



THE EASIEST WAY TO EXPERIENCE THE WORLD'S TOUGHEST SPORT!

Join leading Corporates and Clubs to learn, bond and compete for top honours in one of Chennai's most historic sporting events, hosted at the iconic Madras Boat Club!

| Races from September 12-15, 2018 |
| Coaching begins June 15, 2018 |

For more information, contact Robbie Rao at robbierao@yahoo.com (or) +91.98400.89035



THE REVIVAL OF A 118 YEAR OLD TRADITION



After a hiatus of more than 10 years, the 118 year old regatta was revived in 2017, coinciding with the 150th year celebrations of the Madras Boat Club. At the time of inception, a group of iconic Merchants & Bankers institutions like Parry's, Best & Crompton, Metal Box, Dunlop, Grindlay's Bank, Standard Chartered Bank & Binny's, to name a few, got together and competed on the Adyar. This soon became an annual fixture and was held successfully till the mid-eighties, and again the mid-nineties till 2007.

Last year's participants included:

Air India | Andhra Club | CloudCherry | Kalyanasundaram & Associates | Madras Design Works | Madras Boat Club (Lawn Members) | Madras Gymkhana Club | Madras Cricket Club | Natraj Venkat Associates | Nexus | RR Donnelly | Royal Madras Yacht Club

The event offers a wonderful platform for corporates to bond, network, learn a new sport, celebrate teamwork and increase camaraderie amongst their employees. They also get the opportunity to enjoy the club's facilities, get coached by leading oarspersons, and use international equipment for their training & racing.



Over the years, the concept of Merchants & Bankers has evolved into many new forms of commerce, and the participants have gone on to represent the Club, State and Country in prestigious international events.

The last few editions saw companies from the Advertising & IT world, like JWT, Ogilvy, Sify and more. 2017 saw a much more varied participation, with representation from Clubs, Startups, Architecture & Accounting firms as well as large corporates.

This year, we have already received interest from several teams. We expect teams from over 15+ organizations and look forward to making this event a tremendous success!



Sponsorship OPPORTUNITIES

The Merchants, Bankers & Clubs regatta offers you with the unique opportunity to reach, and create meaningful relationships with high profile participants from leading corporates & clubs.

The participants of all ages (both men and women) are fit, well-heeled and carry high aspirations of making a positive impact in this ever-changing world. So if you are marketer of FMCG, Consumer Durables, Sportswear, Clothes & Accessories, or automotive etc., here is a unique opportunity to connect with all of these captive, elite audiences in a targeted, cost-effective manner.

Options include:

Banner (~8Ft*3Ft)	₹10,000
XL Banner (~10Ft*20Ft)	₹20,000
Finish line Banner (with prime TV Coverage)	₹25,000
Product Display Stall (~12Ft*4Ft)	₹30,000
Product Display Stall (~6Ft*3Ft)	₹15,000
Car Display & Test Drive (3 Cars Max.)	₹50,000
Sponsorship of Boat (Single Scull)	₹1,00,000
Sponsorship of Boat (Coxed Maiden Pair)	₹2,50,000

Applicable taxes extra • Boat Sponsorship will carry your name for 10 years
 • Banners, Displays & Stalls will be placed for 1 week from opening ceremony to closing ceremony • Customized sponsorship opportunities can be discussed • For more information, please reach out to Robbie Rao at robbierao@yahoo.com (or) +91.98400.89035

Cheques to be made in favour of 'Madras Boat Club - MB&C Committee Account' or transfer to YES BANK account No.064994600000331
 IFS Code: YES0000649 Branch: R.A.Puram, Chennai 600 028





THE ACTION FROM 2017



2017 CHAMPIONS
Madras Gymkhana Club

