



# Knecht Cup Regatta

Cooper River, Cherry Hill NJ

April 11-12, 2026

2026 Corporate Partnership Opportunities

College Athletics Competition

Division One, Two and Three

THE  
KNECHT CUP  
REGATTA

---

# Table of Contents

- **About the Knecht Cup Regatta**
- **Venue**
- **Benefits of partnership affiliation**
- **Participating Universities**
- **Partnership Opportunities**
- **Additional race weekend exposure**
- **Livestream**
- **Social Media**
- **Partnership Opportunities and Assets**
  - **Ready to activate**
  - **A la carte/customizable**



## Put your brand in front of affluent participants and fans!

### Key points about the Knecht Cup:

- **Location:** Cooper River, Cherry Hill, New Jersey
- **Event type:** Collegiate rowing competition
- **Notable feature:** Considered one of the largest collegiate regattas in the country in mens and womens rowing!

Customizable packages also available to meet your marketing goals and objectives.

### For other inquiries, please contact :

Laura Knecht Blanche

Regatta Director

[director@knehtcupregatta.com](mailto:director@knehtcupregatta.com)

(201) 892-8777



# About The Knecht Cup Regatta

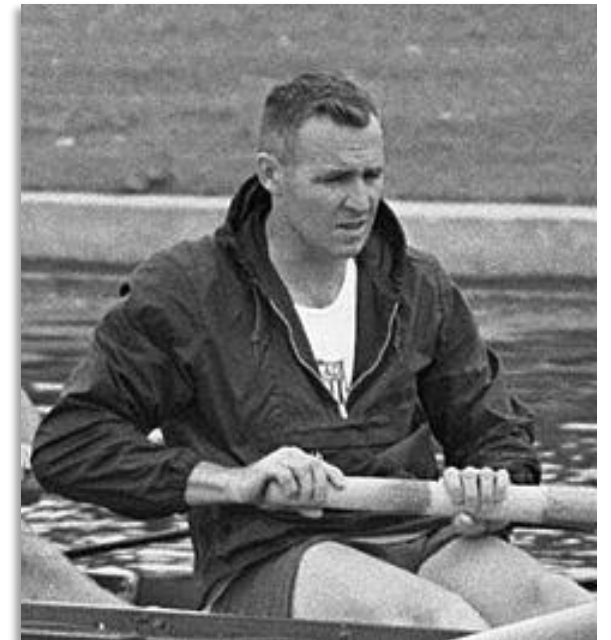
The Knecht Cup Regatta honors the memory of William J. Knecht and his passion for the sport of rowing. Every year the Knecht Cup invites colleges from across the country to compete in a 3 day event.



---

**William Joseph “Bill” Knecht** (March 10, 1930 – December 17, 1992) was an American [competition rower](#). He took up the sport at [La Salle High School](#), and later went to [Villanova University](#), graduating in 1951. In 1946 he joined the Vesper Boat Club and won multiple national titles with them. Internationally he earned gold medals in the [eights](#) at the 1955 Pan American Games and 1964 Olympics, and in [double sculls](#) at the 1959 and 1963 Pan American Games.<sup>[3]</sup> He also took part in the [double sculls](#) event at the 1960 Olympics, paired with [John B. Kelly Jr.](#),

Bill’s total involvement in rowing never ceased. Bill became a member of the U.S. Olympic Rowing Team Committee and a judge at the 1992 Summer Olympics. He’s a member of the American Rowing Hall of Fame and a founder of the Cooper River (NJ) Rowing Association. He was President of the National Association of Amateur Oarsmen, he was the American delegate to FISA, the world rowing governing body, he was one of the founders of the National Rowing Foundation, and the creator of the rowing course on the Cooper River, in Camden County NJ.



# Venue

## Cooper River Cherry Hill, NJ



2025 Regatta  
**Race Course**



**LEGEND**

(EMS) Emergency Medical Station	Yacht Club	Exhibitor Tent
Porta Potties	Team Tent Area	Awards Dock
Parking	Trophy Tent	Beer Garden / Concessions
Bus Stop		

# Benefits of partnership affiliation

There are multiple levels of involvement for our corporate partners, each with unique benefits. There is very high visibility during the months leading up to the race, especially during the week of the race, as well as post race. Digital and social media exposure is year long and ongoing.

- We offer a unique opportunity to market to an affluent college athletes, friends, families and fans of rowing!
- Exposure and access to a national event, one of the largest collegiate regattas in the country.
- Thousands of competitors and spectators captive for a weekend of racing
- Ideal combination of local and national attendees
- International viewership during event livestream broadcast
- Thousands of influential business & community leaders
- Hundreds of top-tier US educational institutions represented
- On and off-site brand presence and engagement
- Unparalleled direct audience contact for services & products
- Local TV personalities and PR opportunities
- High profile Olympians participating in race weekend events





# Participating Universities

**362 entries, 60 clubs, 1500 athletes expected in 2025**

## Top rowing programs from all over the country including:

- University of Delaware
- Eastern Michigan University
- Fordham University
- George Mason University
- Georgetown University
- Ithaca College
- Leigh University
- Maryland University
- Michigan University
- Oklahoma City University
- Penn State University
- Seattle Pacific University
- Temple University
- Trinity College
- University of Pittsburgh
- University of Wisconsin
- Princeton University
- Harvard- Radcliffe University
- Drexel University



For a complete list of participating Universities and Colleges visit:

<https://www.regattacentral.com/regatta/clubs>



## Partnership Opportunities



- Title Presenting Partner
- Starting Line Dock and State boats
- Finish Line presenting partner
- VIP Tent and Biergarten Partner
- Regatta HQ Tent Partner
- Medal and Trophy Presentation Partner
- Live Stream Broadcast exposure
- Digital and Social Media

Customizable Partnership opportunities start as low as \$1500





# Additional Race Weekend Exposure “a la carte”

- Swag bag inclusion of branded gifts for athletes
- Jumbotron
- Official Race Weekend Breakfast and Lunch for volunteers and staff
- Athlete Lunch/Dinner
- Coach Dinner
- Signage
- Officials Jacket Sponsor
- Schedule PDF fans download during race weekend
- Publicity and PR exposure



# Livestream opportunities

- 13+ Hours of livestream content with 20K+ Views
- 11:00 hours Average watch time

• **Guest Broadcasters: Past and present Olympic and National team athletes, Top News Anchor host, local community leaders. Opportunities as low as \$500**

- Video spot/ live read Live read: \$500
- Sponsor ad copy delivered by Knecht Cup broadcaster during livestream.  
Preproduced video: \$1,000-Sponsor-produced prerecorded video spot that shares your message plays during livestream.
- Graphic ad Corner bug: \$1,000 - Sponsor's logo in a corner at three points during livestream with broadcaster mention of sponsor.
- Full-screen: \$1,500 -Sponsor's logo displayed full screen at three points during livestream with broadcaster mention of sponsor.
- Banner: \$1,500 - Sponsor's logo in banner across lower third of screen at three points during livestream with broadcaster mention of sponsor.
- Exclusive Banner or Corner \$5000- Opportunity for exclusive banner or corner for duration of livestream with title of Official Livestream Sponsor.



# Broadcast Digital and Social Media

Knecht Cup Regatta is prioritizing growing social media presence in 2025



1k+ Subscribers: 17K+ race day views in 2024



4.3k followers



# YOUR BRAND PRESENCE WITH THE KNECHT CUP REGATTA

PROMOTIONAL MEDIA	Title	Presenting	Platinum	Gold	Silver	Bronze
<p><b>Logo on Website by Rank Order</b> Knecht Cup Regatta website is accessed by teams, fans, partners and media for all updates regarding the event, direction, races, live stream link, and general information about the regatta.</p>	✓	✓	✓	✓	✓	✓
<p><b>The Knecht Cup Regatta Site Map Digital Flyer</b> Site Maps are available digitally to competitors and spectators for download through <a href="http://www.knechtcupregatta.com">www.knechtcupregatta.com</a></p>	✓	✓	✓	✓	✓	✓
<p><b>Banners Displayed Around Venue</b> Strategic placement of banners will capture the attention of competitors and spectators alike to your brand throughout the venue</p>	✓	✓	✓	✓	✓	✓
<p><b>Banners Displayed at Finish Line Area</b> Your Brand will capture the attention of competitors and spectators as champions cross the finish line</p>	✓	✓	✓	✓		
<p><b>Co-Branding with Knecht Cup Regatta Logo</b> Your logo or company name will appear with the Knecht Cup Regatta on <a href="http://www.knechtcupregatta.com">www.knechtcupregatta.com</a>, venue banners, print media, and social media</p>	✓	✓				

Contact [info@knechtcupregatta.com](mailto:info@knechtcupregatta.com) for more information.

# YOUR BRAND PRESENCE WITH THE KNECHT CUP REGATTA

SOCIAL MEDIA	Title	Presenting	Platinum	Gold	Silver	Bronze
<p><b>Branded Text Post</b> Brand your own message with text across Instagram, Twitter, and Facebook.</p>	✓	✓	✓	✓		
<p><b>Branded Video Post</b> Brand your own story or video on Instagram and Facebook</p>	✓	✓	✓			
<p><b>Logo Displayed on Rotation During Livestream</b> Your brand has the potential to stand out to 17K+ race day livestream viewers</p>	✓	✓	✓	✓	✓	✓
<p><b>Logo-Only Post</b> Your logo will be included in a post thanking our sponsors on Instagram, Twitter, and Facebook.</p>	✓	✓	✓	✓	✓	✓
<p><b>Co-Branding on Photo Backgrounds</b> Your co-branded logo or company name will be used on a photo backdrop that is hung awards tent for competitors to use in their social media posts.</p>	✓	✓				
APPAREL						
<p><b>Co-Branding Volunteer Apparel</b> Volunteers are visible throughout the venue along with your co-branded logo or company name up-close to competitors and spectators.</p>	✓	✓				
<p><b>Co-Branding on Annual Event Apparel</b> Yearly co-branded apparel available for purchase by competitors and spectators are great way bring your brand beyond event day</p>	✓	✓				

# YOUR BRAND PRESENCE WITH THE KNECHT CUP REGATTA

## Sponsor Levels

LEVEL	INVESTMENT	REGISTER BY*
Title	Multi-Year Agreement	March 1 <sup>st</sup> 2026
Presenting	Multi-Year Agreement	March 1 <sup>st</sup> 2026
Platinum	\$25,000	March 1 <sup>st</sup> 2026
Gold	\$10,000	March 1 <sup>st</sup> 2026
Silver	\$5,000	March 1 <sup>st</sup> 2026
Bronze	\$3,000	March 1 <sup>st</sup> 2026

\*Register by the specified deadline to receive All Sponsor Benefits. Sponsor Benefits may be limited for registrations after the specified date. Contact [info@knehtcupregatta.com](mailto:info@knehtcupregatta.com) for more information.

# Partnership opportunities ready to activate! Thank you!



We are excited to partner with your company to market your brand to our attendees and participations.

For other inquiries, please contact :

Laura Knecht Blanche

Regatta Director

[director@knehtcupregatta.com](mailto:director@knehtcupregatta.com)

(201) 892-8777