

Calgary Dragon Boat Race & Festival Sponsorship Package 2026



Welcome to the heart of Calgary's summer – the Dragon Boat Season!

The Calgary Dragon Boat Society invites you to make a lasting impact by sponsoring the **Sinopec Calgary Dragon Boat Race & Festival 2026**, happening **August 7, 8, and 9** at North Glenmore Park.

This event is one of Calgary's premier cultural and athletic celebrations, bringing together 1,500+ paddlers, thousands of spectators, and a packed schedule of family-friendly activities, cultural performances, and community connections. Your sponsorship is not just a financial contribution—it's an investment in Calgary's community, culture, and future.

Explore sponsorship opportunities designed to maximize your brand's visibility and impact, while aligning with an event that embodies teamwork, resilience, and celebration.

Why Sponsor the Calgary Dragon Boat Race & Festival?

Sponsoring the Calgary Dragon Boat Race & Festival means more than just placing your logo on a banner – it's about joining a community that values tradition, teamwork, and cultural celebration.

With our Title Sponsorship commitment from Sinopec, we are building a festival recognized internationally and renowned locally for its positive impact on the Calgary community.

Our mission is to create an exciting and inclusive experience, accessible to all ages, and we're on a journey to make Calgary's Dragon Boat Race & Festival the premier event in Western Canada.

Sponsorship of this unique event allows your organization to:

- **Engage with a Large Audience:** With 60+ teams, over 1,500 paddlers, and 5,000 spectators, your brand will be in front of thousands of locals and visitors.
- **Support Local Initiatives:** Every year, the CDBS hosts a Dragon Boat Charity Race to promote and create awareness of our charity partner of the year. To be announced.
- **Foster Cultural and Community Connections:** As a sponsor, you'll join us in strengthening relationships within Calgary's Chinatown, the local government, and cultural organizations across the city.
- **Develop Youth Programs:** Help us grow our Youth Dragon Boat Team Initiative and continue offering our popular Try-It Days, which introduce new paddlers to the sport in a supportive and welcoming environment.



What's Included for Sponsors

Each sponsorship level offers a unique array of benefits designed to maximize your brand's visibility, community engagement, and alignment with Calgary's vibrant cultural scene:

- **Branding & Visibility:** Prominent logo placement across festival sites, and digital channels.
- **Community Engagement:** Join us for the Dragon Boat Practice Season from May to September, where athletes are out paddling each week. This season-long exposure means your brand reaches Calgary's most active and engaged residents.
- **Activation Opportunities:** Set up booths, offer samples, or host interactive experiences that make a memorable impression on festival attendees.
- **Hospitality & VIP Access:** Depending on your sponsorship level, enjoy VIP seating, tickets to the **Dragon Boat Festival Official Kick-Off Banquet in June**, and a 10-course traditional Chinese dinner and access to VIP Areas at the festival with paddlers of Dragon Boat, Chinatown community, dignitaries, sponsors, and honored guests.



Season Highlights

Your sponsorship helps bring to life Calgary's biggest dragon boat celebration, packed with events and community-building activities:

- **March 14, 2026 - Dragon Boat Water Wars at Vivo**
- **May – September: Dragon Boat Practice Season** – Thousands of paddlers train for the season in North Glenmore Park.
- **June – July: Try it days** – where people can experience paddling in a dragon boat team for the first time
- **June 17, 2026: Dragon Boat Festival Official Kick-Off Banquet** – A traditional Duanwu Festival celebration with traditional Chinese 10-course dinner.
- **August 7-9, 2026: Sinopec Calgary Dragon Boat Race & Festival** – The pinnacle event of the season featuring:
 - 60+ Dragon Boat Teams Racing
 - Breast Cancer Race & Pink Flower Ceremony (Saturday)
 - Dragon Boat Charity Race (Sunday)
 - Dragon Marketplace with unique crafts and goods
 - 60+ Vendors and 15+ Food Trucks
 - Family-Friendly Beer Gardens
 - Trico Kid's Play Zone
 - Multicultural Performances in collaboration with GlobalFest
 - FREE PARKING & SHUTTLES from Mount Royal University
 - FREE ADMISSION

Ready to Get Involved?

Sponsoring the Calgary Dragon Boat Race & Festival is your chance to be a visible and impactful part of one of Calgary’s most beloved summer events. Together, let’s create an unforgettable festival that brings our community together, celebrates Calgary’s diversity, and supports meaningful charitable causes.

For sponsorship inquiries, please reach out:

Charlene Delisle: event@calgarydragonboatsociety.com

Danny Ng: info@calgarydragonboatsociety.com

Join us in making the 2026 Sinopec Calgary Dragon Boat Race & Festival the best yet. Paddles Up!



Sponsorship Opportunity: Categories & Benefits

We offer a variety of sponsorship levels to fit your organization's goals and provide maximum visibility throughout the Dragon Boat Season. Each opportunity is tailored to give your brand exposure and connection with our community from May through August.

Comprehensive Race & Festival Benefits for All Sponsors

Depending on the sponsorship level, every sponsorship package may or may not include these valuable benefits:

- **Media Recognition:** Presenting sponsor acknowledgment on media and print ads, exclusive naming rights, and inclusion on the CDBS website.
- **Dragon Boat Festival Banquet Benefits:** VIP seating, podium speaking opportunities, and logo placement on banquet materials.
- **Race & Festival Benefits:** Complimentary team registration, VIP access, promotional opportunities, and logo visibility across event materials and locations.

Beer Garden Sponsor - Value \$12,000 (GOLD Level)

Make your mark on one of the festival's most popular zones – the **ABC Company Beer Garden!**

- Exclusive naming rights for the Beer Garden Zone.
- Your company name prominently displayed on all Beer Garden signage and marketing.
- Collaborate with the Festival Manager to offer a top-tier beverage selection.
- 30% of beer garden sales go to the CDBS, with \$5,000 deducted from the total.
- Opportunities to showcase your branding and receive recognition in all media and promotional materials.



Stage Sponsor - Value \$12,000 (GOLD Level)

Own the spotlight by sponsoring the main stage, the focal point of cultural performances and announcements!

- Prominent display of your company name on the stage, alongside our Title Sponsor.
- Logo and branding included in all media and marketing materials.
- Your banners featured as part of the event's most photographed area.



Dragon Boat Sponsor - Value \$12,000 (GOLD Level)

Put your name on a Dragon Boat!

- Your company name placed prominently on a dragon boat, in four prime locations.
- Recognition in event media and promotions.



Dragon Marketplace Sponsor - Value \$5,000 (SILVER Level)

Support the bustling **Dragon Marketplace**, home to over 50 vendors showcasing local goods and unique treasures.

- Your company name displayed on Marketplace signage and banners.
- Recognition in event promotions and digital marketing campaigns.



Accommodations Sponsor - Value \$5,000 (SILVER Level)

Help paddlers and visitors enjoy a seamless experience by supporting festival accommodations.

- Your branding prominently displayed around key accommodations and check-in zones.
- Featured in festival promotions and marketing.



Kids Zone Sponsor - Value \$5,000 (SILVER Level)

Be the name behind family fun! Sponsor the enhanced **Kids Zone**, a favorite destination for families attending the festival.

- Your branding on Kids Zone signage and entrance banners.
- Recognition across all event media and promotions.



Volunteer Sponsor - Value \$5,000 (SILVER Level)

Celebrate the unsung heroes of the festival – the dedicated volunteers!

- Your company name on all volunteer t-shirts, worn throughout the event.
- Signage at the Volunteer Tent and throughout the park.
- Media acknowledgment as a Volunteer Sponsor.



Transportation Sponsor - Value \$5,000 (SILVER Level)

Make travel seamless for participants and spectators.

- Branding on signage at parking zones and transportation areas.
- Opportunity to greet festival attendees and distribute information.
- Visibility in all event media promotions.



Paddler's Village Sponsor - Value \$5,000 (SILVER Level)

Welcome the teams in style by sponsoring the **Paddler's Village!**

- Exclusive naming rights for the Paddler's Welcome Package.
- Your company name on signage throughout the Paddler's Village.
- Recognition in all marketing and promotional materials.



Dragon Boat Festival "Official Kickoff" Sponsor - Value \$5,000 (SILVER Level)

Be part of the prestigious kickoff banquet that launches the Dragon Boat season.

- Naming rights for the event's kickoff celebration.
- Your branding displayed at the banquet venue and in all banquet-related materials.
- A chance to interact directly with attendees and distribute marketing materials.



Calgary Dragon Boat Society Board of Directors 2024



Sponsorship Levels and Benefits	Title	Gold	Silver	Bronze	Community	Media
Sponsorship Investment (Cash Contribution)	\$30,000	\$12,000	\$5,000	\$3,000	\$500	
Sponsorship "In-Kind" Contribution Value	\$60,000	\$25,000	\$10,000			>\$8000
Opportunities Available	1	3	5	8	∞	

Media Profile

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	2			
Complimentary tickets at a table in preferred seating area	20	10	6	4	2	2
Podium 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					
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 and closing remarks	√	√	√	√	√	√

Sponsorship Agreement

Between



and

Company Name							
Contact Person							
Address							
City/Province					Postal Code		
Phone		Cellphone			Fax		
Email				Website			
Please enter your sponsorship level and Category							
Check Box	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Title	Gold	Silver	Bronze	Community	Media	Custom
Cash	\$30,000	\$12,000	\$5,000	\$3,000	\$500	>\$8000	\$ _____
In-Kind	\$60,000	\$20,000	\$10,000				
Sponsor Authorization Signature / Date		CDBS Authorization Signature / Date			Amount Received		