



# *Minnesota Boat Club*

1 South Wabasha Street  
Saint Paul, Minnesota 55107  
[www.boatclub.org](http://www.boatclub.org)

June 2009

NWIRA Regatta  
August 21 & 22, 2009

Greetings,

An opportunity to reach 500 rowing enthusiasts is at hand with the approach of the 106th Annual Northwestern International Rowing Association Championship Regatta (NWIRA) at Lake Elmo in the Village of Lake Elmo, MN.

Your business or organization can be linked to rowing (the last true amateur sport) during this association's second century of competition during the NWIRA championship. This event will attract a large and diverse community of competitors, spectators and support personnel, including the residents of Lake Elmo.

This annual championship regatta will draw 350 competitors from 15 rowing clubs from Saskatoon SK to Milwaukee WI. The competition will be fierce throughout 80 races for the Lipton Cup, the total team point trophy. The priceless cup will be on display at the Lake Elmo Bank from July 28th through August 19th.

The City of Lake Elmo and the Washington County Commissioners welcome this opportunity to showcase the splendid Lake Elmo Park Reserve and its pristine lake, Lake Elmo. This lake was also the site of the 1990 U.S. Olympic Summer Sports Festival for canoe, kayak and rowing.

We would like to welcome your enterprise to this unique sport and its large audience with an opportunity for product exposure during the two-day event. We've included an order form for submitting ads for inclusion into the program. You may also donate goods or services to the regatta e.g. bottled beverages, food stuffs and other sundry items for the athletes and volunteers.

The regatta host, The Minnesota Boat Club, is a non-profit organization with tax-exempt status pursuant to section 501 (c) (3) of the Internal Revenue code. All donations to the club are tax deductible (contact your tax consultant for specifics on how this affects you).

For further information or assistance in submitting your ad design, contact Beth Trend at 651-778-0419 or at [btrend@umn.edu](mailto:btrend@umn.edu)