

2nd Annual



EDGEWATER

Dragon Boat Challenge

*March 31, 2012*

*8:30am - 4:30pm*



**BREAST CANCER SURVIVOR TEAM  
SPONSORSHIP PROPOSAL**

Presented By

**Texas Dragon Boat Association**



**TEXAS DRAGON  
BOAT ASSOCIATION**

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## **Welcome to the World of Dragon Boat Racing!**

We are very excited to introduce our newest Dragon Boat event to the Houston area, the **2<sup>nd</sup> Annual Edgewater Dragon Boat Challenge!** This new cultural event will be held at Edgewater, a new master planned community located at NASA 1 and I-45 in Webster and is open to all teams especially those in the southeast Houston area.



### **2<sup>nd</sup> Annual Edgewater Dragon Boat Challenge**

**Saturday, March 31, 2012  
at Edgewater Waterfront, 100 Water Street, Webster, Texas**



Come join us for a whole day of paddling, culture performances, Pan-Asian food and so much fun for the whole family!



# Sponsor Benefits

## Past Media Coverage

002 Houston Magazine  
Greensheet  
Bay Area Magazine  
YELLOW Magazine  
What's Up Houston  
Houston Chronicle  
Houston Press  
Houston Intown  
Houston Star  
Texas Highways  
Texas Monthly  
Rice Addict  
Asia Blue  
Northeast News  
FIL-AM Press  
Bay Runner Magazine  
Galveston County Daily News  
Southern Chinese Daily  
World Journal  
Sohu.com  
Health & Fitness Magazine  
Greater Houston Weekly  
H Texas Magazine  
Greater Houston Convention  
& Visitors Bureau  
Bay Area – The Citizen  
Clear Lake East Community Newsletter  
The Observer  
Bay Area Sea Breeze  
City of Nassau Bay City News  
Bilingual Texas Digest  
West University Examiner  
Saigon Tex News  
Mariner's Log  
The Scene Magazine  
Tropicalattitude  
Channel 2  
Channel 11  
Channel 13  
Channel 17  
Channel 24  
Channel 26  
Channel 39  
Channel 45

**Sponsorship Amount: \$600 per event  
(\$500 by Early Registration February 21, 2012\*)**



- Team entry for 25 team members
- One advance practice session (weather permitting)
- Name displayed as team sponsor on event program, event signage and link on the Texas Dragon Boat website at [www.texasdragonboat.com](http://www.texasdragonboat.com)
- Mention in Texas Dragon Boat Association press releases about the event
- Multiple announcements as a team sponsor on the day of the event
- Priority registration for next year's Edgewater Dragon Boat Challenge, Houston Dragon Boat Festival or Gulf Coast International Dragon Boat Regatta

Title and event sponsorship opportunities and boat naming opportunities are available.





## WHY SHOULD YOU SPONSOR?

Dragon boat racing offers organizations a special opportunity to capitalize on:

- **Organizational teambuilding** – An advance practice session and multiple races on event day boost team morale and create a high-performing team (20 paddlers, 1 drummer, and 4 alternates). Teamwork is the key. All equipment is provided, and coaches provide training and serve as the steerspersons.
- **Marketing** – The Festival, Challenge, and Regatta represent landmark annual Asian festivals in Houston.
- **Community visibility** – Past Festivals and Regattas have received wide media coverage, including print, radio, and television. Sponsors will be recognized on t-shirts, in announcements during the events, on the web site and web links, and through other channels.
- **Diversity** – The Festival, Challenge, and Regatta are two of the largest multicultural gatherings in Houston (Harris County) and Sugar Land (Fort Bend County and soon in the Bay Area). Three thousand to five thousand people per day are expected.

### ESTIMATED PARTICIPATION & ATTENDANCE DEMOGRAPHICS:

Ethnic composition:      39% Caucasian      32% Asian      16% Latino  
   4% African American      9% Other

Age composition:            8% 19 years of age and younger  
   42% 20-30 years of age  
   38% 31-45 years of age  
   12% 46 years of age and older



## WHAT IS THE TEXAS DRAGON BOAT ASSOCIATION?

Eight teams participated in the first Houston Dragon Boat Festival on Buffalo Bayou in downtown Houston in 2001. Held each May, the Festival has expanded to include over 30 teams, numerous arts & crafts and food vendors, day-long Asian cultural performances, and 5,000 attendees. In 2004, TDBA inaugurated a second, two-day event, the Gulf Coast International Dragon Boat Regatta at Clear Lake Park, and now in Sugar Land, TX, held each October. This past October's event saw 45 teams and over 3,000 spectators come out to participate on one day. Today The Texas Dragon Boat Association hosts 2 other major events each year: The Houston Dragon Boat Festival at Allen's Landing in downtown Houston on Buffalo Bayou each May and the Gulf Coast International Dragon Boat Regatta on Brooks Lake at Fluor's corporate campus in Sugar Land each October.

The Texas Dragon Boat Association is a 501(c)(3) whose mission is to promote the tradition of dragon boating, increase awareness of Asian and Asian-American culture, and enhance cross-cultural understanding. Funds raised from the Dragon Boat events will be used to build boathouses – one on Buffalo Bayou just east of downtown Houston, one in Fort Bend County, TX and our newest one in Edgewater, Webster – and to support establishment of a year-round corporate/community teambuilding program, youth education program, and breast cancer survivor program.



## **SAMPLE LISTING OF PAST SPONSORS**

### **Presenting Sponsor**

WAL-MART  
Johnson Development

### **Corporate Team Sponsors**

Accenture  
American Express  
AT&T / SBC  
Bay Area Media Services /  
Bay Runner / The SCENE  
Boeing  
CenterPoint Energy  
Chevron  
CIBA Vision  
ConocoPhillips  
Continental Airlines  
Deloitte & Touche  
EagleBurgmann  
El Paso Corporation

### **Community & Municipal Team Sponsors**

American Leadership Forum  
Class XXIII  
Alvin Community College  
Asia Society Young Professionals  
Asian Chamber of Commerce  
Bay Area Houston Convention  
& Visitors Bureau  
City of Kemah  
City of Nassau Bay  
City of Pasadena  
City of Seabrook  
FACOST

### **Breast Cancer Survivors & Friends Team Sponsors**

Asian Cancer Council of the  
American Cancer Society  
Pink Phurree  
Collegiate Cancer Council of  
The University of Houston  
Global Federation of Chinese  
Business Women  
Hope Initiative  
Komen Foundation  
M.D. Anderson Network  
Memorial Hermann  
Pink Ribbon Society/The Rose

### **Dock Sponsors**

El Paso Energy  
RBC Dain Rauscher

Direct Energy  
Exmar Offshore  
Fluor Corporation  
Halliburton  
HAR TREPAC  
Hilton Houston NASA  
Clear Lake  
Hong Kong Food Market  
Houston Astros  
JPMorgan Chase  
Landscape Art Inc.  
LJA Engineering & Surveying  
Lockheed Martin Space  
Operations

Greater Houston Convention &  
Visitors Bureau  
Houston Baptist University  
Houston Heat Dragon Boat Club  
Houston Police Department  
Houston Rowing Club  
Krewe du Lac  
League City Chamber of  
Commerce  
Martial Arts Fitness Academy

### **Youth Team Sponsors**

Beresford School  
Clear Lake High School  
Clements High School  
Communities In School  
Dulles High School  
FACOST Youth  
Houston Parks & Recreation  
KIPP Houston High School  
Las Americas Education  
Lee High School  
San Jacinto Girl Scouts  
St. John's School  
St. Thomas Epis. School  
Youth Leadership Council

MD Anderson Cancer Center  
Memorial Hermann SE  
Minute Maid  
Panda Restaurant Group  
Pricewaterhousecooper  
Randalls Food Market  
RBC Dain Rauscher  
Sangalang & Associates  
Schlumberger  
Shell Trading  
Silver Eagle Distributors  
South Shore Harbour & Resort  
Tara Energy  
United Space Alliance  
Wal-Mart  
Wells Fargo

Space City Professionals  
Association  
Team Asia America  
Texas Chiropractic College  
World Entrepreneurs Organization  
League City Chamber of  
Commerce  
Space City Professional Association  
VAPSS  
WUBC

### **Visiting Team Sponsors**

Abreast In A Boat (BCS)  
Austin Coolers  
Bay Area Dragons  
Canadians Abreast (BCS)  
Cajun Invasion (BCS)  
Cedar River Gang  
Dragon Warriors  
Lafayette Cajun Invasion  
Tampa Bay Dragon Boat Club  
The Aerospace Corporation  
Three County Dragons  
The Hope Chest  
Ukraine Dragon Boat Federation  
Wild Wild West Dragons



## Breast Cancer Survivor Team Sponsorship Acceptance

[WWW.TEXASDRAGONBOAT.COM](http://WWW.TEXASDRAGONBOAT.COM) • 832-248-3655

We, \_\_\_\_\_, agree to become a Team Sponsor for the 2<sup>nd</sup> Annual Edgewater Dragon Boat Challenge on March 31, 2012:

- 2<sup>nd</sup> Annual Edgewater Dragon Boat Challenge (March 31, 2012) - **\$500** by the early registration deadline of February 21, 2012; **\$600** by March 21, 2012\*
- I will bring my own 10'x10' tent for my team
- I will bring my own 20'x20' tent for my team
- Please provide a tent for me for an additional fee of \$150
- I will supply my company logo and link information\*\*

\_\_\_\_\_  
Authorized Signature For Acceptance

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Work Phone Number

\_\_\_\_\_  
Company Address (Street)

\_\_\_\_\_  
Work Fax Number

\_\_\_\_\_  
Company Address (City, State, Zip)

\_\_\_\_\_  
Work Email

Please return a signed copy with sponsorship check to:

**Texas Dragon Boat Association**  
**P.O. Box 980972**  
**Houston, TX 77098**

Or fax to: **(713) 490-2226**

Checks should be made payable to: **Texas Dragon Boat Association.**  
**Tax ID Number: 45-0499627**

\* Note the above deadlines to receive sponsor benefits.

\*\*For website and event program, etc.

*Texas Dragon Boat Association is a 501(c)(3) Texas non-profit corporation. In the event that Texas Dragon Boat Association shall be prevented from performing any of its obligations under the terms of this agreement by an act of God, by inclement weather (for example flash floods, excessive winds, tornados, hurricane, lightning, fire, etc.) or by the occurrence of any other event beyond its control, it shall be excused from any further performance of the obligations and undertakings set forth under the terms of this agreement. We regret that sponsorships are non-refundable. Sponsorships are limited and available on a first-come, first-serve basis, with priority given for 2011 sponsors.*



## 2012 Dragon Boat Challenge Breast Cancer Survivor Team Entry Form

[WWW.TEXASDRAGONBOAT.COM](http://WWW.TEXASDRAGONBOAT.COM) • 832-248-3655

Please fill out the following information and send these two pages (Team Entry Form & Sponsorship Acceptance) to **Texas Dragon Boat Association** at **P.O. Box 980972, Houston, Texas 77098**. Or you can send a fax to **(713) 490-2226**. Sponsorships are limited and available on a first-come, first-serve basis, with priority given for 2011 sponsors or scan it and email it to [director@texasdragonboat.com](mailto:director@texasdragonboat.com)

Official Corporate or Organization Name (as you would like to be recognized)\*

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Team Name (if different from above)\*

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### **PLEASE FULLY COMPLETE THE FOLLOWING INFORMATION:**

Team Captain(s): \_\_\_\_\_

Work phone number: \_\_\_\_\_

Cell phone number: \_\_\_\_\_

Fax number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Organization web page: \_\_\_\_\_

\*for printed event programs due by March 14, 2011



# EDGEWATER . MAP AND DIRECTIONS



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Take I-45 south to NASA Parkway Bypass Ramp.  
Travel east on NASA Parkway to Water Street Exit.