



**Dad Vail Regatta  
Schuylkill River  
Friday, May 7 & Saturday, May 8, 2010**

Now in its 69th year, Dad Vail is the largest collegiate rowing event in North America. Annually Dad Vail attracts tens of thousands of visitors and spectators to the banks of the Schuylkill River. Dad Vail is heavily advertised and promoted in the Philadelphia media.

- Philadelphia is the second largest city on the east coast and ranks fifth in the nation with a metropolitan population of 5.8 million.
- The economic impact of Dad Vail to the Philadelphia region is estimated at over \$14 million dollars.
- The Philadelphia region is home to forty-nine colleges and universities.
- Dad Vail's annual promotional budget is over \$100,000.

**Pricing:** On-site exposure ranges from \$2,500 depending on setup size.

**Attendance:** 4,000 rowers from 110 colleges & universities & 25,000 spectators

**Demographics:** college students, alumni, young adults and families

**Time:** 8-5pm including event setup at 8am.



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