

HOUSTON DRAGON BOAT FESTIVAL 2009 SPONSORSHIP LEVELS AND BENEFITS

CORPORATE TEAM SPONSOR (limited to 30 sponsors): \$2,500

- Team entry for 25 team members
- One advance practice session (weather permitting)
- Name displayed as team sponsor on event t-shirt, event program, and www.texasdragonboat.com website
- Listing as a team sponsor in the Buffalo Bayou Partnership spring quarterly newsletter for Festival sponsors (April-June issue with copy deadline in March) - distribution of 3,000
- Recognition in newspaper or magazine ads (subject to donation of advertising space, as in prior years)
- Mention in Texas Dragon Boat Association press releases about the event
- Multiple announcements as a team sponsor on the day of the event
- Use of a tent on the day of the event
- T-shirts on race day for 25 team members
- Web link to your home page from the Texas Dragon Boat Association website
- Discounted team sponsorship fee available for sponsoring teams in both the May Festival and October Regatta
- Priority registration for next year's Festival or Regatta

FESTIVAL SPONSOR: \$5,000: *Corporate Team Entry (see above); Acknowledgement in program & announcement during the day about the "[Company Name] Food Court"; Company logo on T-shirts and programs; Vendor booth to display company products*

Food Court Sponsor

- Location reserved at Food Court (4-5 food vendors anticipated) for Company banner

Vendor Area Sponsor

- Location reserved at Vendor Area (15 arts, craft, and corporate vendors) for Company banner

Dock Sponsor

- Location reserved at Marshalling/Dock Area (all teams must pass through this area before getting on the dragon boats) for Company banner

T-Shirt Sponsor

- Special placement of company logo on the sleeves of event t-shirt for maximum visibility

Program Sponsors: \$3,500

- Full page company advertisement in event program; Corporate team entry; company logo on t-shirts & programs; vendor booth to display company products

Kid Zone/Cultural Performance Sponsor: \$2,500 each

PADDLE SPONSOR (limit of 1 for the Festival): \$7,500 (team entry not included)

- High visibility: Company name on 120 paddles during practice sessions and during the Festival
- Paddles will be seen in photographs and video of the event
- Acknowledgement in program and announcement during the day
- Company logo prominently displayed on T-shirts and programs
- Vendor booth to display company products

Note: For the October Regatta, there will be a limit of two Paddle Sponsors for \$10,000 each. For a total of \$15,000, Company can be a Paddle Sponsor for the entire 2008 season, in which case benefits will apply during both the May Festival and the October Regatta and paddles will be used in dragon boat festivals in Louisiana, Oklahoma, and Texas that are provided equipment and services by the Texas Dragon Boat Association.

BOAT NAMING SPONSOR: \$10,000 per boat

The Texas Dragon Boat Association owns 8 dragon boats. One is currently sponsored by Continental Airlines, so seven remain available for boat naming sponsorships. Please contact TDBA for details.

FESTIVAL TITLE SPONSOR: \$20,000 (1 sponsor only) for one year (2008)
Multi-year sponsorship arrangements available

TITLE RECOGNITION

- Company name incorporated into the title of the event:
“**[Company Name] Houston Dragon Boat Festival**”
- Press conference to publicize title sponsorship
- Press releases to reference Company as title sponsor
- Recognition in newspaper ads (subject to donation of advertising space)
- Greeting and photo from Executive Representative in the event program
- Executive Representative will provide official welcome in opening ceremony and/or closing ceremony
- Company name and logo incorporated on event signage, event t-shirt, and www.texasdragonboat.com web site as Title Sponsor
- Web link to home page from the Texas Dragon Boat Association website
- Prime stage location reserved for Company banner at event
- Top, prominent, and frequent recognition by the celebrity emcees during the event

PRIVATE CORPORATE TEAMBUILDING EVENT

- Special dragon boat session for Company employees, family members, and Company guests prior to the event

RACE ENTRIES

- Two Company team entries (25 members per team) in the event
- One charity/community team entry (25 members) in the event, where Company is recognized as the sponsor of one mutually selected charitable or community organization (for example, a local charity’s team, university team, youth team, or breast cancer survivor team)
- One advance practice session for each Company team or sponsored charity/community team (on a previous weekend)
- T-shirts on the day of the event for each team member and use of team tent

EVENT DAY PRODUCT PLACEMENT AND MARKETING

- Company will receive complimentary vendor booth
- Opportunity to distribute samples and promotional materials in coordination with the day’s official activities, and recognition as “official product”

PRIORITY REGISTRATION FOR 2010

- Priority team registration for 2010
- First opportunity to become Title Sponsor of the 2010 event