



16TH ANNUAL ROCKING MANHATTAN SPONSORSHIP OPPORTUNITIES

SATURDAY, OCTOBER 5, 2024

Rocking Manhattan is a one-of-a-kind event where more than 100 participants join together on up to 15 teams to row 29.5 miles around the island of Manhattan. Why do they do this? To raise money to support the impactful boatbuilding, sailing, and environmental science youth development programs Rocking the Boat has successfully run in the South Bronx since 1998.

The row starts from One 15 Marina in Brooklyn Bridge Park, takes about nine hours, and is broken up into three legs, with an hour-long breakfast stop after the first leg and an hour-long stop for lunch after the second leg, before the final stretch back to Brooklyn. Teams are made up of groups of friends and colleagues and participants can row one, two, or all three legs. We provide support boats to keep everyone safe and spectator boats so team members who aren't rowing can still cheer on the rowers from the water.

While rowing the entire route is challenging, we always go in the direction of the current and people with limited rowing experience have successfully participated in Rocking Manhattan. We encourage all teams and rowers to participate in practice sessions, and an experienced Rocking the Boat coxswain is assigned to every boat. A squadron of safety support vessels accompanies the fleet all day.

Sponsoring Rocking Manhattan provides unique brand exposure and ensures that all funds raised during the event go directly to support Rocking the Boat's transformative youth development programming.

FOR MORE INFORMATION, PLEASE CONTACT:

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ABOUT ROCKING THE BOAT



ROCKING THE BOAT

kids don't just build boats, boats build kids

Now in its 26th year, Rocking the Boat participants develop pride, purpose, and possibility by learning the unique and lifelong skills behind building and rowing wooden boats, sailing, and restoring the Bronx River. We create community, teach through transformative experiences, and make nature available to everyone, inspiring young people to determine their own future against a backdrop of systemic inequity.

Youth grow best when they can explore interests, engage with their peers, set and attain goals, and spend time in a safe and supportive environment. This is what Rocking the Boat is all about. While our programs would benefit any kid anywhere, we were intentionally founded in and serve residents of the South Bronx to counterbalance fundamental disparities that impact, yet do not define, this vibrant community. This fall, we are launching the first replication of our program model in the similarly marginalized Bayview-Hunters Point neighborhood of San Francisco, anchoring a new \$200 million waterfront park.

rockingtheboat.org

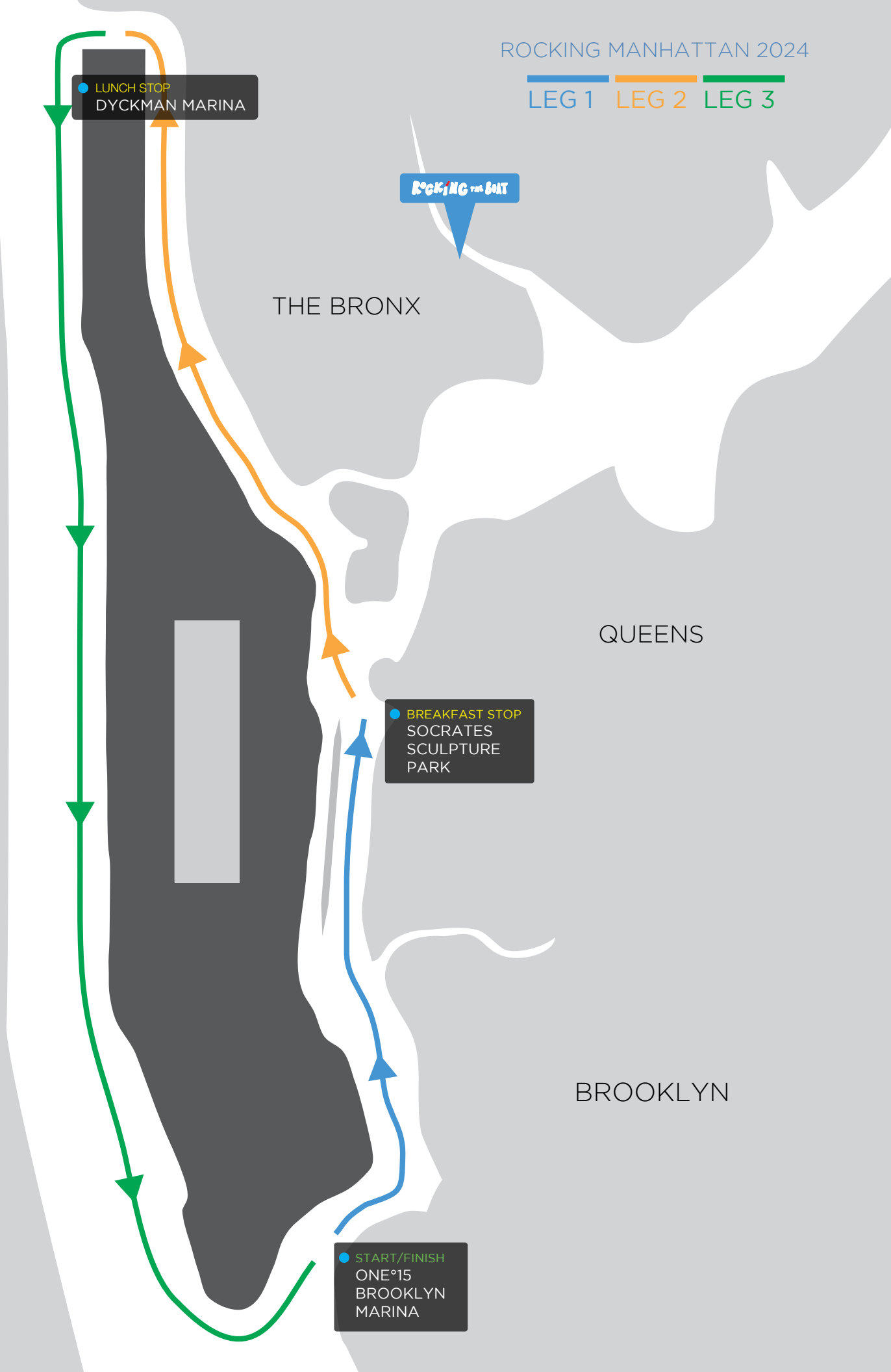


sail central park

Rocking the Boat is the new operator of the Central Park Model Boat Pond! We began operations in May 2024 as Sail Central Park and have been ramping up to a full summer schedule, five days a week. Running the model sailboat concession, a storied institution recognized around the world, is an incredible opportunity that has resulted in more jobs for our graduates, unrivaled promotional opportunities, and a steady stream of earned income from the rentals, merchandising, and event bookings. Meaningfully, along with operating the concession, Rocking the Boat will use the site for mission-aligned programs for the first time in the boat pond's history, inviting local schools to participate in STEM-centered model sailboat and nature-based educational activities.

ROCKING MANHATTAN 2024

LEG 1 LEG 2 LEG 3



LUNCH STOP
DYCKMAN MARINA

ROCKING THE BOAT

THE BRONX

QUEENS

BREAKFAST STOP
SOCRATES
SCULPTURE
PARK

BROOKLYN

START/FINISH
ONE°15
BROOKLYN
MARINA

SPONSORSHIP LEVELS

Sponsors that support Rocking Manhattan align themselves with one-of-a-kind outdoor event and a way to experience New York City that captivates newcomers and is beloved by the participants who return year after year. Through sponsorship, businesses contribute meaningfully to Rocking the Boat's capacity to change young lives.

\$20,000

HUDSON RIVER SPONSOR

Includes all the benefits of the East River sponsorship plus acknowledgement during announcements at each stop along the route.

\$10,000

EAST RIVER SPONSOR

Includes all the benefits of the Harlem River sponsorship, plus receive a dedicated social media post.

\$5,000

HARLEM RIVER SPONSOR

Add your logo to one of our swag-bag items! Every event participant from the rowers to the support crew to the volunteers receives a dry bag, a branded t-shirt, a water bottle, and a baseball cap.



FOR MORE INFORMATION OR TO MAKE YOUR SPONSORSHIP PLEDGE,
CONTACT:

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OUR DONORS

Rocking the Boat's donors are mature professionals in their fields who trust the organization and its associated partners to deliver an exceptional program for underserved youth. They work in finance, law, real estate, media, film production, medicine, and construction among other fields.

Rocking the Boat's events and program initiatives provide unique platforms to build positive brand awareness and offer significant exposure to like-minded businesses and individuals. Rocking the Boat will work with partners to customize a promotional strategy that best fits their business objectives.

VIDEOS

Rocking Manhattan 2022
vimeo.com/762041805

Rocking the Boat 2022
vimeo.com/705597877

Rocking the Boat Conversations
vimeo.com/832677567

CREATIVE GUIDELINES AND DEADLINES

All sponsors must submit logos per the specified guidelines and adhere to submission deadlines.

FILE FORMAT: Vector (EPS, AI) strongly preferred, or large, high resolution PSD, or JPG

SUBMISSION DEADLINE FOR PRINTED MATERIALS: September 16

SUBMISSION DEADLINE FOR ONLINE MATERIALS: ASAP