

2nd Annual



EDGEWATER

Dragon Boat Challenge

March 31, 2012

8:30am - 4:30pm



**CORPORATE TEAM SPONSORSHIP
PROPOSAL**

Presented By

Texas Dragon Boat Association



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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 **2nd 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.



2nd 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: \$2,700 per event
(\$2,500 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
- 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
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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



Corporate Team Sponsorship Acceptance

WWW.TEXASDRAGONBOAT.COM • 832-248-3655

We, _____, agree to become a Team Sponsor for the 2nd Annual Edgewater Dragon Boat Challenge on March 31, 2012:

- 2nd Annual Edgewater Dragon Boat Challenge (March 31, 2012) - **\$2,500** by the early registration deadline of February 21, 2012; **\$2,700** 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 Corporate Team Entry Form

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

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

Team Name (if different from above)*

PLEASE FULLY COMPLETE THE FOLLOWING INFORMATION:

Team Captain(s): _____

Work phone number: _____

Cell phone number: _____

Fax number: _____

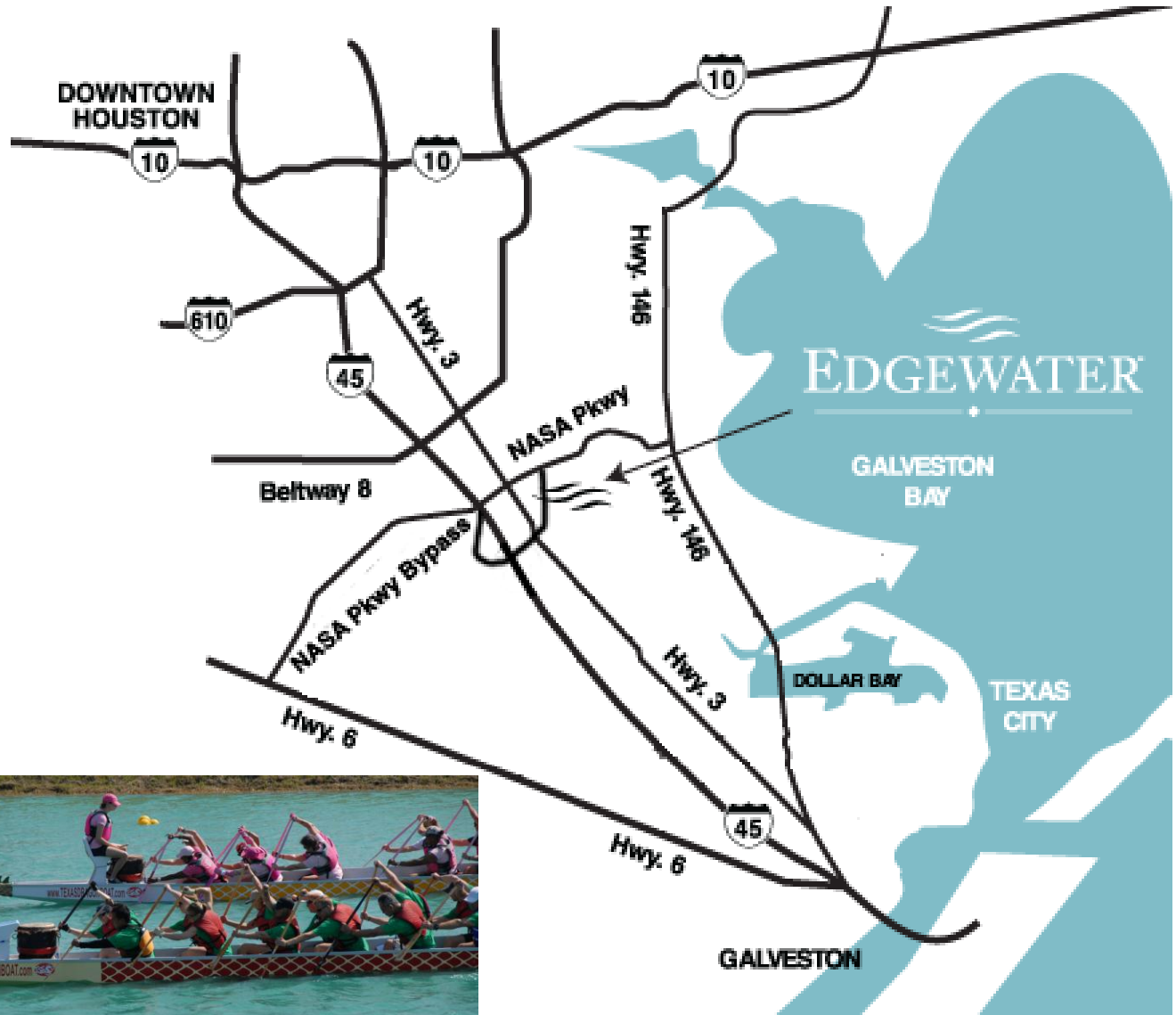
E-mail address: _____

Organization web page: _____

*for printed event programs due by March 14, 2012



EDGEWATER . MAP AND DIRECTIONS



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