

RESTON MUSEUM

Hello,

The Reston Museum is gearing up for our fourth Lake Anne Cardboard Boat Regatta, and we want to invite you to jump aboard as a Race or Team Sponsor!

The Lake Anne Cardboard Boat Regatta will be held at historic Lake Anne in Reston, Virginia on Saturday, August 13, 2022.

You may be asking "[What is a Cardboard Boat Regatta?](#)" Participating teams of all ages construct and decorate their own life-size boats using cardboard, duct tape, and imagination. These boats then take to the water in timed heats with team members rowing out to a designated buoy and back to the docks. Prizes are awarded to the fastest boats in each category and winners of the design contest. The consolation "Titanic" award is given to the vessel that sinks in the most epic fashion.



A fun and unique event, the Lake Anne Cardboard Boat Regatta has quickly become a community favorite growing in size each year - from just 20 boats at our inaugural event to over 60 expected this year. The Regatta brings together residents, businesses, and visitors from across the Greater Washington, DC metro area. In this festive environment, Lake Anne Plaza swells with 2,500 spectators who come out cheer on their favorite boats.

In addition to fostering community spirit and creating a high-energy event for adults and families alike, all proceeds from the Lake Anne Cardboard Boat Regatta [support the Reston Museum](#) a 501(c)(3) nonprofit organization dedicated to preserving the past, informing the present, and influencing the future of Reston through its educational programming, archives, and exhibitions.



We hope that you will be part of this dynamic event by becoming a race or team sponsor! Your organization's participation will be seen by nearly 2,000 followers on social media and our website before and after the event. During the event, the over 2,000 expected attendees will have multiple ways to become familiar with your business including viewing your name and logo on banners, tents, and hearing promotions made by the announcer, dependent on your chosen sponsorship level. Please visit our website to see photos and videos from previous Regattas and for additional information: www.restonmuseum.org/cardboard. Enclosed are sponsorship materials. Please feel free to reach out to me with any questions about participating at 703-709-7700 or info@restonmuseum.org

Thank you for your consideration and we hope to see you there! Sincerely,

A handwritten signature in black ink, appearing to read 'Kurt Rose'.

Kurt Rose

Board Member of the Reston Museum and Chair of the Lake Anne Cardboard Boat Regatta Committee



Lake Anne Cardboard Boat Regatta

RACE SPONSORSHIPS

Saturday, August 13, 2022

PRESENTING SPONSOR — \$5,000

Benefits Include:

- Name/Logo on prominently-placed Presenting Sponsor Banner along sea wall and at entrance to the plaza
- Recognition as the Presenting Sponsor on Event Signage
- Recognition as the Presenting Sponsor in Event Publicity
- Speaking Opportunity (if desired)
- On-site Presence/Booth—tent provided (if desired)
- Name/Logo on all printed materials
- Name/Logo on event website and social media pages
- Registration fee for one boat
- Event shirts for entire boat team

RACE STATION SPONSORS—\$1,500 each

Race Stations (select one):

- Water station**
- Award Station Sponsor**
- Announcer's Box**
- On Deck Sponsor**
- Mist Station**
- Buoy Sponsor**
- Beach Towel Sponsor**

Benefits Include:

- Banner on seawall
- Recognized as Station Sponsor by Emcee throughout the Event
- Name/Logo on Station Banner
- Name/Logo on all printed materials
- Name/Logo on event website and social media pages
- Registration fee for one boat

ALL PROCEEDS BENEFIT THE RESTON MUSEUM



TEAM SPONSORSHIPS

Saturday, August 13, 2022

INDIVIDUAL STUDENT TEAM* — \$50 Contribution

- Entry Fee for 1 Boat with All Student Rowers
- 1 Captain's T-Shirt

INDIVIDUAL ADULT TEAM* — \$100 Contribution

- Entry Fee for 1 Boat with All Adult Rowers
- 1 Captain's T-Shirt

INDIVIDUAL FAMILY TEAM* - \$100 Contribution

- Entry Fee for 1 Boat with Adult & Student Rowers
- 1 Captain's T-Shirt

NONPROFIT TEAM — \$100 Sponsorship

- Name/Logo on Event Website & Social Media
- Name/Logo on Sponsor Signage at Event
- Entry for 1 Adult Team
- 1 Captain's T-Shirt

FIRST MATE (small business) — \$250 Sponsorship

- Name/Logo on Event Website & Social Media
- Name/Logo on Sponsor Signage at Event
- Entry for 1 Adult Team
- 2 Lake Anne Cardboard Boat Regatta T-Shirts

CAPTAIN — \$500 Sponsorship

- All the Benefits of the First Mate Sponsorship, plus:
- Recognized as sponsor in select publicity

ADMIRAL — \$1,000 Sponsorship

- All the Benefits of the Captain Sponsorship, plus:
- Recognized as Sponsor with Banner on Sea Wall
- Additional on-site presence options (if desired)

SCHOOL SPONSOR — \$1,000 Sponsorship

- Cover the cost of entry for Reston school entries!
- All the Benefits of the Admiral Sponsorship

**Note: Students are individuals 10-18 years old. Adults are individuals 18+ years. Each student team must have at least one adult supervisor/guardian present at all times.*

All participants are required to sign a waiver and release form prior to the start of the race. Without a waiver, the individual will not be allowed to participate. In addition to the captain and rowers, teams are allowed two "crew" members to assist them on the dock with the race start/finish.

ALL PROCEEDS BENEFIT THE RESTON MUSEUM