

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

## Silver - Coaches Choice Sponsor \$3,000

- Festival Sponsor Recognition
- Distributed promotion location in all advertising — TV, radio, print, website
- Logo and Name present in two 1/4 page festival print advertisements
- Mention in a minimum of 100 radio spots
- Acknowledgement in one 1/2 page post-festival thank you print advertisement
- Naming rights of paddler's tent city
- Access to VIP area in Dragon's Lair
- Naming rights to final competitive "C Final" division, including supporting sponsor trophy
- Sponsor's name included in tag line rotation on Saturday
- Participation in opening and closing ceremonies
- 1/4 page ad or message in festival program
- Invitation to participate in festival media launch (early April)
- Recognition on website for one year

Sponsorship Value \$7,000

## Continuous Learning

