

Become a Lakeland Rowing Club Sponsor



Our energy reflecting your values

Lakeland Rowing Club is a small, friendly charity based at Keswick on Derwentwater. Our mission is to help ordinary people, living locally or visiting the area, get on the lake to improve their physical fitness and mental health.

Everyone is welcome, whatever their goals, abilities or financial situation.

Our members include experienced rowers and complete beginners from Cumberland, Westmorland and beyond. The youngest are just starting senior school; the oldest in their eighties.

Some come to learn a new skill or make friends and have fun in the fresh air surrounded by glorious scenery. Others, including several indoor and on-water world masters champions, compete on the regional, national and international stages.

A whole body, low-impact activity, rowing is safe and effective exercise for all ages. The main form we offer, sculling using two blades, has the added

advantage of symmetrical movement, making it particularly suitable for younger and older rowers.

As well as boosting cardiovascular fitness, strength, mobility and coordination, rowing builds confidence and improves emotional well-being. It also teaches younger members about team work, personal and group responsibility, risk assessment, time management and equipment care.

If our dynamic, inclusive, community-minded ethos reflects your values, why not join forces with us by becoming a sponsor?

Income is no barrier to membership. All equipment is provided, course and joining fees are low, and our John Inman bursary fund helps anyone struggling with affordability.



Link your business to our inspiring brand

Whether your business caters primarily for a local or a tourist market, you can get involved at a level that suits your aims, pocket and profile.

As a sponsor, you will be supporting a home-grown club, created by dedicated and enthusiastic local people. By helping us improve our equipment and facilities, attract and support new members, and spread the word about the benefits of rowing, you will be contributing to the health and well-being of communities across the Lakes and beyond.

You will also share in our success – and the great publicity it attracts – when our members race close to home or travel far and wide to compete.

From a few hundred pounds to several thousand, we can tailor a package to meet your marketing objectives. Let's discuss what you would like to achieve and how we could work together to make it a reality.

To arrange a meeting, email chair@lakelandrowingclub.com



Support our annual Derwentwater Head race

In early March each year, Lakeland RC hosts the Derwentwater Head, a day of time-trial style racing, attracting clubs from across the UK to compete and enjoy our wonderful lake.

This British Rowing affiliated event is the perfect opportunity to showcase your products or services to local and visiting rowers, supporters and spectators.

Become a main sponsor

- Add your name to the event title
- See your logo on event branding
- Promote your business with a stall
- Name an event trophy
- Speak at the prize-giving ceremony

Become a supporting sponsor

- Add your logo to event branding
- Name an event trophy



Help us grow and improve the club

While we keep our fees low, boats and other equipment are costly to buy and maintain, putting a considerable financial burden on the club.

Become a one-off equipment sponsor

- Contribute to the cost of blades or boats
- Add your name, logo or other branding
- From £700 for two blades to £10,500 for four-seat boats

Become a long-term kit or facilities sponsor

- See your logo on racing or training kit
- Add your name to site signage
- Join us at social events and informal races
- Enjoy a team-building learn-to-row course



The Lakeland rowing story

Until 2007, when Lakeland RC was set up by a small group of rowers in retirement, there were no rowing clubs between Brampton and Lancaster, an area of several hundred square miles including some of the most beautiful stretches of water in the Lake District.

By 2016, there were enough members to split into two independent clubs: Lakeland on Derwentwater and, for those in the south of the county, Windermere RC.

Lakeland gained charitable status in 2017. A year later, having outgrown a temporary home at Derwent Water Marina, we became tenants of the National Trust on Keswick Isthmus, where we built ourselves a new base.

The club now has around 100 members, who attend evening and weekend sessions or form crews for impromptu weekday outings. We row all year round, wind permitting, and experienced visitors are always welcome.

Members mostly scull in singles, doubles and quads (boats for four people), with occasional rowing, with one blade each, in pairs, fours or an eight.

Between April and September, our qualified coaches run low-cost adult and junior learn-to-row courses, with bursaries available to help with fees.

Thank you for your interest!



Registered charity no. 1174446

We look forward to meeting you to discuss how we can help each other. In the meantime, you can find out more about the club and what we stand for at:

lakelandrowingclub.com

