



An invitation to support.....

NEW ZEALAND SECONDARY SCHOOLS ROWING CHAMPIONSHIPS.

The Aon Maadi Cup Regatta 2011. March 28 to April 2 : Finals Rowed Friday April 1 & Sat 2.

The Maadi Cup was presented to the New Zealand Army Maadi Camp Rowing Club in Egypt during World War Two, as a token of friendship between members of the Cairo River Club and Kiwi servicemen. It was gifted to Rowing New Zealand in 1944, for inter-secondary school eight oared competition, and first raced for in 1947.

The Cup has grown in mana and prestige to become synonymous with excellence in New Zealand rowing. The 2011 regatta, known to all in the sport as *The Maadi*, will be rowed on Lake Karapiro, venue for the 2010 FISA World Rowing Championships.

Over the years *The Maadi* has grown to be New Zealand's largest secondary school sporting event. Around 2000 rowers, from over 100 colleges, will compete in 46 events at the 2011 regatta. These young rowers are the elite of New Zealand youth. They are high achievers, not only in sport, but also scholastically, because they know about dedication and commitment, and are all huge contributors to one of sport's ultimate team disciplines. They are the "cream of the crop".

The New Zealand Junior Woman's coxless four are the current **World Junior Champions**, and the New Zealand Junior Men's Quadruple Sculls, are the current **World Junior Championship bronze medallists**. These rowers have risen to the top of the world from *Maadi Cup Regattas*.

Without doubt, some of the rowers from *Aon Maadi 2011*, will row for New Zealand at the FISA World Junior Rowing Championships, to be held at the London Olympic rowing venue at Eton, August 2011.

The parents and supporters of these rowers have an interesting profile, being high achievers who have passed on a genuine and unique work ethic to their children!

We offer an exciting opportunity to be part of *Aon Maadi 2011*. By doing so you will gain access over a full week to thousands of students and their parents from all over New Zealand. These students will go on to fill influential roles throughout New Zealand society in just a few years time. Many will firstly complete post secondary education courses and will be considering which educational facility to attend.

RACE PATRON

BENEFITS

1. Naming rights to your assigned race. Your race would be called (for example) *The Acme Lawyers Boys under 16 Quadruple Sculls*.
2. Medal presentation rights. The race patron is invited to present the winners' medals on the presentation dais, or to nominate a New Zealand representative rower to do this on your behalf.
3. Signage on the dais at medal presentation time, providing a marvelous photograph opportunity.
4. Recognition by the "on course" race commentator each time a race is rowed in the sponsored event, heats through to finals.
5. A full page colour advertisement in the souvenir programme.
6. A complimentary gate and car park ticket, for the duration of the regatta.
7. A complimentary souvenir programme.

8. ROWERS EXPO

For the duration of the *Aon Maadi 2011*, Race Patrons will be assigned a 3m x 3m stand in this area (on a first come first served basis), in order to promote their product or service. This will be held in the new Don Rowlands Centre, and will provide the perfect opportunity to interact with the rowers, their parents and supporters. We encourage you to always have someone in attendance.

9. To maximize your investment in race patronage at *Aon Maadi 2011* we can post your details onto the official Maadi Cup website, and provide a link from it , to your website. This can be implemented soon after we receive your payment.

To become a Race Patron, the price is \$2,500.00 plus gst.

OTHER OPPORTUNITIES

- A 3m x 3m stand in the Rowers Expo, in the Don Rowlands Centre. Cost just \$1500 for the 6 days.
- A colour page advertisement in the A4 size souvenir programme. Cost \$750.
- A 30 second radio style advertisement, which you provide on cd, played at least twice daily , over the event public address system. Cost \$400.
- Other combinations of the above, by negotiation.

Races will be assigned to race Patrons on a first come first served basis. However, we will endeavor to comply with individual requests.

TO BECOME A RACE PATRON

Contact: Roger Milne, 7a Sayegh St, St Heliers, Auckland 1071.
Ph 09 575 6266 or 021 636 601. Email: milnerl@xtra.co.nz

GST will be added to all quoted prices.