

Sponsorship Opportunities for the 14th Annual Thunder Bay Dragon Boat Festival

Platinum - Presenting Dragon Sponsor \$10,000

- Presenting sponsor exclusivity
- Sponsor Name associated with identity of the festival
 - * to be known as the "Sponsor's Name" Thunder Bay Dragon Boat Festival
- Complimentary Team Entry for the Festival
- Prominent promotion location in all advertising—TV, radio, print, website
- Logo and Name present in three 1/4 page festival print advertisements
- Mention in a minimum of 300 radio spots
- Acknowledgement in one 1/2 page post-festival thank you print advertisement
- Naming rights of the race finish line area, or optional Dragon Lair (beer tent)
- Naming rights to final competitive "A Final" division, including presenting sponsor trophy
- Access to VIP area in Dragon's Lair and seats in the LCC balcony overlooking the race course
- Sponsor's name included in tag line rotation throughout the event (Friday and Saturday)
- Participation in opening and closing ceremonies
- Full page ad or message in festival program
- Invitation to participate in festival media launch (early April)
- plus all promotional events and sponsor information booth at festival
- Recognition on website for one year

Sponsorship Value \$22,000

Promoting Healthy Communities

