendly atmosphere set against the backdrop of an iconic Rowing venue. Held in global cities, the World Rowing Masters Regatta is a vibrant celebration of the life-long health and social benefits of an active Rowing lifestyle.





On the water & in the boathouse: An extraordinary Community Experience for all

Rowing is the ultimate team sport - rooted in a community built on the water and in the boathouse. Gathering the world together in the world's largest "boathouse" the World Rowing Masters Regatta is a celebration of the Rowing lifestyle and its attributes and values.

Rowing is a life-long sport embedded in our lives. Regularly, the World Rowing Masters Regatta reunites crews from around the world, and features parent-children crews celebrating the enduring bonds unique to the Rowing family.

Extend the welcoming spirit beyond the boat. Swap stories with new international friends against the background of Regatta's parallel music, culture and food festivals. Throughout the competitive race day, the picturesque Regatta venues hosts open-air cinemas, music festivals, and light shows captivating and promising inspiration to all.

Complementing the Regatta, a suite of adjacent events - winery tours, nature hikes, and historical explorations - enriches the active-holiday experience and presents revenue generating opportunities for the host city.





Benefits for Hosting for Your City



Showcase Your Event Delivery & Community Spirit

Hosting the World Rowing Masters Regatta positions your city on the international stage, showcasing its organizational capabilities and community spirit. By welcoming this world-class sporting festival, your city steps onto the global stage, and strengthens a foundation to attract and deliver future World Rowing events.



Community Health & Social Cohesion

The World Rowing Masters Regatta is an opportunity to strengthen community ties with a robust multi-generational local volunteer program. Showcase life-long role models, strengthen social cohesion, and create moments that unite and celebrate your local community.

The World Rowing Masters Regatta is the embodiment of active living and inclusive athletics, showcasing fitness champions, aged 27-85+. The Regatta is an opportunity to kick-off or bring to a grand finale, a community wide fitness initiative, embracing the life-long community, social, and health benefits embedded in Classic Rowing - on-water – or Indoor Rowing – in fitness centers and homes around the world.





Tourism Impact & Revenue Opportunities



Key Participating Rower Statistics

Average Number of Participating Rowers:
3,000 - 4,500

Average Number of Participating Clubs:
600 - 700

Popular Origin for Participating Clubs:
Brazil, Germany, Great Britain, Japan, United States

60/40%
Male – Female

Average Age Breakdown:

Age Range	Distribution Percentage
27-35	8%
36-43	11%
44-49	17%
50-54	19%
55-59	17%
60-64	14%
65-69	9%
70-74	5%
75 and above	3%



Tourism Impact

The World Rowing Masters Regatta draws the global Rowing family to your city, offering a unique opportunity to showcase your city's warm hospitality and vibrant lifestyle. Through promotional campaigns, media exposure and networking opportunities, a host city has the potential to market itself as a destination for outdoor activities on a global scale. The WR Masters Regatta celebrates the best of Rowing and seeds lasting positive memories fostering future tourism aspirations.



Revenue Opportunities

The World Rowing Master Regatta has the potential to generate substantial revenue when marketed properly. By attracting support from partner entities and hosting a robust cultural-festival program, local organizing committees can reduce the overhead expenses.

Master Regattas participants often choose to extend their stay, exploring the host city and surrounding attractions beyond the Regatta. A robust tourist promotions campaign, centered on special packages of adjacent events – culinary, winery and cultural tours – offers the Organizing Committee additional revenue opportunities. It is the responsibility of the Local Organizing Committee to market the event effectively.

As granted with the signature of a hosting agreement, the Local Organizing Committee has an opportunity to generate revenue from the following categories:

- Entry Fees
- Public Ticketing
- Food & Beverage
- Hospitality
- Merchandise Sales
- Official Programmes
- Local Sponsorship
- Adjacent Events: Culinary, Winery and Cultural Programs





Ancillary Events



Beyond the thrill of competition, the WR Masters Regatta is enriched with an array of ancillary events, designed to highlight the vibrant culture and hospitality of host cities.

These events, which could include explorative culinary tours, friendly golf tournaments, and exciting arts & cultural programs, serve as a perfect complement to the athletic fervor.

Celebrate your host city's unique character and offer participants a chance to immerse themselves in the local culture. Create moments that resonate beyond the Regatta, but in memories cherished for years. World Rowing highly encourages host cities to develop a comprehensive ancillary event program.



Some ancillary events ideas to consider:

- Local Culinary Tours
- Winery & Brewery Tours
- Historical Walking Tours
- Cultural Heritage Workshops
- Film & Theatre Festivals
- Music & Entertainment Concerts
- Fashion & Art Showcases
- Spa & Wellness Sessions
- Guided Nature Tours & Photo Safaris
- Outdoor Recreation & Adventure Tours
- Golf Tournaments





Sample Event Budget

The 2029 & 2030 World Rowing Masters Regatta



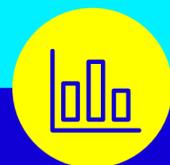
Bidding Fee: EUR 10'000

Hosting & Commercial Fee:

Minimum Investment of EUR 45'000

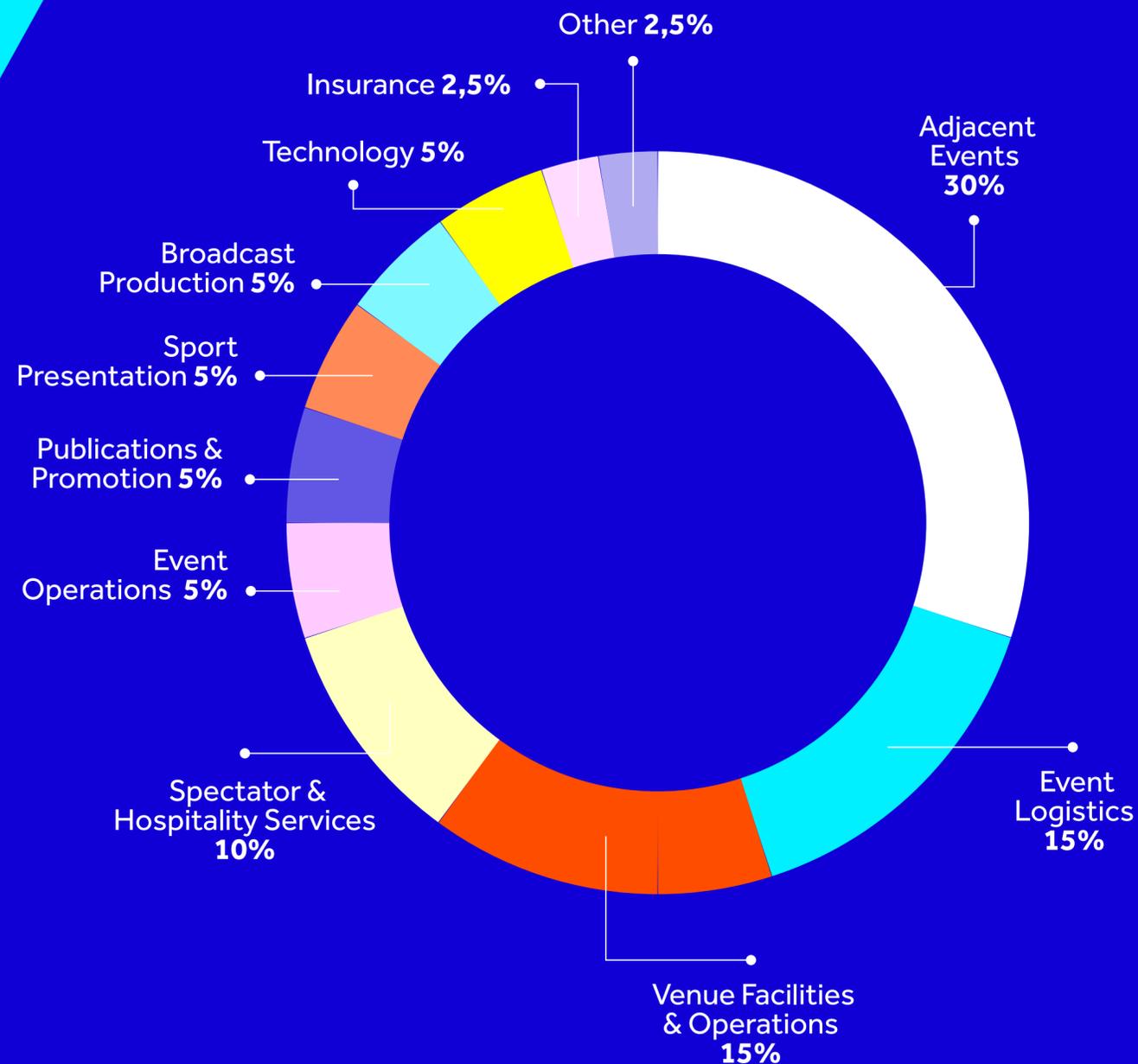
Enhanced Commercial Package:

Due to the competitive nature of the bidding process, this constitutes an important part of your bid. Interested parties are strongly encouraged to propose an additional investment package exceeding the standard fees specified above to reflect the unique commercial opportunities of their market - against further commercial inventory being granted.



The indicated event budget percentages are based on historical data collected by World Rowing. Budget percentages will vary according to local cost and conditions. World Rowing is committed to meeting with the bidding committee in preparation of the individual event budget.

Any budgets should include costs for:



The sample indicated Event Budget for a World Rowing Master Regatta is EUR 900'000. The budget indicated is used for modeling purposes only and intended to offer some insight into the financial investment by percentages, not by overall amount invested. The Event Budget will vary according to local conditions and cost.



Select Sport Requirements

A Competitive "Field of Play"

- 6 - 8 Racing Lanes with 2'000m Albano buoys system
- Start Tower & Finish Tower

Welcoming "Boat Park"

- Space for more than 1'500 Boats (in Racks)
- Appropriate Number of Rooms for Event Operations (Anti-Doping, Media Centre, etc.)

Organizing Committee's will receive robust support from World Rowing across the number of areas including event operations guidance, media coverage support and advanced World Rowing services & products to support Hosts with event delivery.

Previous host cities were able to procure and or rent (as applicable) from World Rowing's service provider pool for delivery to the competition venue, reducing the complexity for the local organizing and establishing the foundation for fair competition.

Select Logistical Requirements

Accessible Location

- Accessible Location with reasonable proximity to an International Airport

Event Hospitality

- Appropriate number of Changing Rooms, Showers
- Catering & Hospitality facilities
- Exhibition Space
- Arts & Cultural Festival Programming Space

Duration

- 8 days

Available Accommodation

- Approx. 32'000 hotel beds (over 8 nights)

Please note that this figure is an estimate of the total accommodations to be available for World Rowing (WR) operations, at no cost to WR, and for athletes to rent at a preferred rate.





Timelines & Next Steps

2029 & 2030 World Rowing Masters Regatta
Open & Available for Hosting



Your World Rowing Bid Consultant:
Matt.Draper@worldrowing.com
 to submit your Expression of Interest,
 hosting questionnaires & more information.



About World Rowing

Formed in 1892, World Rowing (previously named FISA from the French 'Fédération Internationale des Sociétés d'Aviron') is the world governing body of the sport of Rowing.

Empowered by its 159 Member Federations, Empowered by its 159 Member Federations, World Rowing is the global authority of the sport of Rowing. The first international federation to join to Olympic Movement, World Rowing embodies unique Olympic Heritage with Rowing featuring the first modern Olympic Games in 1896, part of the inaugural Olympic Virtual Series in 2021 and present at the first edition of Olympic Esports Week in 2023.

World Rowing establishes the rules and regulations for Classic/Elite-, Coastal-, Para- and Indoor Rowing and approves the Rowing programmes for international Series, Championships, Continental-, Regional- and Multisport Games, including the Olympic and Paralympic Games.

The organisation promotes Rowing in all its forms throughout the world. It encourages its development and strengthens the bonds that unite all who enjoy the sport, keeping the integrity of competition and governance and the protection of participants and the environment at the heart of all its activities

“ It encourages its development and strengthens the bonds that unite all who enjoy the sport. ”





Disclaimer

Any and all of the information in this document is published in good faith and for general and preliminary information purposes for potentially interested bidders only.

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