



11th ANNUAL HOUSTON DRAGON BOAT FESTIVAL

2011 SPONSORSHIP LEVELS AND BENEFITS

CORPORATE TEAM SPONSOR

(limited to 30 sponsors) \$2,700

- 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
- Mention in Texas Dragon Boat Association press releases about the event
- Multiple announcements as a team sponsor 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 Dragon Boat events

FESTIVAL SPONSOR:

(limit of 4 sponsors) \$5,000

Food Court Sponsor

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

Kid Zone Sponsor

- Corporate Sponsorship (see above)
- Location reserved at Kid Zone or Vendor Area surrounded by all of the kid's activities and booths for Company banner
- Acknowledgement in program & announcement during the day about the “[Company Name] Kid Zone”
- Company logo on T-shirts and p
- Vendor booth to display compan



Texas Dragon Boat Association

2011 Dragon Boat Festival– Sponsorship Levels

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Vendor Area Sponsor

- Corporate Sponsorship (see above)
- Acknowledgement in program and announcement during the day about the “[Company Name] Vendor Court”
- Company logo on T-shirts and programs
- Vendor booth to display company products

Dock Sponsor

- Corporate Sponsorship (see above)
- Location reserved at Marshalling/Dock Area (all teams must pass through this area before getting on the dragon boats) for Company banner
- Acknowledgement in program and announcement during the day about the “[Company Name] Dock Area”
- Company logo on T-shirts and programs
- Vendor booth to display company products

PADDLE SPONSOR: **(limit of 1 for the Festival) \$7,500**

Paddle Sponsor (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 a total of \$15,000, Company can be a Paddle Sponsor for the entire 2010 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.



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FESTIVAL TITLE SPONSOR:

\$30,000 per boat

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 2012

- Priority team registration for 2012
- First opportunity to become Title Sponsor of the 2012 event

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