Calgary Dragon Boat Race & Festival

Sponsorship Package 2019

The Calgary Dragon Boat Society is pleased to offer an opportunity to support the Dragon Boat Season, an auspicious year, the Year of the Pig. The sponsorship levels available are designed to give maximum benefit for your investment during the entire season via the following activities;

May to September – Dragon Boat Practice Season
June 19 – AGM & Dragon Boat Festival Banquet Celebration
August 9, 10, 11 – Calgary Dragon Boat Race & Festival

The **Dragon Boat Practices** are scheduled to begin on May 1st and end on September 30th (weather permitting). Practices are held on evenings from Monday to Friday, and all day Saturday and Sunday, with five boats available each day. During the practice season, over 500 athletes are out and about paddling getting ready for the festival.

Through Dragon Boat Practices are a great way for participants to experience the sport and truly gain an appreciation of what it means to “pull-together".

For organizations, this is an opportunity to try dragon boating in a fun and exciting environment. Coaches and Steerspeople are available to help new teams.

A **Banquet Celebration on June 19th, 2019** will celebrate the Duanwu Festival, also known as Dragon Boat Festival and is traditionally celebrated on the 5th day of the 5th month on the Chinese lunar calendar or June 7th, 2019 according to the Gregorian calendar. Duanwu Festival has a long history in China, originating over thousands of years ago. This banquet is expected to serve volunteers, sponsors, dignitaries and honoured guests to a traditional Chinese 10 course meal and cultural learning experience.

The **Calgary Dragon Boat Race & Festival** on August 9, 10, 11, and is expected to draw over 1500 registered paddlers over the two days from across Western Canada. Along with the competitors, it is expected that over 4000 spectators including volunteers, officials, sponsors, dignitaries and honoured guests will also attend the event.

The Calgary Dragon Boat Society is looking forward to working with you to make our partnership a success, and ensuring your investment and sponsorship is maximised.

For more information or inquiries about sponsorship;

Danny Ng, Director
email: info@calgarydragonboatsociety.com
Website: www.calgarydragonboatsociety.com

Sponsorship Categories and Benefits	Title	Gold	Silver	Bronze	Community	Media	Dragon Boat
Sponsorship Investment (Cash Contribution)	$10,000	$5,000	$3,000	$1,800	$500		$18,000
Sponsorship "In-Kind" Contribution Value	$30,000	$15,000	$10,000			>$8000	
Opportunities Available	1	3	5	8	∞		5
Media Profile							
Naming Rights & Logo placement on Dragon Boat (3 seasons)							√
Acknowledgement as Presenting Sponsor on all Media Ads	√						
Acknowledgement as Sponsor on Print Ads	√	√					
First Right of Refusal for future event	√	√					√
Special Acknowledgement of your significant contribution to community	√	√					√
Acknowledgement as Sponsor on CDBS Letterhead	√	√	√			√	√
Acknowledgement as Sponsor on Website	√	√	√	√	√	√	√
Dragon Boat Festival Banquet							
Complimentary tickets at VIP Table	4	2					
Complimentary tickets at a table in preferred seating area	10	5	3	2	1	2	10
Poduim Role at Banquet Opening Remarks	√						√
Ability to provide dinner guests with marketing materials	√	√					√
Logo on dinner program, tickets & poster	√	√	√	√			√
Acknowledgement at Opening and Closing Remarks	√	√	√	√	√	√	√
Dragon Boat Race & Festival (2 days)							
Complimentary Team Registration Race	1						1
Complimentary Tickets to VIP Viewing Area	10	5	3	2	1	2	10
Complimentary VIP Parking Passes	2	1				1	1
The right to tie-in special promotions during festival event	√					√	√
Poduim Role at Race & Festival Event	√						√
Race Cup engraved with your Company Name and opportunity to present to race winners.	√						
Opportunity to supply product or literature in Team Registration Kits	√	√					√
Opportunity to setup display at Promo Tent	√	√				√	√
Logo on Festival Event Poster	√	√	√			√	√
Banner Placement at VIP Clubhouse Area	√	√	√	√		√	√
Banner Placement Festival Tent Area	√	√	√	√	√	√	√
Event day acknowledgement from opening and closing remarks	√	√	√	√	√	√	√

Sponsorship Agreement

between

and

Company Name		
Contact Person		
Address		
City/Province	Postal Code	
Phone	Cellphone	Fax
Email	Website	

please select your sponsorship level

	☐	☐	☐	☐	☐	☐	☐
Check Box	**Title**	**Gold**	**Silver**	**Bronze**	**Community**	**Media**	**Dragon Boat**
Cash	$10,000	$5,000	$3,000	$1,800	$500		$18,000
In-Kind	$30,000	$15,000	$10,000			>$8000	

Sponsor Authorization Signature / Date	CDBS Authorization Signature / Date	Amount Received