



# Calgary Dragon Boat Race & Festival August 9, 10, 11, 2024

North Glenmore Park  
[www.calgarydragonboatsociety.com](http://www.calgarydragonboatsociety.com)  
 #paddlesupYYC



**FREE ADMISSION**  
**KIDS PLAY ZONE**  
**VENDORS and FOOD TRUCKS**  
**BEER GARDENS (family friendly)**  
**CULTURAL ENTERTAINMENT**  
**BICYCLE PARKING ONSITE**  
**FREE FESTIVAL PARKING & SHUTTLE BUS**  
 at Mount Royal University

**MARKETPLACE (Sat & Sun)**

**Special Events**  
 Paddlers Kickoff Party (Fri)  
 Breast Cancer Ceremony (Sat)  
 Dragon Boat Charity Race (Sun)

Thank you sponsors, supporters and partners

# Calgary Dragon Boat Race & Festival Sponsorship Package 2024



The Calgary Dragon Boat Society is pleased to bring back the Calgary Dragon Boat Race & Festival. The Society offers an opportunity to support the community during the Dragon Boat Season through the wide variety of Sponsorship levels. Each opportunity is designed to offer a maximum benefit for your donation during the entire season which includes:



May to September – Dragon Boat Practice Season  
 June 12 – Dragon Boat Festival Celebration Banquet  
 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, +1000 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 Steers people are available to help new teams.



A **Banquet Celebration on June 12<sup>th</sup>, 2024**, 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 10<sup>th</sup>, 2024, 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** held in August is expected to draw over +1250 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, [info@calgarydragonboatsociety.com](mailto:info@calgarydragonboatsociety.com)

Sponsorship Categories and Benefits	Title	Gold	Silver	Bronze	Community	Media
<b>Sponsorship Investment (Cash Contribution)</b>	\$20,000	\$8,000	\$4,000	\$2,000	\$500	
<b>Sponsorship "In-Kind" Contribution Value</b>	\$60,000	\$20,000	\$10,000			>\$8000
<b>Opportunities Available</b>	1	5	8	10	8	

**Media Profile**

Acknowledgement as Title 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	√	√				
Marketing Opportunity for Sponsor to provide profile for Website and Social Media	√	√	√	√		√
Acknowledgement as Sponsor on Website and Social Media	√	√	√	√	√	√

**Dragon Boat Festival Banquet**

Complimentary tickets at VIP Table	4	2	2			
Complimentary tickets at a table in preferred seating area	20	10	6	4	2	2
Podium Role at Banquet Opening & Closing 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 (3 days)**

Complimentary Team Registration Race	1					
Complimentary Tickets to VIP Viewing Area	40	20	10	6	4	4
Complimentary VIP Parking Passes	2	1				1
The right to tie-in special promotions during festival event	√					√
Podium 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 to 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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Title</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Community</b>	<b>Media</b>
Cash	\$25,000	\$8,000	\$4,000	\$2,000	\$500	\$ _____
In-Kind	\$60,000	\$20,000	\$10,000			>\$8000
Sponsor Authorization Signature / Date		CDBS Authorization Signature / Date			Amount Received	