

TEXAS DRAGON BOAT ASSOCIATION

P.O. Box 980972
Houston, Texas 77098

713-205-7373

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www.texasdragonboat.com

PRESIDENT/EXECUTIVE DIRECTOR
David Mandell



YOUTH TEAM SPONSORSHIP PROPOSAL

16th Annual Houston Dragon Boat Festival
May 7, 2016

ABOUT THE TEXAS DRAGON BOAT ASSOCIATION

The Texas Dragon Boat Association is a 501(c)(3) Texas non-profit corporation. Our mission is
"To promote the tradition of dragon boating, increase awareness of Asian and Asian-American culture, and enhance cross-cultural understanding."

WELCOME TO THE WORLD OF **DRAGON BOATING**

16th Annual Houston Dragon Boat Festival
Saturday, May 7, 2016



NEVER HEARD OF DRAGON BOAT RACING?

It is similar to an elongated canoe with 20 paddlers and a drummer, accompanied by a trained steersperson. The vessel measures 41 feet in length and 4 feet in width featuring the head and tail of a dragon.

Dragon Boating is a traditional Chinese festival event dating back to 277 B.C., known for its color, sound and excitement. It emphasizes synchronization, teamwork, and a combined effort of the entire team to race in three 250-meter heats. With a taste of Asian culture and other games to play between races, you can't miss this exhilarating competition.

It's easy – just a 1-hour practice, and you're set to race!

It's an all-day family festival and it's helping our community realize a dream – to help youth and raise funds towards building a boathouse in downtown Houston and in Fort Bend County.

Past Youth Teams Include: Communities In Schools, Awty International School, Beresford School, Chinese Community Center, Clear Lake High School, Clements High School, Dulles High School, HTOWN Teen Mentors, Lamar High School, KIPP Academy, Houston Academy of International Studies, Dulles High School, Shape Up Sugar Land, St. John's Upper & Middle Schools

So, are you ready to join a dynamic team? Choose a category to race in and contact **Eve Ruhlman** at director@texasdragonboat.com

U-18 Category

Ages: 11-18 years old
Gender: at least 8 female paddlers & 8 male paddlers per team

U-14 Category

Ages: 11-14 years old
Gender: at least 8 female paddlers & 8 male paddlers per team

U-MIX Category

Ages: 11-18 years old & no more than 10 adults
Gender: at least 8 females and 8 male paddlers per team



**To promote
the tradition of
dragon boating,
increase awareness
of Asian and
Asian-American culture,
and enhance cross-
cultural understanding.**

BOARD

Jim Travlos – Board Chairman
David Mandell – President/Executive Director
Caroline Long, D.C. – Secretary

HONORARY CHAIRMEN

Michael Jhin – St. Luke's Episcopal Health System
Eugene Lee – Chairman Emeritus, Essex Commercial Properties

BOARD DIRECTORS

Brian Chiu – MD Anderson
Caley Eichenlaub – MHMRA of Harris County
Curtis Tipton – Walmart
Dena Peavler – Community Volunteer
Gary Liu – Ernst & Young
Huang Quan Vu – Gardere Wynne Sewell LLP
William A. LeSage – OFS Portal, LLC

WHY SHOULD YOU SPONSOR?

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

ORGANIZATION 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.

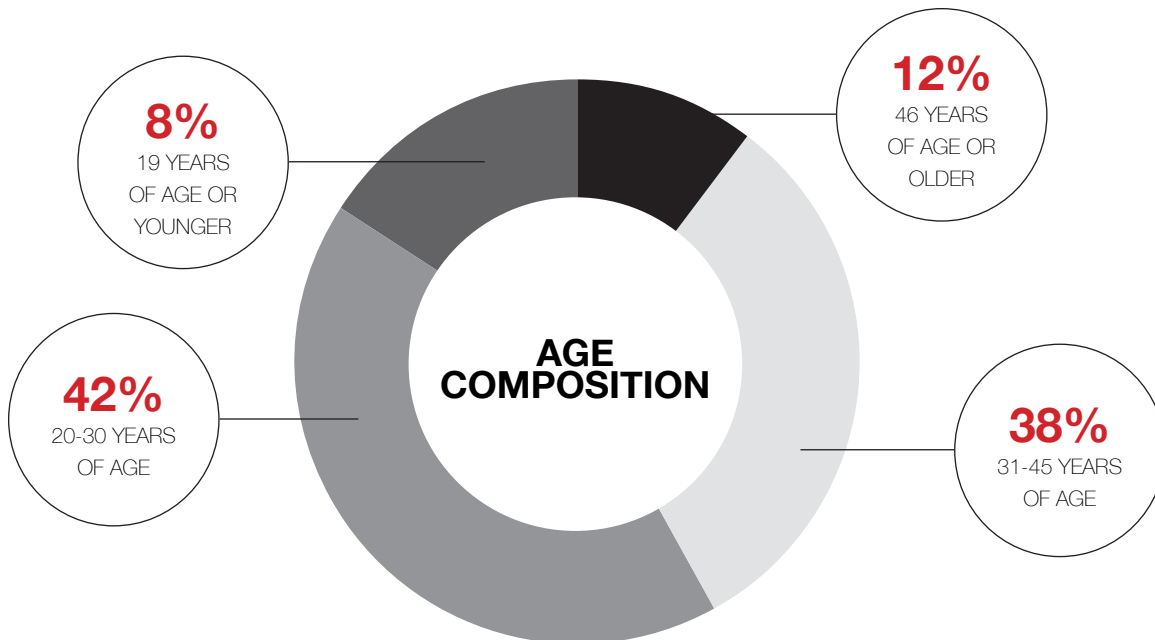
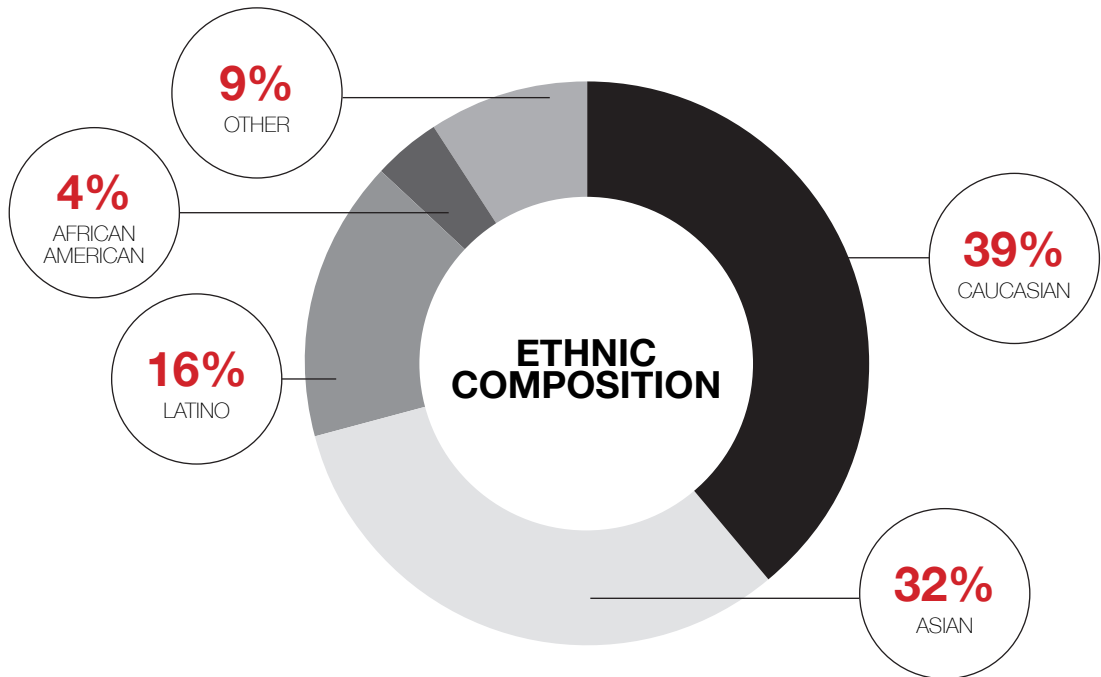
COMMUNITY VISIBILITY

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:



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
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



WHO 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.

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.

SPONSOR BENEFITS

\$500
PER EVENT

(\$600 by Early Registration- February 15, 2016*)

- 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



PLEASE NOTE: In order to receive this discounted rate, all youth teams are required to provide one adult volunteer who will agree to be trained as a steersperson and/or coach - not just for this event but to help out in future youth-oriented dragon boat events.

PAST TEAM SPONSORS



PRESENTING

WAL-MART
Johnson Development

DOCK

El Paso Energy
RBC Dain Rauscher

YOUTH

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

CORPORATE

Accenture
Amegy Bank
American Express
Andrews Kurth
AT&T / SBC
Bank of Texas
BG
BP
Cameron
CenterPoint Energy
CGG
ConocoPhillips
Deloitte & Touche
Direct Energy
EagleBurgmann
EastWest Bank
ExMar Offshore Company
Energy Transfer
Enterprise Rent-A-Car
Fluor Corporation
Halliburton
HEB
Houston Astros
JPMorgan Chase
Kroger
Lockheed Martin Space
Operations
Medical Insights and Care Unlimited,
LP
MD Anderson
Minute Maid
Noble Energy
Randalls Food Market
RBC Dain Rauscher
Reliant Energy
Schlumberger
Shell Trading
Silver Eagle Distributors
South Shore Harbour & Resort
Tara Energy
Toshiba
United Space Alliance
Wal-Mart
Wood Group Kenny
Wells Fargo

COMMUNITY AND MUNICIPAL

Aga Khan Rowing Club
APCA
Asia Society Young Professionals
Asian Chamber of Commerce
Beast Unleashed
Bayou City Outdoors
BONA Fitness
CHUM Diving Club
Clear Lake Oars
City of Nassau Bay
FYP Island Warriors
Hokulele
Houston Baptist University
Houston Chinese Alliance
Houston Gavel Dragons
Houston Heat Dragon Boat Club
Houston Police Department
Houston Rowing Club
Krewe du Lac
Legend of Taiwan
Lone Star Veterans
Martial Arts Fitness Academy
Medical Fitness Pros
Red, White, and Blue
Sugar Land Police Department
Team Hokulele
Texas Chiropractic College
World Entrepreneurs Organization
Sugar Land Draggin Tails
University of Houston- Downtown
VAPSS

BREAST CANCER SURVIVORS AND FRIENDS

All Hands Abreast
Pink Phurree
Cajun Invasion
Global Federation of Chinese
Business Women
Hope Initiative
International Pink Sisters
Komen Foundation
Memorial Hermann
Pink Ribbon Society/The Rose

VISITING

Abreast In A Boat (BCS)
Austin Coolers
Bay Area Dragons
Canadians Abreast (BCS)
Cajun Invasion (BCS)
Dallas Delites
Dragon Warriors
International Pink Sisters
KLM Dutch Blue Dragons
Tampa Bay Dragon Boat Club
Team Skittles
Three County Dragons
Ukraine Dragon Boat Federation



Youth Team Sponsorship Entry Form

Sponsorships are limited and available on a first-come, first-serve basis, with priority given for 2015 sponsors.

COMPANY INFORMATION

*FOR MARKETING PURPOSES –
DUE BY APRIL 1, 2016

COMPANY/ORGANIZATION NAME*

TEAM NAME, IF DIFFERENT FROM ABOVE*

COMPANY/ORGANIZATION WEBSITE ADDRESS

TEAM CAPTAIN INFORMATION

NAME

NAME

WORK PHONE NUMBER

WORK PHONE NUMBER

CELL PHONE NUMBER

CELL PHONE NUMBER

EMAIL ADDRESS

EMAIL ADDRESS

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

MAIL SIGNED FORM AND CHECK TO: Texas Dragon Boat Association
P.O. Box 980972
Houston, Texas 77098

SCANNED FORMS:
director@texasdragonboat.com
FAX: (713) 490-2226

