



BE PART OF IT!

19 MAY 2024

Poplar Regatta 2024

POPLAR REGATTA 2024



19 MAY

LONDON REGATTA
CENTRE

MULTI-LANE 2,000m
JUNIORS, WOMEN &
OPEN

ENTRIES VIA
BROE



[POPLAR-REGATTA.ORG](https://poplar-regatta.org)

About Poplar Regatta

- 6-lane 2000m course at the historic Royal Albert Dock, next to London City Airport
- Unique setting, with stunning views of the city skyline and excellent transport links
- The return of Poplar Regatta in 2023 was a huge success, with 204 crews competing in 70 events, including many of the top schools in the country
- In 2024 we are expecting entries to increase to 250 crews, with around 1,500 athletes and spectators attending on the day

POPLAR REGATTA IS ORGANISED BY POPLAR, BLACKWALL & DISTRICT ROWING CLUB, A REGISTERED CHARITY IN ENGLAND AND WALES, CHARITY NUMBER 303251

About the organiser & charity: PBDRC

- We are one of the oldest rowing clubs in the country: Poplar, Blackwall & District Rowing Club
- Originally founded by watermen and lightermen who made their living on the boats and in the docks along the Thames in 1854
- Today the club is run as a charity and is proud to maintain its links with the people that work on the river, while attracting new members from the community
- All proceeds from the regatta will go to support our charity, which helps to provide rowing opportunities for all in Tower Hamlets



What we are looking for ...

- We are looking for businesses and organisations that are interested in supporting a charitable cause and that want to reach a diverse and active audience
- We expect that our regatta will attract c.1500 participants, spectators, and volunteers, providing sponsors and supporters with a unique opportunity to promote their message and brands
- To make the regatta a success and minimise financial risks to the charity we need your support!



Support Opportunities

- **Title Sponsor:** The title sponsor will have their name and logo prominently displayed on all event materials and will be given exclusive branding opportunities
- **Race Sponsors:** Have races named after you. Hand out prizes and take a photo with the winners
- **In-Kind Sponsors:** Provide goods and services to support the regatta, such as regatta prizes, gazebos, toilet facilities, or event materials



Sit in the same boat with us

- By sponsoring our rowing regatta, you will be supporting a charitable cause and helping to make rowing more accessible to people of all backgrounds
- We are looking forward to be working with you
- Contacts:
 - Markus Gesmann, markus.gesmann@pbdrc.co.uk
 - Eleanor Viita, eleanor.viita@pbdrc.co.uk



2023 Participants & winners

SCHOOLS

Claire's Court School
Dulwich College
Godolphin School
Hampton School
James Allen's Girl School
Kings College School
Kings School Canterbury
Kings School Ely
Kingston Grammar School
Lady Eleanor Holles School
Latymer Upper School
Mossbourne Academy
Shiplake College
St Paul's School
St Paul's Girls School
Sydenham High School
University of London

ROWING CLUBS

Barnes Bridge Ladies
Canterbury Pilgrims
Crabtree BC
Curlew RC
Fairlop RC
Globe RC
Lea RC
London Otters RC
Medway Towns RC
Molesey BC
Poplar, Blackwall & District RC
Thames RC
Tideway scullers school
Vesta RC

VICTOR LUDORUM

Open	Women
1st University of London BC 2nd Lea RC 3rd Vesta RC	1st Thames RC 2nd University of London BC 3rd Godolphin and Latymer School BC

Poplar Regatta: Overview

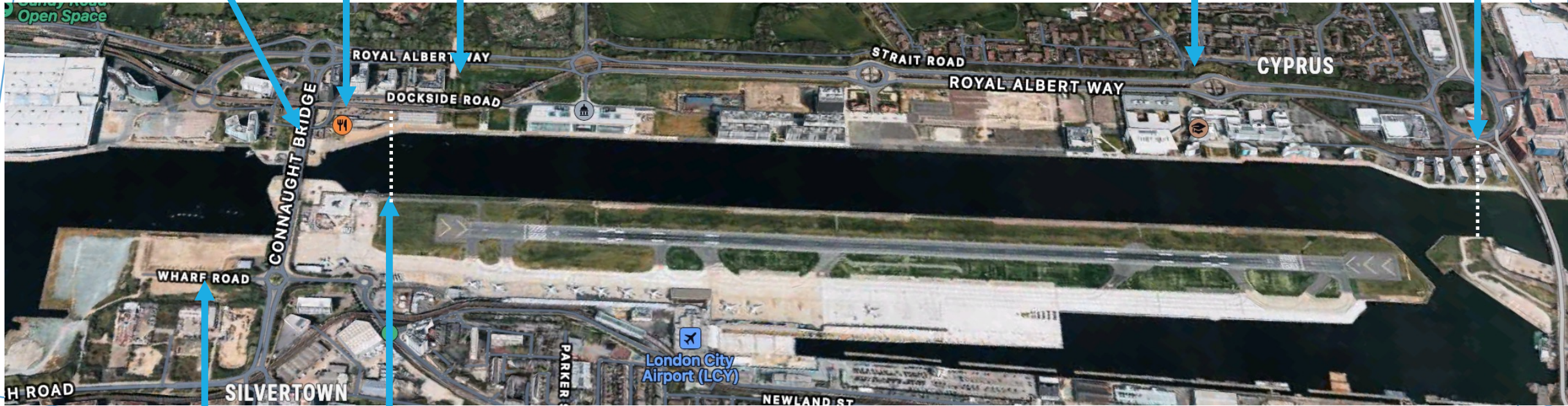
Trailer & towing
vehicle parking only
(via Regatta Centre)

Regatta Centre,
changing rooms,
toilets, medic, food

DLR Royal Albert
(towards Beckton)

DLR Cyprus
(towards Beckton)

Start line



Spectator & helper
parking

Finish line



Thank you!

www.poplar-regatta.org

www.pbdrc.co.uk

Poplar, Blackwall & District Rowing Club
The Boat House
Ferry Street
London
E14 3DT

