



*Faster*  
**MASTERS**  
ROWING

Hutchwilco

KATIPO



# INTRODUCTION

**Faster Masters Rowing is changing the way the world views older athletes, and you can be a part of it.**

Faster Masters Rowing was established to help older athletes and their coaches to adapt rowing for an older demographic. We have three types of customer: fitness athletes; competition athletes; and coaches. As a virtual organisation, our services are all online and customers self-serve using our online learning platform to receive training plans, webinars and attend live events.

We are delighted to be offering your business the opportunity to engage and connect with our global community - the fastest growing training group in the sport of rowing. Our Facebook Group alone has over 25,000 highly engaged members, with our weekly newsletter reaching over 6000 people, plus our monthly coach newsletter being seen by a receptive audience of over 400.

Faster Masters Rowing helps athletes with a framework for their training and provides an online community to support the athlete journey through training, injury, and setbacks while celebrating progress towards success.

**So join us, and our ambitious community, as we change the way rowing supports and provides for older athletes and the impact they have on the sport.**



Faster Masters Rowing is changing the way the world views older athletes. Masters are not the same as youth rowers.

We're at the forefront of adapting club services, federation strategy, and coach education to suit masters. We quickly found our message resonated with athletes because we take masters seriously and understand their needs.

We are delighted to help give your business the edge by connecting with our thriving community through packages tailored for you to ensure you get the best outcome for your business.

**Rebecca Caroe**

**Founder  
Faster Masters Rowing**





## FASTER MASTERS IN NUMBERS



**25,000+**

FACEBOOK COMMUNITY



**6000+**

WEEKLY NEWSLETTER  
RECIPIENTS



**400**

MONTHLY COACH  
NEWSLETTER RECIPIENTS



**1200+**

INSTAGRAM FOLLOWERS

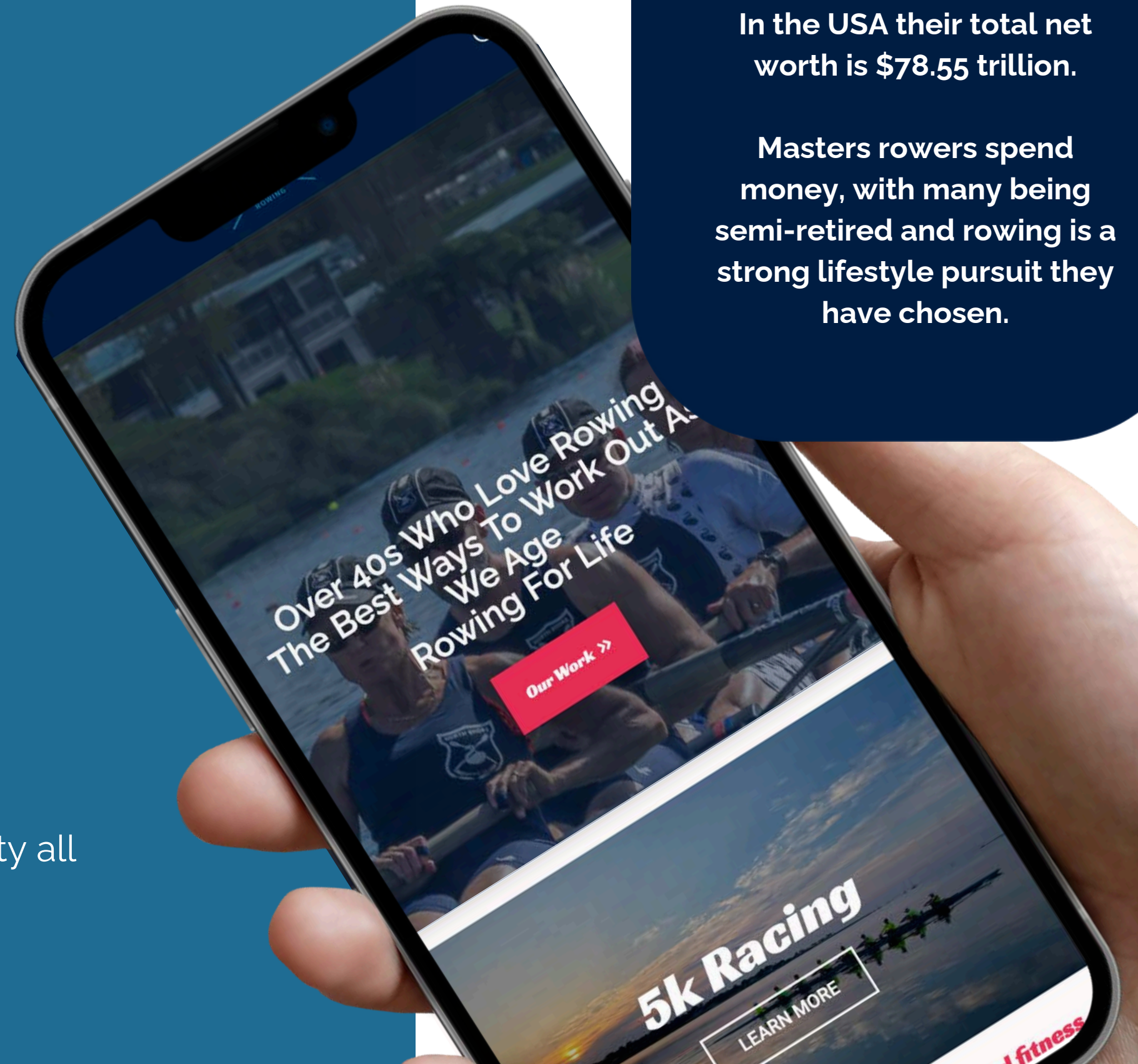


## **OUR VISION**

**Faster Masters Rowing exists to advance older athletes in the sport of rowing by educating and training them to learn the skills needed to row and scull with skill, to race, and to build up rowing clubs to grow world rowing and the masters rowing community.**

# BENEFITS FOR YOUR BUSINESS

- Connect with a global community of individuals with a passion for life and sport
- Gain exclusivity in your category to ensure you are the lone voice from your niche or industry vertical
- Provide offers to our cohort and drive business to your preferred platform
- Get the attention of our unique audience who are at a stage of life where they have disposable income
- Connect your brand to and engage with our community all year around across social media platforms



**Baby Boomers (born between 1946-1964) are the wealthiest generation in human history.**

**In the USA their total net worth is \$78.55 trillion.**

**Masters rowers spend money, with many being semi-retired and rowing is a strong lifestyle pursuit they have chosen.**

## SPONSORSHIP PACKAGES INVENTORY LIST

INVENTORY	ANNUAL NAMING	ANNUAL MAJOR	EVENT NAMING	EVENT GOLD	EVENT SILVER	EVENT BRONZE
	\$34,995	\$9,995	\$9,995	\$3,995	\$1,495	\$249
Naming of 'Your Brand' Faster Masters Rowing	Y					
Lock-up logo produced and used in all communications	Y					
Strong presence in ALL weekly newsletters	Y	Y				
Solus promotional EDM to database	6	2	1			
Naming of 'Your Brand' Older Athlete & Aging Conference			Y			
Solus social media post	6	2	1	1	1	
Opportunity to speak at event	Y	Y	Y	Y		
Logo on partner listing section of promotional material	Y	Y	Y	Y	Y	Y



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**THANK YOU**

Rebecca Caroe, Founder

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