

ROCKING THE BOAT spring benefit
celebrating 25 years

june 5, 2023

at city winery on pier 57 and the hudson river

sponsorship opportunities



about the event

Rocking the Boat's Spring Benefit, a cocktail party with live music, dancing, and a silent auction that brings program alumni and supporters together, is Celebrating 25 Years at City Winery on Pier 57 and the Hudson River in Manhattan. This big, open space decorated with thousands of wood barrel staves offers a connection to the woodworking happening daily in the boatbuilding shop, and the floor-to-ceiling windows overlooking the water keep all of Rocking the Boat's sailing and environmental science exploration work top of mind.

The event attracts approximately 200 guests and features the presentation of the Pete and Toshi Seeger Alumni Award.



about rocking the boat

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 are intentionally located in and serve residents of the South Bronx to counterbalance systemic inequities that impact, yet do not define, this vibrant community.

rockingtheboat.org

ROCKING THE BOAT

kids don't just build boats, boats build kids



the bronx river, hunts point, ny

connecting a neighborhood to its river

While New York City has 520 miles of coastline, the opportunity to physically get to the water's edge is rare and the chance to actually go out on the waves is even less common. Rocking the Boat's Boatbuilding, Environmental, and Sailing programs for middle and high school students and Community Rowing, Sailing, and Birding programs for the general public make it possible for South Bronx residents to do what few other New Yorkers can: row and sail right in their neighborhood on their own local Bronx River. By enjoying the River and appreciating what an extraordinary ecological and recreational asset it is, community members begin to care about it and work to protect it.

75% of Community Rowers surveyed in 2022 were first timers, including one who commented, "It was a great experience. I've been a resident of the Bronx for 40 years and this is the first time I've been on a rowboat in the Bronx River."

addressing a lack of post-secondary guidance in high school

Each guidance counselor in New York City has an average caseload of 381 students, 50% more than recommended by American School Counselor Association. Rocking the Boat's staff boasts three full-time social workers, trained to provide support during a pivotal period of development as well as demystify the college search, application, and transition processes. And mentoring support is offered to new high school graduates as they enter college, trade school, or the workplace.

Nearly 100% of Rocking the Boat grads enroll in college or technical schools directly out of high school.

prioritizing adolescent mental health

Rocking the Boat's Hunts Point neighborhood is a historically marginalized district with among the highest rates citywide of serious psychological distress among its population, according to the NYC Department of Health. This includes the youth of the community, many of whom resist seeking or accepting mental health support. They reveal both a great fear of social stigma or have interacted with social workers and other mental health providers only in dire circumstances, not previously benefitting from the support that exists to address challenging issues before they turn into crises. Rocking the Boat provides the professional support young people often lack in school or other external environments.

Rocking the Boat's teen participants and early 20s alumni build trusting relationships with their Social Workers and welcome the informed support they offer on their greatest sources of stress.



mutual connections

[Click here to read our latest feature](#), and learn how Rocking the Boat's programs have helped participants evolve into mature, accomplished adults.



rockingtheboat.org/connections

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.

in the news

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.

The New York Times

Maya Lin's Dismantled "Ghost Forest" to be reborn as Boats

[nytimes.com/2021/11/24/arts/design/maya-lin-rocking-the-boat.html](https://www.nytimes.com/2021/11/24/arts/design/maya-lin-rocking-the-boat.html)

amNY

Wood from Madison Square Park art installation donated to Bronx-based organization working to empower youth

[amny.com/news/wood-from-madison-square-park-art-installation-donated-to-bronx-based-organization-working-to-empower-youth](https://www.amny.com/news/wood-from-madison-square-park-art-installation-donated-to-bronx-based-organization-working-to-empower-youth)

Women Mind the Water Podcast

Artist Series - Taji Riley and Sam De Los Santos

[womenmindthewater.com/artist-series/taji-riley-and-sam-de-los-santos](https://www.womenmindthewater.com/artist-series/taji-riley-and-sam-de-los-santos)

Mount Desert Islander

From Islesford to the Bronx, and back again, Chummy Spurling skiff reborn

[mdislander.com/news/from-islesford-to-the-bronx-and-back-again-chummy-spurling-skiff-reborn/article_f6382bd3-6577-5755-ac8a-6dec9cf3773f.html](https://www.mdislander.com/news/from-islesford-to-the-bronx-and-back-again-chummy-spurling-skiff-reborn/article_f6382bd3-6577-5755-ac8a-6dec9cf3773f.html)

sponsorship levels

Sponsors can support Rocking the Boat's Spring Benefit generally or choose a specific element of the event to associate their brand with. We'll work with you to find the best fit!

\$25,000 25th anniversary

This top-tier sponsorship includes a table for 8 people and a dedicated cocktail server for the evening as well as entry to the VIP pre-event.

\$20,000 reception

This sponsorship covers the cost of food served at the event and includes a table for 8 people and a dedicated cocktail server for the evening as well as entry to the VIP pre-event.

\$18,000 open bar

Sponsorship covers red, white, rose, and sparkling wine as well as assorted liquors and craft beers. Includes a table for 8 people and a dedicated cocktail server for the evening as well as entry to the VIP pre-event.

\$10,000 venue

Help underwrite the cost of the event space and you will enjoy a table for 8 people with a dedicated cocktail server for the evening as well as entry to the VIP pre-event.

\$5,000 vip pre-event

This sponsorship pays for the special VIP pre-event from 5:30-6:30pm before the main event. Includes four tickets as well as entry to the VIP pre-event.

\$2,500 music

Covers the cost of a three-to-four-person band to play for the entire evening and includes two tickets.

\$2,000 visuals

Sponsors the production of a video featured at the event capturing the sights and sounds of Rocking the Boat.

\$1,500 production

Pays for the state-of-the-art Audio Visual service and on-site technician.

\$1,000 souvenir

Covers the cost of a take-home gift for all guests.



creative guidelines and deadlines

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

logo file format: Vector (EPS, AI) strongly preferred, or large, high resolution PSD, or JPG

submission deadline for printed materials: May 19, 2023

submission deadline for online materials: ASAP

for more information or to make your sponsorship pledge, contact

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