

United States Rafting Association

2026 USA RAFTING NATIONALS

SPONSORSHIP
OPPORTUNITIES



Help us crown Team USA.

01

WHO WE ARE



*The USRA is the national governing body for raft racing in the United States.
We represent a community of raft racers and river-lovers.*

The United States Rafting Association (USRA) is a volunteer-run non-profit that enables competitive whitewater rafting in the United States. We are a founding member of the United Rafting Federation, the global governing body for raft racing on its pathway to Olympic inclusion.

The USRA's annual National Championships brings together teams from across the country — youth, open, masters, and para — to celebrate community, race, and select the athletes who will represent Team USA in International Competition including World Cups and World Championships.

Since this is still a nascent sport in the U.S. , we don't yet have big TV deals. We don't have million-dollar venues. What we have is passion, paddles, and a community that shows up. Sponsorship at any level helps keep entry fees low, supports athletes, and welcomes the next generation into this exciting global, elite sport.



GROW THE SPORT



INCLUDE EVERYONE



REPRESENT THE USA

02

THE 2026 NATIONALS

Three classic disciplines. One weekend on the water.



WHEN

August 13-15

Long weekend



WHERE

South Fork American River

Nugget Slalom Course



EVENTS

Sprint · Slalom · RX/H2H

Three classic disciplines



TEAMS

20+ teams

*Open / Youth / Masters
R4 and R2*

CHAMPIONS EARN A NATIONAL TITLE AND BECOME TEAM USA AT THE WORLD RAFTING CHAMPIONSHIPS

03

WHO COMES TO NATIONALS

A close-knit, multi-generational, deeply outdoorsy community

20+

TEAMS

5

DIVISIONS

100+

ATHLETES COACHES VOLUNTEERS & SPECTATORS



Tight-knit community

Athletes return year after year. Many compete with their kids or parents — multiple generations in one boat is normal.



Inclusive by design

Youth pathways, women-only categories, masters categories, para-rafting divisions. Every paddler welcome.



Outdoor brand-loyal

These are the people who actually buy the gear, shuttle to the river, and tell their friends about it.

04

WHERE YOUR SUPPORT GOES

Every dollar funds the race and athletes

50%

EVENT OPERATIONS

Safety crews, timing systems, gates, course setup, and insurance — the unglamorous essentials.

30%

AWARDS & MEDIA

Trophies, race photography, etc.

20%

TEAM USA SELECTION

Supporting the winning teams for participation at the World Rafting Championships.

05

WAYS TO SUPPORT

Four levels — every one of them makes a real difference

FRIEND \$500	SUPPORTER \$1,500	CHAMPION \$3,000	TITLE \$5,000
<i>Show your support</i> ■ Logo on sponsor banner at venue ■ Logo in printed program ■ Thank-you on social media	<i>Power a division</i> ■ Everything in Friend, plus: ■ Logo on event website ■ Sponsor a team	<i>Sponsor a race</i> ■ Everything in Supporter, plus: ■ Name a discipline ("Sprint presented by [you]") ■ Logo on race bibs ■ Logo on award jerseys	<i>Our lead partner</i> ■ Everything in Champion, plus: ■ Top billing on all event materials ■ Present winners' awards on podium

OTHER WAYS TO HELP

Cash isn't the only thing we need — in-kind support keeps our event running



GEAR & APPAREL

Athlete jerseys, volunteer shirts, hats, dry bags. We thank gear partners across all event channels.



PHOTO & VIDEO

Donate hours from your photographer or videographer. Credit on every photo we share.



FOOD & DRINK

Snacks for athletes, coffee for volunteers, food and drinks for the banquet — local partners welcome.



AWARDS & PRIZES

Trophies, raffle items, athlete prize packs. Your brand goes home with the winners.



VENUE & LODGING

Campground partnerships or river-access support.



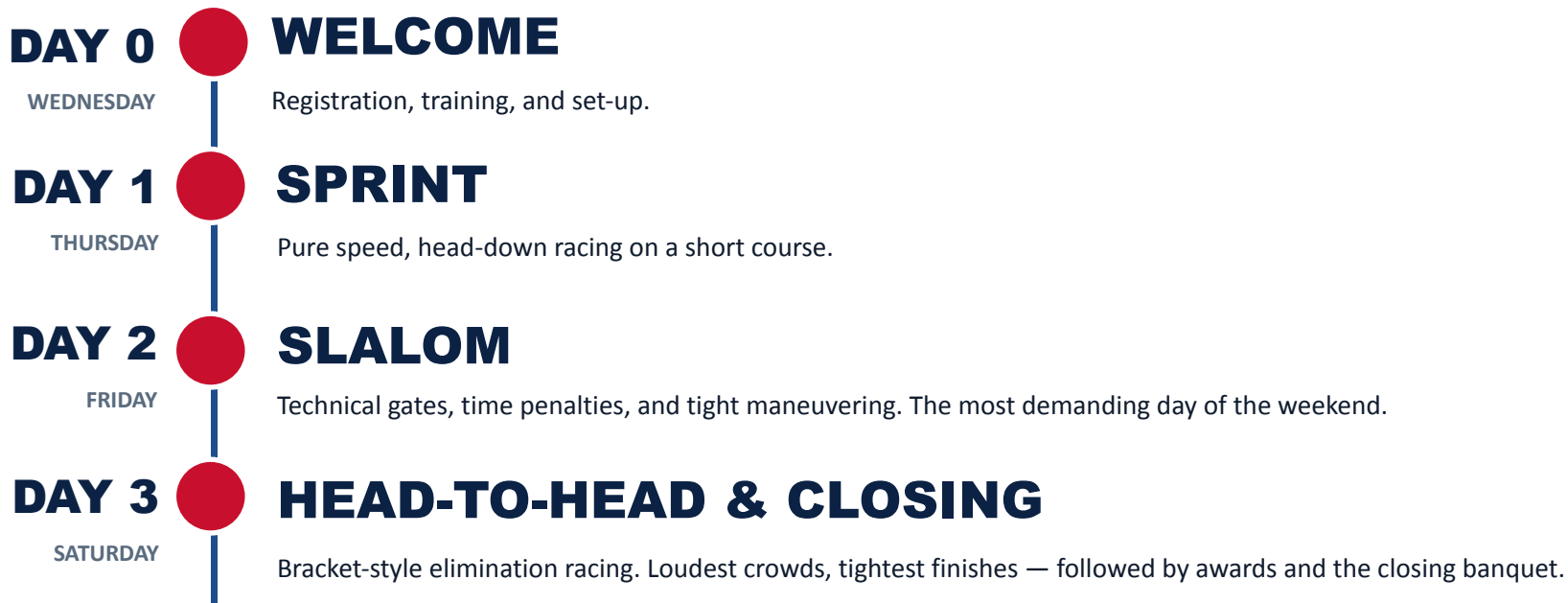
DESIGN A CUSTOM PACKAGE

Talk to us. If your business has something to offer, we'll find a way to make it work.

07

EVENT WEEKEND

Three days, three disciplines





FROM A PARTNER

Sponsoring USA Rafting Nationals isn't a marketing line item for us — it's how we give back to the community that supports our brand. The U.S. raft racing scene is still nascent, but globally the sport is huge, and these athletes go on to represent Team USA on the world stage. Every dollar helps them get there, which makes our logo on those jerseys mean something.

20+

TEAMS
SUPPORTED

100%

VOLUNTEER
RUN

501(c)(3)

TAX-DEDUCTIBLE
NONPROFIT



JOIN US ON THE WATER.

*Any level of support keeps teams paddling.
Thank you for considering it.*

HOW TO GET INVOLVED

1

Reach out

Email or call — we'd love to hear what you have in mind.

2

Confirm by July 10, 2026

Locks your logo onto printed materials and jerseys in time for race day.

3

See you at the river

We'll handle the rest. Bring your team, bring your camera.

Meghan Robertson

Sponsorship Coordinator · USRA

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