

12th Annual Houston Dragon Boat Festival

May 5, 2012



**BREAST CANCER SURVIVOR 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!

The Texas Dragon Boat Association hosts 3 major events each year: The Edgewater Dragon Boat Challenge in Webster, Texas, 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.



12th Annual Houston Dragon Boat Festival

Saturday, May 5, 2012 at Allen's Landing in Downtown Houston

The Buffalo Bayou at Allen's Landing in Downtown Houston is the home of the original Dragon Boat Festival and continues to bring in thousands of paddlers and spectators each year. All classes of teams will be competing on Saturday for such awards as the Team Spirit Award and the Energy Cup.





Sponsor Benefits

Past Media Coverage

002 Houston Magazine
Greensheet
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
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Health & Fitness Magazine
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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: \$500 per event (\$600 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 our 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 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 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 and Regatta are two of the largest multicultural gatherings in Houston (Harris County) and Sugar Land (Fort Bend County). 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 come out to participate on one day.

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 Festival and Regatta will be used to build two boathouses – one on Buffalo Bayou and one in Fort Bend County, TX – and to establish 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
AET, INC.
Amegy Bank
American Express
AT&T / SBC
BG
BP
CenterPoint Energy
Chevron
ConocoPhillips
Continental Airlines
Deloitte & Touche
EagleBurgmann

Community & Municipal Team Sponsors

APAHA
Asia Society of Young Professionals
Asian Chamber of Commerce
Bay Area Houston Convention
& Visitors Bureau
Center for Cell and Gene Therapy
CHUM Scuba Diving Club
City of Nassau Bay
City of Pasadena
City of Seabrook
City of Sugar Land

Breast Cancer Survivors & Friends Team Sponsors

All Hands Abreast
Asian Cancer Council of the
American Cancer Society
Pink Phurree
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
FosterQuan
HEB
Houston Astros
Houston Rockets
Imagination Campus
JPMorgan Chase
KPMG LLP
Kroger
Lockheed Martin Space
Operations
MD Anderson Cancer Center

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

Youth Team Sponsors

Awty International School
Clear Lake High School
Clements High School
Communities In School
Dulles High School
Houston Academy of
International Studies
Houston Parks & Recreation
KIPP Houston High School
Las Americas Education
Lee High School
San Jacinto Girl Scouts
St. John's School
Village School

Mercer Human Resources
Minute Maid
Noble Energy
Panda Restaurant Group
PricewaterhouseCoopers
Randalls Food Market
RBC Dain Rauscher
Reliant Energy
Schlumberger
Shell Trading
Silver Eagle Distributors
State Farm Insurance
Tara Energy
United Space Alliance
Wood Group

Space City Professionals
Association
Taiwanese Junior Chamber of
Commerce
Texas Chiropractic College
World Entrepreneurs Organization
League City Chamber of
Commerce
University of Houston – Downtown
VAPSS

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

We, _____, agree to become a Team Sponsor for the May 5, 2012 at the 12th Annual Houston Dragon Boat Festival:

- 12th Annual Houston Dragon Boat Festival (May 5, 2012) - **\$500** by the early registration deadline of February 21, 2012; **\$600** by April 15, 2012*
- I will bring my own 10'x10' tent for my team
OR
- I will bring my own 20'x20' tent for my team
OR
- I am interested in a shaded area below the bridge

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 this signed copy along with the team entry form and the sponsorship check to:

Texas Dragon Boat Association
P.O. Box 980972
Houston, Texas 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.

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 Festival Breast Cancer Survivor Team Entry Form

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 Street, 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.

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: _____

E-mail address: _____

Organization web page: _____

*for printed event programs due by April 25, 2012

Please write down any SPECIAL NOTES here: