

Hinksey Sculling School



# BLENHEIM PALACE JUNIOR REGATTA 2012 LEGACY 2016 RIO OLYMPICS VISION TOKYO 2020

## BLENHEIM PALACE JUNIOR REGATTA PROGRAMME BRIEFING FOR ADVERTISERS

**Hinksey Sculling School:** Community Junior Rowing for All – Hinksey is a local rowing club where young people from Oxford are encouraged to enhance their individual skills, work together in a team, take opportunities to lead and aspire to be the best.

**Mission:** Creating a community of young people who are dedicated to developing excellent rowing skills, team spirit and qualities of leadership. We are building on the 2012 legacy of aspiration and sporting achievement which provided a highlight of Team GB performance at the London Olympics and at the 2016 Rio Olympics – now looking forward to Tokyo 2020.

**Rowing:** A sport that embodies individuals, commitment, teamwork and leadership. Individuals learn to appreciate the rewards of going the extra mile in anything they do.

**Blenheim Palace Junior Regatta, 8 June 2019:** A unique opportunity in the British Rowing Calendar for junior scullers to experience the thrill of competitive racing on a lake in a stunning setting near Oxford.

**The Regatta Programme:** 48 pages printed in full colour throughout with a laminated cover. Advertisements: full page £ 200, ½ page £ 100, ¼ page £ 50 – back page by negotiation.

**Geographical scope for distribution:** Local, regional and national. Athletes and parents come to the event from rowing clubs in and around Oxford, the Midlands, London and as far afield as the Wirral.

**Circulation:** 400 programmes will be printed, and they will be on sale at the race event on the day

**People:** More than 500 athletes are expected to attend with family and friends coming to watch the racing, in addition to regular visitors to Blenheim Palace.

**Values:** The values of Hinksey and the spectators at this event encompass community outreach, development of transferable skills, healthy eating, athletic lifestyle, outdoor living, achievement, teamwork, care for others, wide-ranging social networks, commitment, dedication and hard work.

**Legacy:** Programmes are taken home, browsed at leisure, and valued as mementoes of early achievement.

**To place an advertisement contact or sponsor a race:** Tristam Carrington-Windo at [carringtonwindo@compuserve.com](mailto:carringtonwindo@compuserve.com) or John Broadhurst at [john@hinkseysculling.org.uk](mailto:john@hinkseysculling.org.uk)

<http://www.hinkseysculling.org.uk/bpjr> Follow us on Facebook and Twitter

Hinksey Sculling School Ltd accepts no liability whatsoever in respect of advertisements placed in the programme. If the Blenheim Palace Junior Regatta is cancelled for any reason, fees paid to place advertisements in the programme will not be refunded in this situation or under any other circumstances.