

## SPONSORSHIP FORM

# Arizona Dragon Boat Festival

March 27-28, 2010 \* Tempe Town Lake



Arizona Dragon Boat Association



Dragon boat races and festivals are held all over the world, promoting sportsmanship and culture through team building, entertainment, good food, arts and crafts, as well as friendly competition of both corporate and community racing teams. Within the last ten years, dragon boating has emerged as the fastest growing "on-the-water" sport.

On March 27<sup>th</sup> and 28<sup>th</sup> of 2010, the Arizona Dragon Boat Association will host the 7<sup>th</sup> Annual Arizona Dragon Boat Festival at Tempe Town Lake.

The festival will showcase Arizona's Asian diversity by affording Asian/Pacific American community and other cultural organizations an opportunity to present their customs and heritage on stage, as well as on the water for race participants and spectators. In addition, it allows other special interest groups, such as breast cancer survivors, the visually impaired, and the Special Olympics, to educate the public about their organizations.

### SPONSORSHIP OPPORTUNITIES

The Arizona Dragon Boat Festival offers several sponsorship opportunities, which provide high-level exposure through media coverage, advertising and assorted marketing materials. By supporting the Festival through a sponsorship, your company will demonstrate its commitment to employee team building and a shared 'sense of the community'.



**Special Olympics**  
Arizona

The Festival also provides excellent advertising opportunities. Corporations, service providers, merchants, and restaurants can promote their name, services, products and foods to the over 10,000 anticipated attendees. These entities will receive additional exposure through advertising and publicity that is associated with the event and targeted to the population at large.

As a 501(c)(3), the Arizona Dragon Boat Association (AZDBA) uses proceeds from this event to support local, non-profit charities. AZDBA is proud to announce that the **Special Olympics Arizona** will be the official 2010 festival beneficiary again!



Please help support the **Special Olympics Arizona!**

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Arizona Dragon Boat Association

	TITLE	PLATINUM	GOLD	SILVER	BRONZE
<b>Sponsorship Levels <sup>i</sup></b>	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$1,000</b>
Title sponsor of Arizona Dragon Boat Festival <sup>ii</sup>	✓				
Company name featured in all printed event material	✓				
Promotion at all press, radio, and television releases	✓				
Participation in opening and closing ceremonies	✓				
Title sponsor of entertainment stage	✓				
Title sponsor of one of the race boats	✓	✓			
Title sponsor of one race division	✓	✓	✓		
Present trophies to top three teams	✓	✓	✓		
Vendor booth provided	✓	✓	✓	✓	
Dragon Boat race entry fee waived for one team from sponsoring company	✓	✓	✓	✓	
Advertisement in festival program	Full Page	Full Page	Full Page	Half Page	Quarter Page
Company signage/banner displayed <sup>iii, iv</sup>	4 areas	3 areas	2 areas	1 area	
Right to conduct promotions in conjunction with event <sup>v</sup>	✓	✓	✓	✓	✓
Company name and logo on <a href="http://www.AZDBA.com">www.AZDBA.com</a> with link to Company's website <sup>iii</sup>	✓	✓	✓	✓	✓
Recognition at opening ceremony	✓	✓	✓	✓	✓
Company name and logo included in event posters and flyers (subject to final printing date) <sup>iii</sup>	✓	✓	✓	✓	✓

i Includes cash and in-kind donations

ii If there is more than one sponsor at this level, there will be a split recognition, e.g. "The ABC Company and XYZ Corporation present the Arizona Dragon Boat Festival." Listing order will be based on a "first-come" basis.

iii Sponsor provides logo

iv Sponsor provides all signage and banners

v Subject to AZDBA approval

**Please contact us for any other levels of sponsorship you may wish to offer.**

For additional information on sponsorship opportunities, please e-mail:

**Susie Vasquez** at [svasquez2@cox.net](mailto:svasquez2@cox.net)  
or visit us online at [www.AZDBA.com](http://www.AZDBA.com)