

# Sponsorship Opportunities for the 14<sup>th</sup> Annual Thunder Bay Dragon Boat Festival

## **Gold** - Supporting Festival Sponsor \$5,000

- Exclusive Supporting Festival Sponsor Recognition
- Complimentary Team Entry for the Festival
- Sole secondary 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 150 radio spots
- Acknowledgement in one 1/2 page post-festival thank you print advertisement
- Naming rights of media and race logistics area
- Access to VIP area in Dragon's Lair
- Naming rights to final competitive "B Final" division, including supporting sponsor trophy
- Sponsor's name included in tag line rotation throughout the event (Friday and Saturday)
- Participation in opening and closing ceremonies
- Half page ad or message in festival program
- Invitation to participate in festival media launch (early April)
- Supporting GOLD sponsor information booth at festival
- Recognition on website for one year

Sponsorship Value \$11,000

## **Building Partnerships**

