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

Dragon boat racing is the world’s fastest growing water sport. It combines tradition with modern day teamwork, enthusiasm, and strategy.

HOW DO YOU DRAGON BOAT?
We provide traditional Hong Kong style BuK Dragon Boats for our event. These boats measure 40 feet in length, 4 feet in width, and carry 20 paddlers, 1 drummer, and 1 steersperson. On average, these boats weigh 500 pounds. Teams will race down course ranging from 250m – 2000m on the day of the Regatta. Teams are provided with practice sessions prior to race day.

No prior experience is necessary to race dragon boats! The important thing to have is a competitive spirit and the ability to work together as a team. Synchronicity is more important than strength.
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?

Organizations are offered 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 website 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
- 9% Other
- 16% Latino
- 4% African American

**Age Composition**
- 42% 20-30 years of age
- 12% 46 years of age or older
- 8% 19 years of age or younger
- 38% 31-45 years of age

CORPORATE TEAM SPONSORSHIP PROPOSAL
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.

PAST MEDIA COVERAGE
 02 Houston Magazine
 02 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
SPONSOR BENEFITS

$2700

($2500 by Early Registration*)

- Team entry for 25 team members:
- Two advance practice sessions (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

CORPORATE TEAM SPONSORSHIP PROPOSAL
Corporate Team Sponsorship Entry Form

Sponsorships are limited and available on a first-come, first-serve basis, with priority given for sponsors from the prior dragon boat season.

**COMPANY INFORMATION**

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**TEAM CAPTAIN INFORMATION**

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

**MAIL SIGNED FORM**

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

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

 SPONSORSHIP FORM PAGE 1 OF 2
Corporate Team Sponsorship Acceptance Form

We, ____________________________, agree to become a Team Sponsor for:

☐ HOUSTON DRAGON BOAT FESTIVAL  May 2, 2020
  EARLY REGISTRATION DEADLINE: FEBRUARY 8, 2020 | REGULAR REGISTRATION DEADLINE: APRIL 5, 2020
☐ CLEBURNE DRAGON BOAT FESTIVAL  August 1-2, 2020
  EARLY REGISTRATION DEADLINE: MAY 1, 2020 | REGULAR REGISTRATION DEADLINE: JULY 15, 2020
☐ GULF COAST INTERNATIONAL DRAGON BOAT REGATTA  October 10-11, 2020
  EARLY REGISTRATION DEADLINE: JULY 13, 2020 | REGULAR REGISTRATION DEADLINE: SEPTEMBER 11, 2020
☐ SAN ANTONIO DRAGON BOAT FESTIVAL  November 7, 2020
  EARLY REGISTRATION DEADLINE: AUGUST 3, 2018 | REGULAR REGISTRATION DEADLINE: OCTOBER 3, 2018

Deadlines to receive sponsorship benefits:

$2,500 per Event (Early Registration)
$2,700 per Event (Regular Registration)

Please select the option you would like to provide for your team at the event site:

☐ We will bring our own tent. (PLEASE PROVIDE TENT SIZE: ________________)
☐ We would like to rent a tent at the cost of $150

SPONSORSHIP ACCEPTANCE

AUTHORIZED SIGNATURE ____________________________ DATE ____________

PRINTED NAME ____________________________ TITLE ____________________________

COMPANY INFORMATION

COMPANY NAME ____________________________

STREET ADDRESS ____________________________

CITY ____________________________ STATE ____________________________ ZIP CODE ____________________________

Texas Dragon Boat Association is a 501(c)(3) Texas non-profit corporation. In the event that TDBA 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 2019 sponsors. Please know that by turning in this team registration, you will be finally responsible for the balance.