

# ROCKING THE BOATHOUSE

a new spring benefit for rocking the boat at  
the loeb boathouse in central park

may 28, 2019

sponsorship opportunities



## about rocking the boathouse

Rocking the Boathouse, a cocktail party and silent auction, is Rocking the Boat's new spring gala at the Loeb Boathouse in Central Park.

Funds raised are dedicated to Rocking the Boat's Sailing program. Launched in 2015, the program has rapidly developed a reputation as one of the most extraordinary programs of its kind in the nation.

The event attracts approximately 300 guests.



# about rocking the boat



## ROCKING THE BOAT

kids don't just build boats,  
boats build kids

Rocking the Boat empowers young people from the South Bronx to develop self-confidence, set ambitious goals, and gain the skills necessary to achieve them. Students work together to build wooden boats, learn to row and sail, and restore local urban waterways, revitalizing their community while creating better lives for themselves.

Rocking the Boat began in 1996 as a volunteer project in an East Harlem junior high school. It has since developed into a fully sustainable independent non-profit organization annually serving nearly 4,000 young people and community members.

Through hands-on activities, Rocking the Boat's program participants develop a range of highly transferable technical skills in their respective disciplines of boatbuilding, sailing, and environmental science. During the course of the program, participants climb a ladder of increasing responsibility and learn about current and future opportunities, including college and career paths; gain access to social and academic services; and both set and accomplish personal and educational goals. Caring adult role models provide a consistent level of structure, guidance, and encouragement, to create a supportive environment.

Rocking the Boat's programs help inspire and empower high school age youth to develop into responsible adults.

[rockingtheboat.org](http://rockingtheboat.org)

## hunts point: a community in desperate need of services



Rocking the Boat's South Bronx neighborhood, Hunts Point, is in the poorest congressional district in the nation. Students here need comprehensive and sustained services to contend with the dangers of domestic and street violence, the disadvantage of under-resourced schools, and the too frequent lack of adequate family support.

- The poverty rate is 36.9% (more than double that of New York City as a whole)
- The median household income is approximately \$27,312, which is approximately 40% of the median household in the rest of New York and half the median household in the US
- Only 9.9% of adults over 25 have earned a bachelor's degree or higher
- Violent felony and teen birth rates are the highest in the City
- Air pollution is the worst in New York City thanks to 15,000 annual truck trips in and out of the country's largest wholesale food market, a major sewage treatment plant, and 11 waste transfer stations



# three bronx kids, three rocking the boat programs, one afternoon



## cathy rises to a challenge and takes on another

**4:00 p.m.**

Cathy arrives in the shop early to prepare for the tricky task at hand. Today she must finish scarfing the wood that forms the keel of the boat that she and her fellow apprentices have been working on for the past four weeks. She has to cut two boards on an angle and match them precisely, before epoxying them together.

**5:50 p.m.**

She has carefully measured, cut, and sanded, but the boards do not line up perfectly. She doesn't want to let her peers down, they are relying on her. Cathy goes back and redoes several steps.

**7:20 p.m.**

After returning again and again to the sander—because “good enough” is not good enough—near the end of class the two boards are a perfect fit and everyone high-fives Cathy.

**7:30 p.m.**

Cathy proudly checks off scarfing in her Boatbuilding journal. On her way out of the building, she pops in to her social worker Stevi's office to share a new decision: she is going to go for it and add her dream school to her college list.



## sean takes on responsibilities that could open doors

**4:30 p.m.**

Sean earns the badge of Captain for the Day. Responsibility is a familiar theme in his life. At home, he watches his two younger brothers at night when his mother leaves for work.

**5:10 p.m.**

Aboard a 16-foot dinghy with three crew members where the Bronx and East Rivers meet, Sean takes in the Manhattan skyline. Among his many Captain's duties, Sean considers it equally important to encourage his peers to tap into the zen of sailing as it is to correctly tie a sheet bend knot.

**5:15 p.m.**

Being an able Captain, Sean can see and reflect on how far he has come from his earliest experiences. He leads his crew in sharing stories of their first times on or in water. Three of the four learned to swim at the nearby YMCA, where Rocking the Boat sponsors lessons in the fall and spring. Sean has the group in stitches when he describes his first day in the pool and how it took four instructors to convince him to put his feet in the shallow end.

**7:30 p.m.**

Before heading home to take care of his siblings, Sean talks to Mariana, the social worker who recruits new students, about getting his youngest brother into the program next year when he is in 9th grade.



## shane is in the moment and focused

**4:35 p.m.**

After a full day of school, Shane gears up in tall rubber boots and waders, a winter jacket, and a life jacket before teaming up with her friends to launch their rowboat into the Bronx River.

**5:05 p.m.**

Waist deep in the chilly water, Shane and her peers cast seine nets in search of organisms. They find mummichogs, eels, and blue crabs, and in her head Shane is already incorporating these discoveries into the exhibit she will present in a couple of hours at Family Night. Bonus! On the row back to shore, the group recognizes a lone snowy egret from the field guides they have been studying resting on the riverbank.

**6:00 p.m.**

Shane meets with her English tutor, a Rocking the Boat volunteer, who gives her a few tips on her presentation before they dig into her Romeo and Juliet essay.

**7:00 p.m.**

Shane's presentation goes great! And her mom, in the front row, was able to appreciate the details of the presentation with the help of a fellow apprentice who translated into Spanish.

## our donors

Rocking the Boat's annual operating budget of \$3 million covers programming expenses and employment for a 20-member full-time professional staff and 50 program graduates throughout the year. 37% of that budget is raised through individual donors.

Rocking the Boat's donors are affluent professionals with disposable income who trust the organization and its associated partners. They work in finance, law, real estate, media, film production, construction, and some are professional sailors. Some 75-85% of spring gala participants are boat owners and/or avid sailors.

## recent press

Rocking the Boat's one-of-a-kind activities and impactful work drive significant interest from the press and have been the subject of profiles in major media outlets. Partners of Rocking the Boat may also benefit from this added value.

### **Sailing Magazine**

Sailors Among Us: American sailing dream

[rockingtheboat.org/sailingmagazine](http://rockingtheboat.org/sailingmagazine)

### **The Hunts Point Express**

Nonprofit changes teens' minds about college education

[bit.ly/rtb-hpe17](http://bit.ly/rtb-hpe17)

### **Forbes**

Wendy Schmidt's 11th Hour Racing Is "Racing" to Save The Planet (And A Few Other Things)

[bit.ly/rtb-forbes](http://bit.ly/rtb-forbes)

### **Popular Mechanics**

How to Make a Kid (Who Can Make a Boat)

[bit.ly/rtb-popmech](http://bit.ly/rtb-popmech)

# sponsorship levels

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

sponsor benefits	platinum \$20,000	gold \$15,000	silver \$10,000	bronze \$5,000	copper \$2,500
Special recognition as a sponsor in printed program	●	●	●	●	●
Logo placement on event web page, tiered by level	●	●	●	●	●
Tickets to Gala and VIP pre-event cocktail	10	8	6	4	2
Logo inclusion/ line of recognition on digital invitation	●	●	●	●	line of recognition
Logo inclusion on printed invitation	●	●	●	●	
Logo and company recognition on slideshow displayed throughout the evening on large screen	●	●	●	●	
Featured in pre & post event social media	●	●	●	●	
Collateral inclusion in gift bag	●	●	●		
Ad in event program	full page	half page	half page	quarter page	
Mention of sponsorship in press release	●	●	●	●	
Live mention of sponsorship during the event	●	●	●	●	
Video/logo inclusion in special auction or sponsors sizzle reel	●	●			
Marketing opportunities throughout the year	●				
Address guests from microphone (one-two minutes)	●				

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