

# ROCKING THE BOATHOUSE

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

may 5, 2022

sponsorship opportunities



## about rocking the boathouse

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

From rowboat rides on the Lake to races on the model sailboat pond to the flowering trees and spring blossoms, Central Park is the perfect setting for our alumni and supporters who share an appreciation of water, boats, and nature.

The event attracts approximately 200 guests.





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

**ROCKING THE BOAT**

kids don't just build boats, **boats build kids**





## 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.

*85% of Community Rowers surveyed in 2021 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 our alumni provide near-peer mentoring support to new high school graduates in their first two years of college and trade school.

*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.*



# 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 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://nytimes.com/2021/11/24/arts/design/maya-lin-rocking-the-boat.html)

### **Rocking the Boat Race Day @ Pequot Yacht Club**

[rockingtheboat.org/images/press/rtb-pyc.pdf](https://rockingtheboat.org/images/press/rtb-pyc.pdf)

### **NYC Ferry Community Connect**

Rocking the Boat

[ferry.nyc/blog/community-connect-rocking-the-boat](https://ferry.nyc/blog/community-connect-rocking-the-boat)

### **Model Yachting Magazine**

Rocking the Model Boats

[rockingtheboat.org/images/press/modelboats.pdf](https://rockingtheboat.org/images/press/modelboats.pdf)

### **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://womenmindthewater.com/artist-series/taji-riley-and-sam-de-los-santos)

### **MicroTalks Podcast**

Plastic - Material of the Future!

[soundcloud.com/kris-mielenhausen/plastic-material-of-the-future](https://soundcloud.com/kris-mielenhausen/plastic-material-of-the-future)

# sponsorship levels

## sponsor benefits

	<b>table sponsor: four opportunities at \$8,000</b> Sponsors an all-night feast	<b>program sponsor: two opportunities at \$8,000</b> Sponsors sound, lights, and a stage—logistical components that make the evening's program possible	<b>visuals sponsor: \$3,000</b> Sponsors the production of a video capturing the sights and sounds of Rocking the Boat Sponsors printed invitations and printed program	<b>model sailboat racing sponsor: \$2,000</b> Sponsors exclusive use of the Conservatory Water where guests casually compete in model sailboat races	<b>souvenir sponsor: two opportunities at \$500</b> Sponsors take home gifts for all guests
Special recognition as a sponsor in printed program	●	●	●	●	●
Logo placement on event web page, tiered by level	●	●	●	●	●
Tickets to main event and VIP pre-event	8	6	4	2	
One table for 8 reserved for your party	●				
Logo inclusion/line of recognition on digital invitation	●	●	●	●	
Logo inclusion on printed invitation	●	●	●	●	
Logo and company recognition on slideshow displayed throughout evening on large screen	●	●	●	●	
Featured in pre- and post-event social media	●	●	●	●	
Ad in printed program	full page	half page	quarter page		
Mention of sponsorship in press release	●	●	●		
Live mention of sponsorship during the event	●	●			
Logo placement on table where gifts are displayed					●





## 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: April 5, 2022

submission deadline for online materials: ASAP

for more information or to make your sponsorship pledge, contact

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