

Sponsorship

Family of Dragons

Festival

August 12, 2017



Dragon Boat Races
Supporting Youth Development

Family Of Dragons Festival

Giving Back

Celebrating 19 Years of Service to Others by:

Providing Affordable Youth Paddlesport Programs

Promoting Healthy & Active Lifestyles

Taking Time to Play with Family, Friends, & Employees

Showcase Your Business Pride & Community Spirit

Attract the Attention of Thousands of Paddlers & Spectators

Broadcast Your Message of Support



Building Community

Boulevard
Lake

Your Corporate Identity

Event Name

Family of
Dragons
Festival

. Race
.. Feast
... Play

The
dragon will
awake
2017
August 12

www.paddlesport.org



Our Supporters

Along with our **Presenting Sponsor**
....which could be your community-minded company

are
hosting
the 19th

Family of Dragons Festival

We would be
honoured to see
your company name
and logo
everywhere!

August 12, 2017



Media



tbnewswatch.com

Sponsorship of the

Your Logo & Event Name

Platinum

Family of Dragons Festival

- Our 2017 Presenting Sponsor \$5,000

- Presenting sponsor exclusivity
- Sponsor Name associated with identity of the festival
 - * to be known as your "Corporate Name" Family of Dragons Festival"
- Complimentary Team Entry for the Festival
- Prominent promotion location in all advertising—TV, radio, print, website
- Logo and Name present in one 1/4 page festival print advertisements
- Mention in a minimum of 100 radio spots
- Acknowledgement in one 1/4 page post-festival thank you print advertisement
- Naming rights of the race finish line area, or optional Dragon Lair
- Naming rights to final competitive "A Final" division, including presenting sponsor trophy
- Sponsor's name included in tag line rotation throughout the race event
- Participation in opening and closing ceremonies
- Full page ad or message in festival program
- Invitation to participate in festival media launch
- plus all promotional events and sponsor information booth at festival
- Recognition on website for one year



Sponsorship Value \$12,000
Promoting Healthy Communities



Sponsorship Opportunities for the 19th Annual Family of Dragons Festival

Gold - Supporting Festival Sponsor \$2,500

- Exclusive Supporting Festival Sponsor Recognition
- Complimentary Team Entry for the Festival
- Shared secondary promotion location in all advertising—TV, radio, print, website
- Logo and Name present in three 1/4 page festival print advertisements
- Acknowledgement in one 1/4 page post-festival thank you print advertisement
- Naming rights of media and race logistics area
- Naming rights to a competitive “Consolation” division, including supporting sponsor trophy
- Sponsor’s name included in tag line rotation throughout the event (Saturday)
- Participation in opening and closing ceremonies
- Half page ad or message in festival program
- Invitation to participate in festival media launch
- Supporting GOLD sponsor information booth at festival
- Recognition on website for one year

Sponsorship Value \$6,000



Building Partnerships

Sponsorship Opportunities for the 19th Annual Family of Dragons Festival

Silver - Coaches Choice Sponsor \$1,000

- Festival Sponsor Recognition
- Distributed promotion location in advertising — TV, radio, print, website
- Logo and Name present in two 1/4 page festival print advertisements
- Acknowledgement in one 1/4 page post-festival thank you print advertisement
- Naming rights of paddler's tent city
- Naming rights to a competitive "Consolation" 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
- Recognition on website for one year

Sponsorship Value \$2,000

Continuous Learning



Sponsorship Opportunities for the 19th Annual Family of Dragons Festival

Bronze

- Steersman Sponsor \$500

- Festival Sponsor Recognition
- Distributed promotion in advertising — TV, radio, print, website
- Logo and Name present in two 1/4 page festival print advertisements
- Acknowledgement in one 1/4 page post-festival thank you print advertisement
- 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
- Recognition on website for one year

Sponsorship Value \$1,000



Laying a course *for others to follow*



Sponsorship Opportunities for the 19th Annual Family of Dragons Festival

Friend - Paddler Sponsor \$250

- Festival Sponsor Recognition
- Distributed promotion in print, website
- Acknowledgement in one 1/4 page post-festival thank you print advertisement
- Sponsor's name included in tag line rotation twice on saturday
- Mention in festival program
- Reduced listing on website for one year

Sponsorship Value \$500



a member of the team



When we get involved we make a statement



Why We Paddle

- Without a doubt, it is one of the most fun team activities you can have on the water with 21 of your friends, co-workers, and family.
- The health benefits are undeniable for every age, of any ability; mending bodies, souls, and spirits.
- It is impossible not to generate a pride of association and accomplishment, while being swept away by a wave of excitement.
- Our participation and fund raising efforts give back generously to worthy charities that serve our communities selflessly; improving the quality of life for all of us.



Why We Sponsor

- Every community needs leaders; individuals that share a vision and purpose that shapes our future.
- We take pride in bringing awareness of our products or services to thousands of participants and spectators.
- A festival is a logical time to celebrate with our employees, clients, customers, and neighbours; thanking them for their loyalty and patronage.
- Sponsorship creates possibilities; enabling many that would otherwise never have the opportunity to belong to a team, and experience winning on so many levels.

Your Sponsorship Contact

Name: _____

Phone: _____

Email: _____

Fax: _____



www.paddlesport.org