



2026 IMPACT REPORT

THE PHILADELPHIA INDOOR CLASSIC
HOSTED BY PHILADELPHIA CITY ROWING



OUR COMMUNITY IN ACTION

Dear Valued Supporters,

The Philadelphia Indoor Classic experienced significant growth in 2026, with **participation increasing by 80%** and **sponsorship support growing by more than 400%**. The event drew athletes from nine states, welcomed hundreds of spectators and volunteers, and featured record-setting performances.

Beyond the numbers, what stood out most was the energy in the room. From first-time middle school racers to experienced athletes chasing personal bests, the Indoor Classic brought together a wide range of participants in a way that felt competitive, welcoming, and genuinely fun.

This level of growth is only possible because of the people behind it. Athletes showed up ready to compete and support one another. Volunteers kept the event running from start to finish. Our partners and sponsors made it possible to deliver an experience that was accessible, high-quality, and reflective of the community we are building at Philadelphia City Rowing.

Philadelphia City Rowing is a free, year-round youth development program serving Philadelphia public school students. Using rowing as the entry point, PCR provides academic support, mentorship, and opportunities beyond the water. Support from the Indoor Classic directly funds tutoring and SAT prep, college and career advising, mental wellness programming, transportation, meals, and access to equipment and competition. These investments lead to meaningful outcomes, including a **100% high school graduation rate** and **98% of seniors continuing on to college**.

With demand for both the event and our programs continuing to grow, we are just beginning to realize what the Indoor Classic can become. We are deeply grateful to everyone who made this year possible and to the partners and supporters helping us expand this impact.

Sincerely,



Caitlin Mance
Executive Director
Philadelphia City Rowing



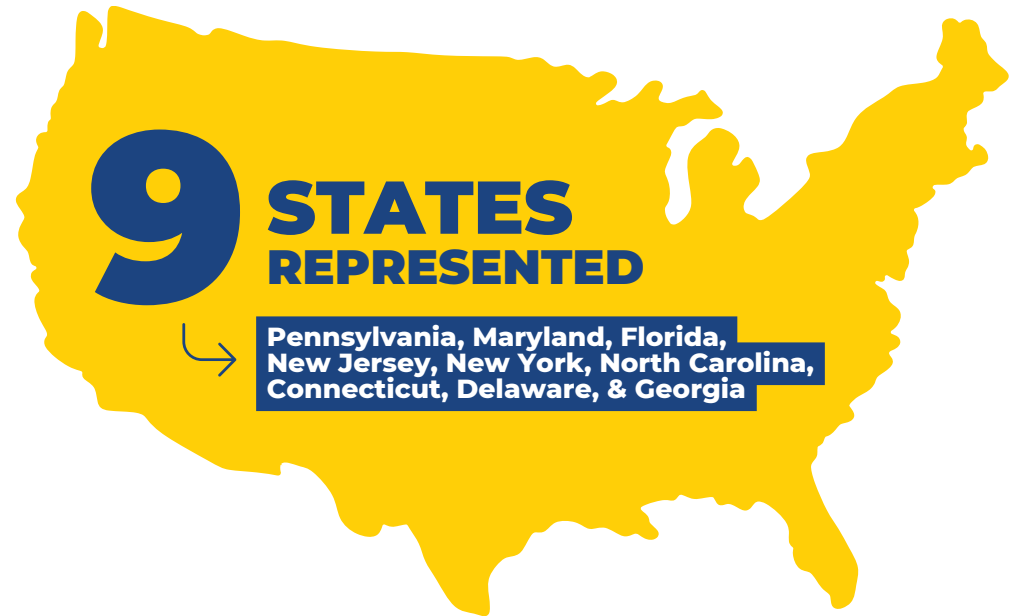
EVENT ATTENDANCE & COMPETITORS

The **Philadelphia Indoor Classic** brings together athletes, spectators, and community partners for a competitive indoor rowing event that supports Philadelphia City Rowing and our free youth development programs. In just its second year, the event has already grown significantly in both participation and community engagement.



Growth from 2025 to 2026:

- +80% ENTRIES
- +61% CLUB PARTICIPATION
- +40% SPECTATORS
- +4 STATES REPRESENTED



2026 BY THE NUMBERS

29 clubs · **275** competitors
6 distances · **40+** volunteers
400+ spectators

“Great organization putting on a community-filled and community-driven event for a great cause.”



– Masters 2k Competitor



SOCIAL MEDIA & DIGITAL REACH

Expanded Promotional Window

This year, we began promoting the event earlier and expanded promotion of the event by using **short-form video**, increasing **collaborative posting**, and featuring **event-related stories** through *Rowing Pieces*, PCR's student-run podcast.

Digital-Focused Event Features

We prioritized creating a shareable event experience, with **three photographers**, as well as programming designed for visual engagement, including the **PME Drumline with Philly Elmo**, **Media Relay Cup**, and Buster, the **Jersey Shore BlueClaws mascot**.



Our **three event photographers** shared **1000+ free photos** with participants.

SOCIAL MEDIA STATS

400,000+ total views

107,000+ accounts reached

4,700+ shares and reposts

(During the **90-day promotional window** across Instagram, Facebook, and LinkedIn)

“It's more of a party than an erg race. Also plenty of photographers are great for promoting the event on Strava.”



– Open 2k Competitor



REVENUE & FINANCIAL IMPACT

The 2026 Philadelphia Indoor Classic expanded its sponsorship base, with total financial sponsorship support increasing by **more than 400%** since 2025.

The event was further supported through an expanded network of in-kind partnerships. Contributors provided food for participants, on-site vendor support, and race prizes. **Gentle Giant Moving Company** was the official moving partner. Additional in-kind sponsors, including **NK Sports, Ali's Wagon,** and **Head of the Schuylkill,** enhanced the overall event experience while strengthening community engagement.

These partnerships allowed PCR to direct a greater share of event revenue to support student-athlete programming.



\$25,325

**NET REVENUE RAISED
FOR PCR PROGRAMMING**

9 Cash Sponsors • **31** In-Kind Partners
12 Returning Sponsors & Partners



THIS REVENUE SUPPORTS:

- **150+ hours** of academic support, including tutoring and SAT prep
- **20+ hours** of enrichment programming
- **15+ hours** of swimming and water safety
- **12 regattas**, including entry fees and travel

DRIVING THESE PROGRAM OUTCOMES:

- **100%** of PCR seniors graduate on time
- **98%** of PCR graduates enroll in college
- **100%** of PCR high school rowers are active for 60+ minutes on 5+ days each week
- **420+** students participate in PCR annually



KEY EVENT FEATURES



Entertainment

The crowd-favorite PME Drumline and Philly Elmo returned for the second year, performing just before the youth 2K races. Their performance was repeatedly mentioned by participants as a highlight of the event.



Food & Drinks

Food and drinks for competitors and volunteers were provided through donations from multiple sponsors, including Wawa, Weaver's Way, and Brown's Chef's Markets. Playa Bowls and Many Hands Coffee also operated on-site.



Distance Prizes

Distance event winners chose from 46 different prizes donated by 27 businesses, artists, and rowing events. This created a fun opportunity to highlight small businesses, artists, and regattas within the rowing community.



“Great location. Food was awesome. Love that drumming! Easy parking. Great vibe.”



– Masters 2k Competitor

“It was a very cool way to see the rowing community come together. I thought prizes donated by all kinds of organizations shows your reach into all parts of the community.”



– 10k Competitor



MEDIA RELAY CUP

The **Media Relay Cup** is a new event that brings local media representatives and PCR student-athletes together on the same team, turning coverage into participation through a shared race experience. Teams completed a 2500-meter relay, with each athlete rowing 500 meters. Noel Davis, founder of Paris Fit LLC and Philadelphia Magazine's 2023 Best Trainer, led her team to win the inaugural Media Relay Cup.



Key Outcomes:

- Positioned media as **participants**, not just observers.
- Integrated **two local news stations** and **two Philadelphia-based influencers** alongside PCR student-athletes.
- **Established a repeatable model** for converting media exposure into participation.
- **Strengthened relationships with media partners** through direct, on-site collaboration.



OTHER 2026 HIGHLIGHTS

This year, we introduced **three new race categories** to expand participation and competition.

Middle School 1k

Our middle school 1k was the largest race of the day, with 89 total entries, including competitors from five states. This race highlighted the exciting growth of middle school rowing.

Marathon Races

This year, we introduced the marathon and half marathon categories, with both individual and relay options, providing a new opportunity for participants to compete in longer distance events.

Commodore's Cup

The Commodore's Cup is a club relay that adjusts for age and racing category so teams can compete head-to-head, creating a more balanced and competitive format for clubs.



FEEDBACK FROM EVENT PARTICIPANTS

"I would for sure recommend this event to others. I would say it is a welcoming environment. I'd mention how competitive it is, but in a healthy way. Everyone was super kind and cheered on those who finished later."

★★★★★ – Youth 2k Competitor

"The community was amazing, there were so many events, and the prizes & vendors were great."

★★★★★ – Youth 2k Competitor

"I loved seeing so many people come from all over, including families traveling across several state lines to compete together."

★★★★★ – Event Spectator



Two Record-Setting Marathon Performances

Two of Philadelphia's local national team members set new indoor rowing records in the individual marathon. **Avery Ericksen** set a women's **WORLD RECORD** in 2:42:18.3 (1:55.3/500m). **Thomas Phifer** set a men's **AMERICAN RECORD** in 2:23:03.7 (1:41.7/500m).

Both Avery and Thomas stayed after their races to sign autographs and chat with youth participants.

ABOUT PCR

What is Philadelphia City Rowing?

Philadelphia City Rowing (PCR) is proud to provide the only free rowing program in the city dedicated to public school students. Our year-round programming serves more than 420 students annually in grades 7-12.

Our Vision

Together, we're creating a diverse, equitable, and transformative environment for Philadelphia's youth to define and build their future.

Our Mission

PCR creates a unique, comprehensive, and free after-school enrichment experience for young people in the school district of Philadelphia by offering a mix of competitive rowing, academic mentorship, and wellness education.



More than a sport.

For over 16 years, the **PCR model** has been a **proven solution** for Philadelphia public school students.

We go beyond just sport, addressing:



Physical Wellness

Mental health support, nutrition education, and swim lessons



Academic Support

Tutoring, SAT prep, and post-secondary advising



Social & Career Development

Student leadership roles, career exploration, paid internships, and workforce readiness training

Our results and impact:

100% of seniors graduate on time (vs. 75% of seniors in the district)

98% go on to post-secondary education (vs. 48% of students in the district)

30% go on to row in college

80% of youth return year after year

97% of youth feel safe at PCR and would recommend PCR to a friend (vs. 68% nationally among youth in out-of-school programs)

STAY CONNECTED WITH PCR

CONTACT INFORMATION

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SOCIAL MEDIA

Instagram ▶ @philadelphiacityrowing
Facebook ▶ facebook.com/philadelphiacityrowing
YouTube ▶ youtube.com/@philadelphiacityrowing5001
LinkedIn ▶ linkedin.com/company/philadelphia-city-rowing

OUR WEBSITE

www.philadelphiacityrowing.org



THANK YOU TO OUR 2026 PARTNERS!

