

**we
welcome
the world**



2017
**world
rowing**[®]
championships



Sarasota-Bradenton
Florida, USA

2017 WORLD ROWING CHAMPIONSHIPS

September 23 - October 1, 2017
Nathan Benderson Park
Sarasota-Bradenton, Florida, USA

www.wrch2017.com

WELCOME TO FAN FEST 2017

On Regatta Island in Nathan Benderson Park

You won't want to miss 9 days of world class rowing competition and the best fan festival Sarasota-Bradenton has ever seen in one place! Come enjoy live music, local entertainment, artisan food, and so much more.



REGATTA ISLAND

Saturday, Sept. 23rd
Opening Day

OPENING CEREMONY

Enjoy live music, fireworks and activities for the whole family! Help introduce fans and athletes from around the world to the area's proud and rich history. **FREE ADMISSION**

Held at Nathan Benderson Park

Sept. 23rd - Oct. 1st
On Regatta Island

FAN FEST

Live music and entertainment, unique vendors, interactive displays, beer garden, food trucks and activities for kids and families.

FOOD TRUCK ROW

Located inside the Fan Fest, come savor the region's best food trucks.

DAILY THEMED EXPOS

Each day will feature different themes and local businesses. From arts and culture, local farmer's markets, boating, fishing and family fun.



Map Key

- Vendors / Shopping
- Stage / Live Entertainment
- Food and Beverage
- Food Truck Row

Map is for representation purposes only.

REGATTA ISLAND TICKETS

Come be part of the action from a variety of seating options!

- Grandstand**
Enjoy a covered seat offering a bird's-eye-view of the finish line.
- Beach Seats**
Sit front row in the strand of sandy beach located 200 meters from the finish line.
- General Admission**
Experience the excitement of world class rowing while sampling the food and fun in the Fan Fest and Expo area.
- VIP Tickets**
Rub elbows with Olympians with exclusive access to the new Finish Tower and the VIP Hospitality Lounge and VIP Parking.

CHAMPIONSHIP ROW TICKETS

Championship Row ticket holders also have General Admission privileges to the Fan Fest on Regatta Island.

- Championship Pavilion**
Premier viewing area with a lounge-like atmosphere.
- Luxury Suites**
Located on the West side of the regatta venue, this is the most coveted viewing spot. Enjoy private, fully furnished and air-conditioned suites with a variety of special hospitality catering packages for up to 40 people.

Go to wrch2017.com to buy tickets!

9

Event-Packed
Days

60+

Countries

*"Sarasota - Manatee County is thrilled
to share its beautiful and
expansive beaches*

*with the athletes, and will provide a wonderful,
unique experience for the 40,000 attendees."*

**PRESIDENT BARACK OBAMA
44TH PRESIDENT OF THE UNITED STATES**



BECOME PART OF ROWING HISTORY

1,700

Elite
World-Class
Athletes

2,000

Volunteers

40,000

Fans and Spectators

\$25MM

Estimated
Economic Impact

*"I can tell you that the women and men of
the United States rowing team are
absolutely ecstatic
to have this event on our home turf."*

**AMANDA POLK
US ROWING OLYMPIC
GOLD MEDALIST**

*"I anticipate this to be one of the most
dynamic and unique
World Rowing Championships these
athletes will experience in many years."*

**ELLIOTT FALCIONE
EXECUTIVE DIRECTOR
BRADENTON AREA CONVENTION
AND VISITORS BUREAU**

BUY TICKETS NOW!

Go to www.wrch2017.com

8-Day Pass Sept. 24 - Oct. 1, 2017

4-Day Pass Sept. 28 - Oct. 1, 2017

2-Day Pass Sept. 30 - Oct. 1, 2017

Special pricing for groups of 20 or more
email info@wrch2017.com.

Single day tickets are available
for all seating options.



Access to Fan Fest



Access to Championship Pavilion



Air-Conditioning



Lounge Seating



Stadium Seating



Reserved Seat



No Reserved Seat



Catering / Food for Purchase



Cash Bar



In-Seat Beverage Service



VIP Parking

*"Nathan Benderson Park is **amazing**, especially having the warm-up zone and cool off zone separated from the course. The wave attenuator is **wonderful**. Having a bike lane and a long beach for spectators makes it a **great place**."*

GEVVIE STONE, US ROWING OLYMPIC SILVER MEDALIST



Official 2017 Merchandise

Look the part, get your Official 2017 World Rowing Championship merchandise today!

**TO BUY GO TO:
[www.wrch2017.com/
merchandise](http://www.wrch2017.com/merchandise)**



Invite Scully!

Meet, take a photo, and high five Scully, the loveable Pelican Mascot of the 2017 World Rowing Championship.

Visit [www.wrch2017.com/
mascot](http://www.wrch2017.com/mascot) to invite Scully to your next event or party.



General Admission

8-Day Pass	\$80
4-Day Pass	\$40
2-Day Pass	\$20
1-Day Pass	\$10

Standing room only.
On Regatta Island.



Beach Seats

1-Day Pass	\$30
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Front-row view from the park's white, sandy beach located along the 2,000-meter course. Adirondack-style chair provided. On Regatta Island.



Grandstand

8-Day Pass	\$150
4-Day Pass	\$105
2-Day Pass	\$75
1-Day Pass	\$15-\$40

Just feet from the finish line and as rowers make their final push for gold in our fully-covered, stadium-style Grandstand seats. On Regatta Island.



Championship Pavillion

8-Day Pass	\$200
4-Day Pass	\$120
2-Day Pass	\$80
1-Day Pass	\$30-\$45

Chill in style in this lounge-like atmosphere in our exclusive seating area along Nathan Benderson Park's Championship Row.



Official Caterer of Championship Row



VIP Seating

\$500 for 2-day
\$125 for 1-day

Championship Weekend

(Sept. 30 - October 1)

Rub elbows with Olympians with exclusive access to the new Finish Tower and the VIP Hospitality Lounge, VIP Parking, and Official Merchandise.



Luxury Suites

Fully furnished, air-conditioned suites that hold up to 40 guests. Full bar and catering available à la carte.

To learn more:

Rick Thurman

rick@wrch2017.com

941.315.1351



2017

world rowing
championships



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	SATURDAY September 23	SUNDAY September 24	MONDAY September 25	TUESDAY September 26	WEDNESDAY September 27
AT THE PARK REGATTA ISLAND COMPETITION	<p>Opening Ceremony Expo Theme: Family Fun</p>	<p>Expo Theme: Tech Day</p>	<p>Expo Theme: Eco Day</p>	<p>Expo Theme: Sarasota Farmer's Market</p>	<p>Expo Theme: Sarasota Farmer's Market</p>
	<p>Youth Regional Challenge - Heats</p>	<p>FIRST DAY of COMPETITION Heats, Repechages Youth Regional Challenge - Finals</p>	<p>World Rowing Championships Heats, Repechages</p>	<p>World Rowing Championships Heats, Repechages</p>	<p>World Rowing Championships Heats, Repechages</p>
COMMUNITY	<p>← Let's Eat Englewood Restaurant Week Sept. 15 - Sept. 27</p>				
	<p>Downtown Sarasota Farmer's Market</p>	<p>Bradenton Riverwalk Experience</p>	<p>St. Armands Shop and Dine Around</p>	<p>Experience Sarasota: Downtown Main Street</p>	<p>Experience Sarasota: Downtown Main Street</p>



Booking your Hotel

A multitude of accommodation options are available including hotels, resorts and beach properties, close to the venue and across a variety of price points.






www.wrch2017.com/spectators/accommodation

"The warmth and humidity of summer will be slowly giving way to the type of dry and mild weather, that has for more than a century, drawn fall and winter visitors to the area."

STEVE NEWMAN
METEOROLOGIST
WWSB ABC 7

Full calendar of events go to www.wrch2017.com

In addition to the spectacular competition on the water, you won't want to miss the special events and attractions around town.

WEDNESDAY September 27	THURSDAY September 28	FRIDAY September 29	SATURDAY September 30	SUNDAY October 1
 Expo Theme: Culinary Appreciation	 Expo Theme: Golden Ages	 Expo Theme: Local Attractions	 Expo Theme: Boating and Fishing	 Closing Ceremony Expo Theme: Health & Wellness
World Rowing Championships Interfinals Repechages	World Rowing Championships Semifinals Repechages	FINALS World Rowing Championships Semifinals	FINALS World Rowing Championships Crews of Distinction	FINALS World Rowing Championships Row for the Cure
Micro Brew Experience	WALK Bradenton	Lakewood Ranch "Taste of Main – International Flare"	Sunset Celebration on the Bayfront Beaches Day	Venice AACA Collector Car Show, Centennial Park



September 15 - September 29:

Let's Eat Englewood Restaurant Week

Take this week to experience a culinary adventure without breaking the bank. Three-course dinners (& more) will be available for \$23 and 2-course lunches for \$12.

www.letseatenglewood.com

HELP US WELCOME THE WORLD!

"We have this opportunity to show off our wonderful community and our hospitality to the world."

**-VIRGINIA HALEY
PRESIDENT, VISIT
SARASOTA**



Partnership

ALIGN | ENGAGE | PROMOTE

Only a few can make their mark on history. Make sure you're part of this exclusive group. This high profile event, will allow your company to:

- Align with an elite brand
- Engage your targeted audience
- Promote your business to world-class athletes and a global audience

For more information, contact:

JULIA HESLIN

Partnership Management Director
2017 World Rowing Championships

Office: 941.932.4763

jheslin@wrch2017.com





Become a Vendor

We are taking applications for vendors who wish to have a booth at the Fan Fest, where everyone can shop, eat, drink and mingle. Interested? Visit www.wrch2017.com/vendor.



Donate to Make a Difference

Your gift helps us recruit and support athletes coming to the US to experience this year's finest World Rowing Championships in Sarasota-Bradenton. Go to www.wrch2017.com/donate.



Volunteer

COMMUNITY | ENTHUSIASM | PRIDE

Work along-side friends, family and colleagues to:

- Show the world your Sarasota-Bradenton pride
- Share your talents with language translation
- Help welcome the world

For more information, contact Morgan Skillman, Volunteer Coordinator at 941-200-3596 or volunteers@wrch2017.com

DID YOU KNOW?

The 2017 World Rowing Championships will welcome 40,000+ fans and approximately 1,700 athletes from more than 60 countries to Sarasota-Bradenton.



Ancillary Regattas

9.23 & 9.24: YOUTH REGIONAL CHALLENGE

Come cheer on the future of U.S. rowing as the top up-and-coming junior athletes from across the country race on America's premier course.


9.30: CREWS OF DISTINCTION

Rowing parade showcasing gold medal-winning USA crews from six decades.

LEARN MORE TODAY!

Go to www.wrch2017.com

ROW FOR THE CURE[®]

A fun regatta in support of 

10.01: ROW FOR THE CURE

Affiliated with USRowing, Row for the Cure is the rowing and water-sports community's crusade against breast cancer. Bringing the world together to find a cure, this fun regatta will follow the close of the 2017 World Rowing Championships.

Entry Fees:

- \$70 per Individual
- \$520 per 8 Boat Crew
- \$1,300 per Dragon Boat Team

Entry Fee includes:

- T-shirt
- Participation Medal
- 2-day Championship Weekend Pass to the 2017 World Rowing Championships

To participate contact:

Julia Hoffman at 941-932-4520 or julia@wrch2017.com



www.wrch2017.com

BUY TICKETS TODAY!

TEAM • SPONSORSHIP • VOLUNTEER • MERCHANDISE

Go online for the latest information

 **2017 World Rowing Championships**

 **@wrch2017**  **@wrch2017**



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www.wrch2017.com

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Photo insets ©Visit Sarasota County and © Bradenton Area Convention and Visitors Bureau



Kafue
River & Rowing
Centre