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It's ROW-A-THON Time in East Tennessee!

ETRowing Row-A-Thon
Monday, February 20th, 2017
9AM-9PM
Watt Street Gym
259 E. Watt Street, Alcoa, TN

ETRowing's Erg-A-Thon is the club's major fundraiser of the year. Just as walk-a-thons raise money by collecting contributions based on a distance walked, participants of the row-a-thon will collect funds based on meters rowed. All athletes will complete their distances during the 12-hour event on a stationary rowing machine. Proceeds go toward lowering the cost of participation and replenishing the team's fleet.

In 2016, the crew reached roughly 500,000m and raised over \$5000. This year's goal is 1,049 kilometers (652 miles), which is the length of the Tennessee River from Knoxville, TN to Paducah, KY. Each participant is pursuing a personal fundraising challenge of \$300 by contacting potential individual and business sponsors. Rowers will fulfill a minimal one-hour shift; typical rowers complete 13,000m during the time allotted. Sponsors can donate on a distance basis or simply donate a specific amount. The top male and female fundraisers will receive a gift card for their hard work. Remember, any amount helps and each donation is used and appreciated greatly.

East Tennessee Rowing Organization is a non-profit 501(c)(3) club sport organization all contributions are tax deductible. (FTID 26-3986313). Make checks out to East Tennessee Rowing. Donations can be mailed to 250 E Broadway Ave, Maryville, TN 37804.

• DISTANCE

Athletes can be sponsored per meter that is completed during the athlete's shift. The coaches once completed will verify the distance. Below you can see what your sponsorship might look like (based off a 13,000m performance).

\$.010 = \$1.30	\$.075 = \$9.75	\$.50 = \$65.00
\$.025 = \$3.25	\$.10 = \$13.00	\$.75 = \$97.50
\$.050 = \$6.60	\$.25 = \$37.50	\$ 1.00 = \$130.00

• DONATION

Athletes receive a donation is sometimes easier and does not require the athlete to return to the sponsor. The average has been typically been between **\$20-\$50**; you may certainly donate less or better yet, even more.

• PARTNERSHIP

We are always interested in corporate partnerships to make our event a success. All event sponsors will be

- **\$250 BRONZE SPONSOR** (featured on our website, name on indoor rower during the event)
- **\$500 SILVER SPONSOR** (Bronze + small sponsorship banner hung in Watt Street Gym all year.)
- **\$1,000 GOLD SPONSOR** (Bronze + large sponsorship banner hung in the Watt Street Gym all year.)

About East Tennessee Rowing is based in Louisville, Tennessee and trains on Fort Loudoun Lake and at the Watt Street Gym in Alcoa. The club is dedicated to providing the East Tennessee community the opportunity to participate and develop a life-long love of the sport of rowing. Our roster includes 60 junior (12-18 years of age) and 25 adult athletes from Blount and Knox Counties. The club offers coach led group classes for instructional, recreational, and competitive rowing as well as cross-training fitness.

Thank You for your support of Rowing in East Tennessee!

