



CORPORATES & INSTITUTIONS

**BAHRAIN ROWING &  
CANOEING CENTRE**



## Welcome

Welcome to your first step in joining the *Bahrain Rowing & Canoe Centre (BRC)*.

This information pack will provide you with additional information about BRC, our membership packages and our goals.

BRC is a social enterprise that seeks to reconnect us to the sea, leverage our maritime resources and heritage, and most importantly create a community through sport.

**Working with corporates and institutions allows us to both meet our objectives and meet our community responsibilities in Bahrain.**

Our centre offers both water- and land-based activities but most importantly we wish to pass on the true values that rowing espouses to adults and students.

Corporates have long associated themselves with rowing due to the values it instills: sportsmanship, perseverance, dedication and team work.



## Corporates & Sports

Corporations have always been integral to the promotion of sport. And **sport has always provided a phenomenal platform for companies** to be associated with and be seen.

BRC at Bahrain Bay provides a fantastic location for employees to dedicate and pursue sport and further enhance team work on the water and back in the office. BRC actively works with companies to provide benefits through BRC access, team building and activation events.

Corporates can work with BRC to create unique events that attract a wide range of spectators and interesting opportunities for business, staff and clients.

In addition, our exclusive access to Bahrain Bay and our multiple high-impact events bring constant attention to the brands that associate with BRC, our social programmes, and our values.





*Rowing strengthens the balance, focus, determination, and dedication of all its athletes.*



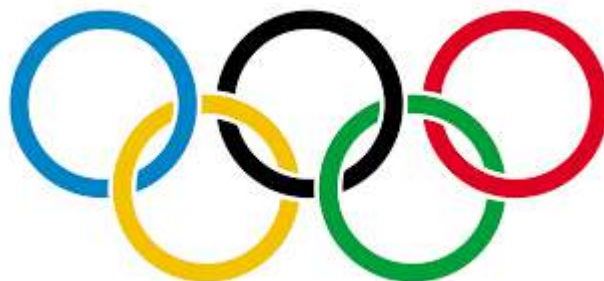
## Our Culture, Our Belief

- Our values are fully aligned with both FISA and Olympic traditions and we live by these...
- *Teamwork* – rowers work together towards one common goal
- *Fairness* – in the spirit of fair play, rowers show respect and true sportsmanship
- *Endurance* – experienced rowers pass on honoured traditions, values and shared experiences to future generations. Determination, hard work, and discipline is pivotal in this sport
- *Inclusiveness* – rowers form a united, supportive community, irrespective of race, gender, creed, age or ability
- *Environmental respect* – rowers respect and safeguard the water and marine life



*The values of rowing espouse dedication,  
teamwork, and fairness.*





## Focus & Funds

BRC is a home for amateur and professional athletes to learn, compete and contribute to a community.

The centre runs various sporting programs that encourage active and healthy living in a safe and professional environment.

**By working with corporations BRC can help bring exposure to our goals and values, and collectively put Bahrain on the sporting map.**

In addition, we work closely with university teams, National Federations, Community Rowing Organisations such as Community Rowing Inc in Boston USA, as well as various other organisations.

Most importantly, we work closely with the World Rowing Federation, FISA (Fédération Internationale des Sociétés d'Aviron) while completely embracing the values represented by the International Rowing Community.





## Exclusive & Central

BRC is located at *Paddle*, in the middle of Bahrain Bay promenade. The outlet will be surrounded by first-class hospitality outlets and the country's most iconic landmarks.

**We are the exclusive rowing operator in the bay - a protected area that ensures non-interfering traffic and controlled conditions on the water.** There is ample parking in the vicinity and purpose-built facilities for our users.

This prime location allows BRC to organise and host international events, offering world-class visibility to our local spectators while facilitating extraordinary levels of international exposure.





## A World Class Location

- World Class Architecture
- Multiple Hospitality Options
- Various Vantage Points
- Protected Water Ways
- Superb Retail, Food & Beverage
- Unique Real Estate mix in CBD





Photo Credit: Bahrain Authority for Culture and Antiquities

## History

**Our history is central to our identity and our aspirations.** Bahrain's ancient maritime heritage is rich, colourful, and deeply ingrained in our way of life.

Bahrain and indeed other gulf countries have held important positions as major naval outposts, trading centres, and as prized pearling grounds that gained fame all over the world.

Today, it continues to hold major naval significance, hosting the base of the US Fifth Fleet and the British Royal Navy.

At BRC our focus is not limited to the mere conservation of these roots, but also on cultivating them for us and for future generations. To that end, we work closely with authorities such as Bahrain Authority for Culture and Antiquities as well as other stakeholders.



*"In 1838, Lieutenant J. R., Wellsted, an officer in the British India service, underscored the prowess of Bahrain's maritime commerce capability. He reported that the fisheries of the gulf employed 4,300 boats, manned more than 30,000 men.*

*Of these boats, 3,500 were from the Island of Bahrain, 100 from the Persian coast, and the remaining 700 from the Pirate Coast situated between Bahrain and the entrance to the Gulf of Oman." Lieutenant Wellsted estimated the value of the pearls secured annually as approximately 400,000 British pounds, which is somewhat less than the average value of the output in recent years."*

- Washington Globe, Washington, D.C., August 13, 1839

# Core Activities

BRC offers a variety of sub disciplines of rowing and canoeing:

## *Rowing*

We offer guidance and training to all athletes, professionals and beginners, passing down the principles, values, and techniques of the sport. We have a fleet of various boat sizes in scull and sweep format for Olympic and coastal rowing. We work closely with FISA regulations and standards.

## *Dragon Boat*

Popular in South East Asia, Dragon Boats are excellent for team building. This thrilling form of canoeing which is quick to learn. Each boat will initially hold 10 rowers and 1 drummer in the front to set the pace. Highly popular across the world, dragon boat racing offers a fun, exciting and very competitive activity to all. IDCF is the governing body for Dragon Boat

## *Canoeing*

Professional canoeing brings a twist to the traditional rowing format and allows each individual to perfect their own different style and technique. Our soon to arrive canoes will allow you to explore the open sea and perform under all type of weather conditions. IDBF is the governing body for canoeing and its various disciplines.

## *RP3 Rowing*

For those who feel like training on land or indoor, our RP3 machines are considered the best dynamic rowing simulators in the world with full mobile integration and tracking. The RP3 is used by elite country and varsity teams.





# What to Wear & Bring

**BRC exercises a strict attire policy with your safety and comfort in mind.**

This includes wearing snug, well fitted clothes to avoid getting caught in the rigging and ensuring BRC is presentable like any reputable team.

You can either wear a white t-shirt with black shorts or leggings, or BRC approved outfits that can be specific to your personal, academic or corporate team.

BRC also offers a range of apparel and merchandise to choose from.



- Wear proper snug clothing
- Wear comfortable sneakers or special rowing footwear
- Bring an extra pair of socks as these will get wet
- Stay hydrated and bring a water bottle with you
- Do not forget your sunscreen and sunglasses or a cap

All members have access to onsite locker rooms and hot showers.



BRC stocks high-performance customised gear exclusively for our members. We use the best manufacturers incorporating cutting-edge sports performance material.

**We can also create unique team jerseys and gear for your company,** instilling a sense of pride and team unity to your company team.

**Merchandise**



## Develop & Protect

With the support of our sponsors and partners, our funds are channeled towards the development and social responsibility programmes to provide a positive impact on our society and environment.

**Our development programmes are focused on 5 key areas:**

1. Children & Academic Institutions
2. Para-athlete Development
3. Elite Athletes from Low-Income Households
4. Water Protection & Conservation
5. Gulf Maritime Heritage





## Upcoming Projects

- BRC has an active future program of corporate regatta, events and team building capabilities.
- We aim to bid for regional and international events and competitions on both land and water.
- Building an additional boat storage facility and eco-friendly clubhouse (with an indoor gym) based on sportsmanship, and community.
- Organising training sessions, specialised clinics, and activation events for sponsors and corporate entities.



# The BRC Team

## Head Coach – Anis Jouini

Our BRC team is be led by qualified Head Coach Anis Jouini. He has multiple achievements both as coach and professional rower.

- Former coach of the Libyan and Tunisian National Rowing teams
- Numerous international titles such as gold medal JW2 and JW1 at the Olympic Games Qualification in Egypt 2013.

With Anis training and leading our athletes, we are certain that their full potential will be met and raw talent will be honed.



## Assistant Coach – Raja Mansour

Raja is a young and accomplished rower and trainer. She is a fully qualified FISA instructor and has worked with adults, children and directly with academic institutions.

She has an astounding reputation as rower, with over 60 medals in international championships all over Africa, Europe and the Middle East.

Gold Medal in Woman's Coxed Octuple Scull (W8x+)-Rhone Alpes Cup- Aiguebelette France- March 2014.

Gold Medal in Woman's Double Scull (W2x)-International Rowing Regatta Macon May 2011.

Rank 2 Final C in Lightweight Women's Double Scull (LW2x) - 2011 Under 23 World Rowing Championships - Amsterdam, Netherlands.



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**Additional References & Trainings Can Be Provided for our Coaches.**

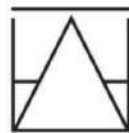
## Our Founders & Friends

**The founders of BRC sought to introduce a centre that is open to all;** that honours Bahrain's cultural affinity and heritage to the sea, and that supports the community through sport. A place that celebrates individual dedication and team talent; and to highlight the natural beauty of the Gulf. BRC is the platform that was created to achieve this and to ultimately develop champions and a sustainable community.

In order to reach our vision, support our communities and develop sustainable and educational programmes, we collaborate with numerous respectable and valued sponsors and partners.

**We encourage organisations and corporations to reach out to us to discuss how we can fulfill shared visions and objectives together.**

SUMMIT 7



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**world  
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Sponsors





## Our Partnerships

BRC is proud to highlight our partnership with CRI Boston.

Our key alliance partner, Community Rowing Inc. (CRI) was founded in 1985 as a non-profit organization dedicated to the belief that the sport of rowing provides unique opportunities to promote personal and community growth through teamwork, discipline, and physical fitness. CRI is committed to making these opportunities available to all. **CRI has become one of the largest rowing programs in the United States**, with more than 5,000 people rowing with us annually.

Located on the Charles River, an internationally recognized attraction for rowing and a gem within the Massachusetts park system, CRI was the first public rowing club in Boston and remains one of the largest in the United States. CRI is committed to its mission of enriching the greater community and provides broad-based programs for youth and adults of all skill levels—from novice to elite.

**Since its inception 26 years ago, CRI has provided education and training for more than 25,000 people**, including:

Youth (boys and girls) from local high schools

Individuals with special needs such as sensory and mobility disabilities from Perkins School for the Blind and other institutions

Adults of all levels of ability through recreational and competitive programs

Olympians and National Team Rowers

National Champions in Women's, Men's, and Girls' Competitive teams

A reputation for excellence and outstanding accomplishments in the sport has made CRI the place to learn to row in the Boston area and a model for similar programs nationally.



## Government Entities



We are developing domestic regattas and building up to bring-home world class regattas to Bahrain.

If you want to collaborate with us, sponsor or develop a team or regatta we would be happy to work together.

## Finance



Finance has always been associated with rowing from varsity regattas to major rowing events. Major companies have sponsored teams.

Want to do the same?

## Large & SMEs



Create a culture of team-work in the office and outside.

Compete the with your peers in the market and on the water.

Get Involved

## How to Get Involved

BRC works with both public and private companies both in Kingdom of Bahrain and in the Kingdom of Saudi Arabia, to develop their sporting capabilities, boost staff morale, and providing unique sponsorship and branding opportunities.

Rowing requires a few dedicated and competitive individuals to create a team and Bahrain has a pool of obvious competing teams, in the defence forces, commercial and educational sectors.

BRC can actively leverage this competitive spirit to create unique events that eventually become tourist attractions and competitive events in their own right.

**We can work with your company** and take on the responsibility of training, providing equipment and hosting regattas locally, regionally and internationally.

We also have numerous opportunities within our development programmes for staff to contribute and volunteer as part of your Corporate Social Responsibility Program.

Our coaches are certified and trained to develop talent. We welcome you to **come and speak to us about our sponsorship opportunities, our CSR programmes, and, what we can do for you.**



## Re-Ignite Your Team

BRC works with companies to create **fully customised team building sessions**, inter-departmental and subsidiary competitions and client events. Additionally, our location gives companies a unique space for product launches, activations, company soirees, or just a fun and rewarding day-out.

We work closely with our neighbouring partners to create unique team building opportunities that meet your company objectives. Here is an example for a major foreign blue-chip company:

1. 11 am      Company Presentation at Arcapita Auditorium + Motivational Speaker
2. 12.30      Lunch at Four Seasons Hotel
3. 2pm        Teams Formed and Begin Land Based Team Building Sessions/Games.
4. 3:30pm    Dragon Boat Briefing & Practice
4. 4:15       Team Dragon Boat Races
5. 5:30       Teams Convene at V Lounge-Four Seasons for Final Scores & Pictures
6. 6pm        Company Informal Cocktails
7. 8pm+      Teams Breakout and Enjoy Manama. Accommodation at Four Seasons/Wyndham Grand





For more information about our academic membership or other inquiries, please do not hesitate to contact us.

Website: [www.bahrainrowing.org](http://www.bahrainrowing.org)

E-mail: [row@bahrainrowing.org](mailto:row@bahrainrowing.org)

Facebook: [www.facebook.com/bahrainrowing/](http://www.facebook.com/bahrainrowing/)

Or feel free to stop by our club at Bahrain Bay!

**Contact Us**



**CORPORATES & INSTITUTIONS**

**[bahrainrowing.org](http://bahrainrowing.org)**

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