

NZ'S BIGGEST MULTI-CATEGORY PADDLE RACE



C2H

Body text

TAKE ON
THE
MIGHTY WAIKATO



WELCOME TO NZ'S BIGGEST CELEBRATION OF THE MIGHTY WAIKATO RIVER!

Established over 25 years ago the Cambridge to Hamilton is now an annual iconic paddling event. Open to paddlers of all discipline from Waka ama to Surf ski, covering a 26km stretch of the Waikato River, **this event is like no other.**



What is this event about? And why are we hosting it?

The Cambridge to Hamilton is a celebration of the beautiful Waikato River which flows through the **HEART of Hamilton**. Our goal and purpose of this event is to demonstrate the importance of keeping our water ways clean and healthy. The Waikato River is a massive part our region and we would like to educate people and help others to understand why this stretch of water is so important to our community. We will promote the knowledge of how to maintain clean waterways and the importance of keeping our Wai clean. This event is a platform to educate the public.

We are hosting this event to bring people from all over NZ to our region. As this event is NZ's Largest multi-category paddle race, and now the **ONLY** paddle race that begins in Cambridge and finishes in Hamilton. With a large following of paddlers we draw competitors of all ages locally and Nationally. The event begins in Cambridge and then finishes in the **HEART** of Hamilton allowing competitors to stay, eat and explore Hamilton City. With various start points this event requires competitors to bring support crews with them. Which means each paddler represents 2-3 people coming to Hamilton. With the registration the day before we expect that all these people will stay local.

Our Goal

Our Goal is to educate, inform and allow our competitors and spectators to have a hands-on experience during this race. It is common that they will see our native water life such as the long fin eel (kuwharuwharu), the Short fin eel (hao). As well as this often sightings of our native river falcon (karearea), they will paddle past sections of riverbanks planted with ponga, kowhai trees, and other various nativeplants. Through this we hope for competitors to realise the beauty of this major part of our city. With a new understanding of this river competitors and spectators will tell their own personal experiences and share these with others.

The Future:

This event is only going to continue to grow. With the support of local and national clubs. We would like to expand this race into a longer distance combining with what use to be the 'Waikato 100' we plan to extend out over a longer stretch of the river heading to further distances of Ngaruawahia, Huntly and Mercer. With new development on the Waikto River in the City Centre we would like to create short distance races and possibly alternative showcasing new Ferry bank areas.

ACCOMMODATION

All accommodation will be marketed free of charge across our website and social media platforms.

We will be encouraging all competitors/ spectators to stay locally.

LOCAL FIRST

Where we can be using local and contractors and partners to support our event. As the event finishes in the Heart of Hamilton we will be promoting the use of local café/restaurants.

CULTURAL

We are working with Waikato Tainui and an Iwi liaison to provide our event with a blessing/welcome and share history of the Awa and the importance of the Awa to the community.

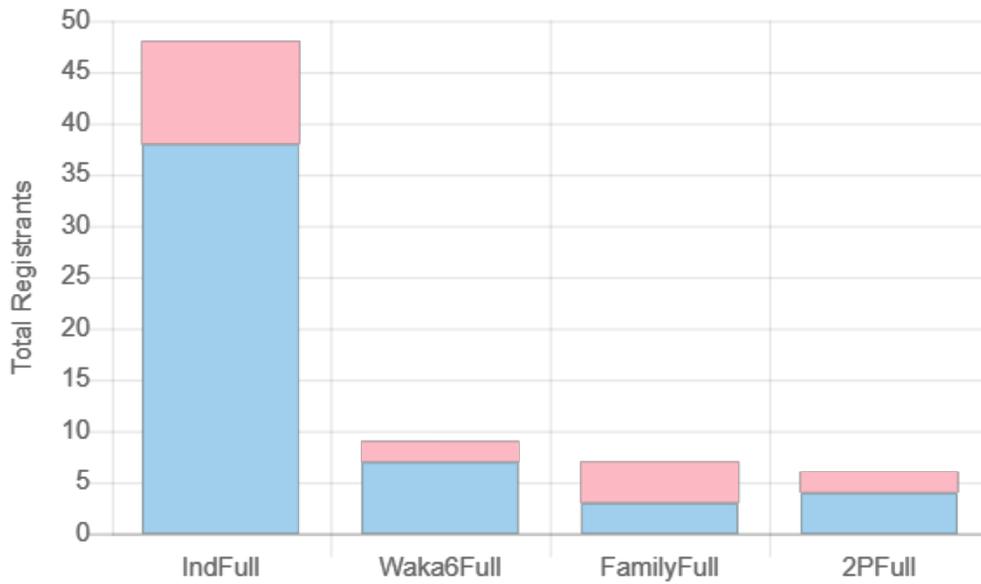
YOUTH PROGRAM

We are working hard with support of sponsor to provide youth options for racing. We have established two new classes especially for 'youth' divisions. Supplying equipment and safety allowing youth to compete in this event.

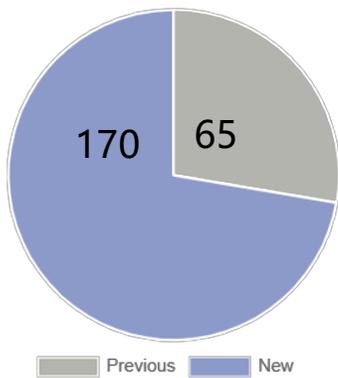


2021 Event Statistics

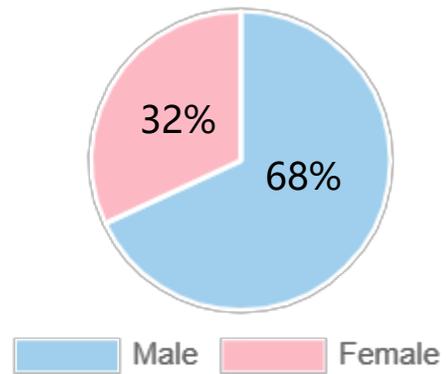
Division Registrations



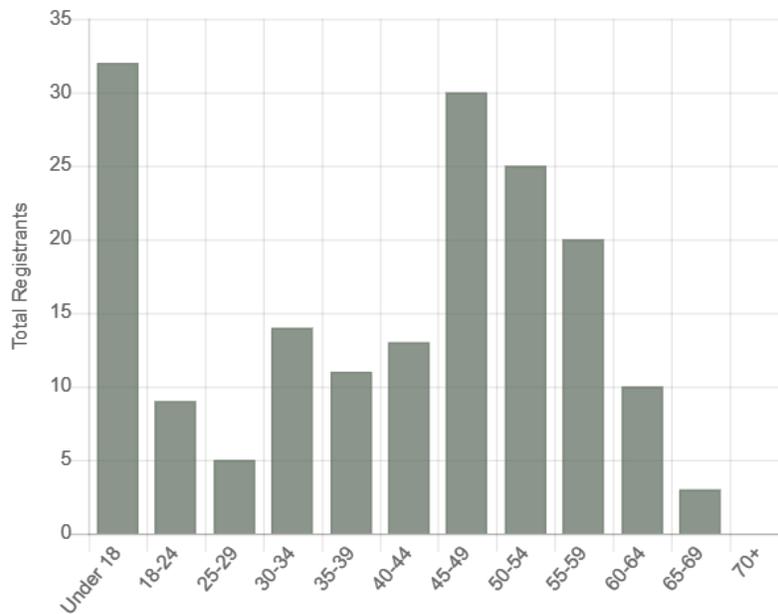
New Registrations



Gender breakdown



Age breakdown



Non Cash Contributions:

Organisation	Purpose
Surf life saving NZ	Health and safety
Waikato Rowing Association	Volunteers
Waikato regional Council	Harbour master
Hamilton Hawkes Marathon Club	Prize giving venue
Albert Court Motor Lodge	Accommodation provider
Brooklyn Motor Lodge	Accommodation provider
Ibis Hamilton	Accommodation provider
Abbots Hamilton	Accommodation provider
Lawrenson Group	Hospitality and Prizes
The Helm Hamilton	Hospitality and Prizes
Hayes St Common	Hospitality and Prizes
Harcourts Cambridge	Event Equipment
Viking Kayaks NZ	Spot Prizes
Stellar Kayaks NZ	Spot Prizes
Star kayaks NZ	Spot Prizes
Red Paddle Co NZ	Spot Prizes
Starboard NZ	Spot Prizes
Trek 'n' Travel Hamilton	Spot Prizes
Rocket Coffee Hamilton	Spot Prizes
Cycle Time Hamilton	Spot Prizes
Rasdex	Spot Prizes
Mission Kayaks NZ	Spot Prizes
Waikato River Care	Informational Equipment
Federated Farmers	Informational Equipment

Cash contributions:

Organisation	Purpose	Amount
Own funding Event Entries	Contribute to operation costs, medic, event health/safety	\$21000.00
Hamilton City Council	Event Coordinator Fee	\$5000.00
Gourmet Delicious	Profit share to contribute to operation costs	\$1000.00
Waipa District Council	Marketing and operation costs.	\$4000.00

Recognition of sponsors and partners:

Brand placement: Logos will be featured on all marketing collateral, including event website, and entry website, social media platforms Facebook and Instagram, event programs. We will display branded event equipment during the event.

Vocal endorsements: We will have an MC at the briefing and start of event as well as a MC speaking at through the duration of the finish. This finish runs over 2-3 hours. During these times this would include endorsements of our sponsors.

Online Presence: The Cambridge to Hamilton Paddle race Facebook page with a great following and has large following of National clubs sharing all posts we would include major sponsors/partners in these post with logos and direct tags. As well as through instagram which is directed to our younger paddlers who engage through sharing stories and posts on their own platforms.

Complimentary ticketing: Complimentary ticketing will be available to local councillors is available to Hamilton City marketing and comms team, Stuff and Waikato times photographer/editor, Hamilton Waikato Tourism Representative.



CLEAN and CLEAR for our WAI

Our event is promoting clean and healthy rivers. All competitors will be taking away all waste and will be encourage to collect any waste they spot during the event where it is possible for them to do so. All competitors will adopt the habits of CHECK, CLEAN, DRY to stop the spread!

We are teaming up with such organizations as Federated Farmers, Waikato River Care and the Waikato River Authority to push this message and to inform.

Protect our waterways.

CHECK CLEAN DRY

Event Contacts and Experience

Event Manager - Phoebe Clark

021823131

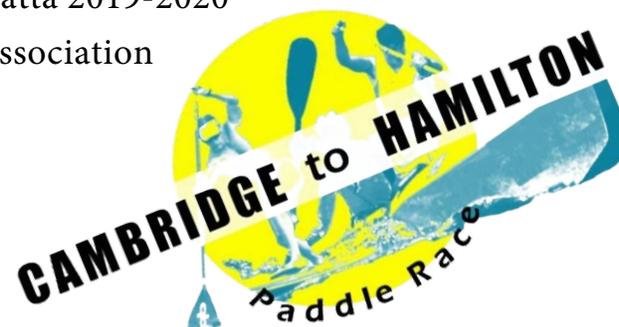
- Event Coordinator Hawkes Bay Chamber of Commerce
- Event Operations Manager for Mighty River Domain, Lake Karapiro 2018-2022
- Event Manager - Maungatautari Mission 2015-2020
- Event Manager Cambridge to Hamilton 2015-2022
- Event Coodinator - Waikato Super 12 Dragon Boat Regatta 2019-2020
- Club member - Waikato Dragon Boat and Waka Ama Association

RACE Director - Richard Clark

0272758724

theboatshed@xtra.co.nz

- Owner Operator - Boatshed Kayaks limited 25 years
- Race Director and Owner - Cambridge to Hamilton 15 years
- Race Director and owner - Maungatautari Mission 15 years
- 40 years experience in watersports, coaching and competing





WE THANK YOU FOR YOUR SUPPORT

**And we look forward to
working with you!**



www.theboatshed.net.nz