

# Calgary Dragon Boat Race & Festival August 6 & 7, 2011 at North Glenmore Park



## Sponsorship Information Package

Organized by



## Sponsorship Opportunities

The Calgary Dragon Boat Society Board is pleased to offer partnership opportunities to organizations interested in playing a role in facilitating the development of a sustainable dragon boat community in Calgary. The Board has created several partnership levels for your consideration. The Board is willing to consider cash and in-kind proposals.

In this new sponsorship framework, allows for a structured support approach to the future of dragon boating in Calgary. This framework highlights the Board's commitment to building sustainability and future growth into the sport of dragon boating and surrounding activities in Calgary.

### Dragon Boat Sponsor \$18,000 x 3

The Calgary Dragon Boat Society is seeking three Dragon Boat Sponsors. As a Dragon Boat Sponsor, your organization will receive:

- Naming Rights of one Dragon Boat for 3 seasons
- Acknowledgement gift for your corporate office
- 10 VIP tickets to the 2011 Festival & Race, with 4 VIP parking passes
- Team Race Registration for 2011 Festival & Race
- Event day acknowledgement from opening and closing remarks
- 2011 Gala Dinner (1 tables)
- Logo placement on prominent signage at the 2011 Festival & Race
- Logo placement on all advertisements
- Logo placement on the 2011 website [www.chinatowncalgary.com/dragonboat/](http://www.chinatowncalgary.com/dragonboat/)
- First Right of Refusal to be Dragon Boat Sponsor for three seasons.

### Title Sponsor \$10,000

The Calgary Dragon Boat Society is seeking one Title Sponsor for the 2011 Festival & Race. As a Title Sponsor, your organization will receive:

- 2011 Festival & Race named after sponsor
- Acknowledgement gift for your corporate office
- 10 VIP tickets to the 2011 Festival & Race, with 4 VIP parking passes
- Team Race Registration for 2011 Festival & Race
- An invitation and opportunity to speak at the Opening & the Award Ceremonies
- Event day acknowledgement from opening and closing remarks
- 2011 Gala Dinner (3 tables)
- Logo placement on prominent signage at the 2011 Festival & Race
- Logo placement on all advertisements
- Logo placement on the 2011 website [www.chinatowncalgary.com/dragonboat/](http://www.chinatowncalgary.com/dragonboat/)
- Acknowledgement in the final report to partners, to be completed by September 30, 2011
- First Right of Refusal to be Title Sponsor for 2012 Festival & Race.

**Gold Sponsor \$5000 x 3**

The Calgary Dragon Boat Society is pleased to welcome Gold Sponsor for the 2011 Festival & Race. As a Gold Sponsor, your organization will receive:

- Acknowledgement gift for your corporate office
- 8 VIP tickets to the 2011 Festival & Race, with 2 VIP parking passes
- Team Race Registration for 2011 Festival & Race
- Event day acknowledgement from opening and closing remarks
- 2011 Gala Dinner (2 table)
- Logo placement on prominent signage at the 2011 Festival & Race
- Logo placement on all advertisements
- Logo placement on the 2011 website [www.chinatowncalgary.com/dragonboat/](http://www.chinatowncalgary.com/dragonboat/)
- Acknowledgement in the final report to partners, to be completed by September 30, 2011
- First Right of Refusal to be Gold Sponsor for 2012 Festival & Race.

**Silver Sponsor \$3,000 x 5**

The Calgary Dragon Boat Society is pleased to welcome Silver Sponsor for the 2011 Festival & Race. As a Silver Sponsor, your organization will receive:

- Acknowledgement gift for your corporate office
- 6 VIP tickets to the 2011 Festival & Race, with 2 VIP parking passes
- Event day acknowledgement from opening and closing remarks
- 2011 Gala Dinner (1 table)
- Logo placement on prominent signage at the 2011 Festival & Race
- Logo placement on all advertisements
- Logo placement on the 2011 website [www.chinatowncalgary.com/dragonboat/](http://www.chinatowncalgary.com/dragonboat/)
- First Right of Refusal to be Silver Sponsor for 2012 Festival & Race.

**Bronze Sponsor \$1,800 x 8**

The Calgary Dragon Boat Society is pleased to welcome Bronze Sponsors for the 2011 Festival & Race. As a Bronze Sponsor, your organization will receive:

- Acknowledgement gift for your corporate office
- Event day acknowledgement from opening and closing remarks
- Invitations to the 2011 Gala Dinner (6 tickets)
- Logo placement on prominent signage at the 2011 Festival & Race
- Logo placement on all advertisements
- Logo placement on the 2011 website [www.chinatowncalgary.com/dragonboat/](http://www.chinatowncalgary.com/dragonboat/)

**Community Sponsor \$500 (unlimited)**

The Calgary Dragon Boat Society is pleased to include this level of Community Sponsor. If you would like to support dragon boating in Calgary but are not in a position to give more, the Board understands and welcomes your support. As a Community Sponsor, your organization will receive:

- Invitations to the 2011 Gala Dinner (4 tickets)
- Logo placement on prominent signage at the 2011 Festival & Race
- Logo placement on all advertisements
- Logo placement on the 2011 website [www.chinatowncalgary.com/dragonboat/](http://www.chinatowncalgary.com/dragonboat/)

### **Media Partner**

The Board would be pleased to welcome a Media Partner for the 2011 Festival & Race. As a Media Partner, your organization will receive:

- Event day acknowledgement from opening and closing remarks
- Invitations to the 2011 Gala Dinner (2 tickets)
- Logo placement on prominent signage at the 2011 Festival & Race
- Logo placement on all advertisements
- Logo placement on the 2011 website [www.chinatowncalgary.com/dragonboat/](http://www.chinatowncalgary.com/dragonboat/)

### **Government Partner**

The Calgary Dragon Boat Society is pleased to welcome the City of Calgary as Government Partner in 2011.

## **Interested?**

If you are interested in becoming a sponsor right away, please make your cheque payable to:

### **Calgary Dragon Boat Society**

and send to:

Calgary Dragon Boat Society  
Attention: Shane Martin — Secretary  
510 - 606 - 4th Street SW  
Calgary, Alberta  
T2P 1T1

### **For more information:**

Email: [dragonboat@chinatowncalgary.com](mailto:dragonboat@chinatowncalgary.com)

Website: [www.chinatowncalgary.com/dragonboat](http://www.chinatowncalgary.com/dragonboat)

Or

### **Please contact for further inquiries;**

Danny Ng, Co-Chair

T: 403-472-8900

E: [dng@calgarychamber.com](mailto:dng@calgarychamber.com)