

## Head of the Colorado “Pumpkinhead” Regatta Information

<b>Date</b>	Saturday, October 30, 2010
<b>Location</b>	Lady Bird Lake, Austin, Texas (Festival Beach)
<b>Event</b>	Held annually since 1992, a 5000 meter head race.
<b>Participants</b>	Juniors (14-18 yrs) 450 Collegiate /Open 500 <u>Masters 250</u>
<b>Total</b>	<b>1200</b>

**Demographics** Rowers come from over 30 different clubs, the majority of participants are from Texas and Oklahoma, while there are always 3-5 teams from outside the region, such as Utah, California and the northeast.

**Spectators** Over 1,500 spectators will attend the event at Festival Beach.

**Media** Coverage of the event is done by local television, radio, and other media sources. Sponsors will be listed on all press releases and race communication as well as on the event website.

**Non-Profit** Austin Rowing Club is a 501 (c) (3) Tax Exempt Organization

**Contact** Sara-Mai Conway, Regatta Director  
P.O. Box 1741  
Austin, TX 78767  
(512) 472-072  
info@austinrowing.org

**Web Site** [www.austinrowing.org/head\\_of\\_the\\_colorado.php](http://www.austinrowing.org/head_of_the_colorado.php)



## **Head of the Colorado Vendor Information**

**The Layout** - All tents and vendors are set up in an area around the registration tent. All competitors are funneled behind the tents before each race and in front of the tents after the race. **NEW for 2010 – all vendors will have their own 10 x 10 tent area.**

**Pricing-** \$500 flat fee for a 10 foot x 10 foot tent. Each vendor will have their own 10 x 10 tent which includes 2 tables and 4 chairs. \$200 for an additional 10 x 10 tent, with 2 additional tables and 4 additional chairs. If you need additional tables or chairs, there will be a charge of \$25 per each extra table and \$5 per each extra chair. Electricity is provided, although we need to know ahead of time if you will require electricity. Please contact us if you will need electricity in your tent.

**Boat Exhibitors** - There is no additional charge for exhibiting rowing shells in slings. However, space is limited. Each vendor likely has room for one single and one pair/double – or one four/quad.

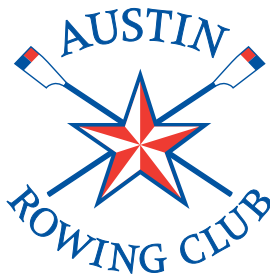
**Reservations** - Reservations including payment are due October 1<sup>st</sup>. There will be a \$50 late fee for reservations or tent requests made after the 1<sup>st</sup> of October.

**Cancellations** – Austin Rowing Club is unable to give refunds for cancelled appearances, however, your logo will remain on the website and event t-shirt regardless.

**Parking & Access** - There is ample space for parking of trailers immediately adjacent to the vendor tents for those who arrive the day prior. Trailer parking is on a first come, first served basis. We are not able to reserve trailer space for vendors.

### **Advertising -**

- Your logo & link on Austin Rowing Club Event Webpage
- Your logo & link on Regatta Central Event Webpage (where entrants register for the event)
- Your logo on over 400 event t-shirts and volunteer t-shirts
- Your logo on all race correspondence (emails and print materials)
- We will distribute any business cards, brochures, coupons, etc. that you provide in our entry packets, or with wristband to each competitor (if no packets)
- Public announcements will be made throughout the day, encouraging spectators and competitors to visit the vendor area.



Head of the Colorado Vendor Reservation Request Form  
October 30, 2010

**Due October 1, 2010 + \$ 50 if received after October 15**

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Product Line Description: \_\_\_\_\_

<b>Tent</b>	<b>Amt</b>	<b>Qty</b>		<b>Total</b>
10' x 10' (inc. 2 tables, 4 chairs)	\$500			
Each additional 10' x 10' tent	\$200			
Additional Tables	\$25			
Additional Chairs	\$5			
<b>After October 15, 2010</b>	\$50			
<b>Electricity</b>	Yes	No	Circle One	
<b>Boats?</b>				
Single	Yes	No	Circle One	
Double	Yes	No	Circle One	
Other?	Yes	No	Circle One	

<b>Total Due</b>	<b>\$</b>
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Check # \_\_\_\_\_ enclosed made payable to Austin Rowing Club

Please charge total due to Visa/MasterCard/Discover # \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Expiration Date \_\_\_\_\_

Zip Code \_\_\_\_\_

Send or fax to: Austin Rowing Club  
P.O. Box 1741  
Austin, TX 78767  
(512) 472-0700 FAX