

Ottawa Dragon Boat Race Festival: Title Sponsorship Opportunities

One Sponsorship Available

TITLE benefits include:

PRINT

- Two-page colour (preferred position) ad in the Official Program Book (approximately 5,000 copies)
- Logo and name precedes festival name (e.g. The COMPANY NAME Ottawa Dragon Boat Race Festival) on our poster (approximately 3,500 copies)
- Logo and name precedes festival name (e.g. The COMPANY NAME Ottawa Dragon Boat Race Festival) on our letterhead, all promotional material, newsletter and official program books.
- Logo and name precedes festival name (e.g. The COMPANY NAME Ottawa Dragon Boat Race Festival) in all media ads (valued at \$225,000)

ON SITE

- The opportunity to post banners (number and size to be determined by Festival)
- The opportunity to have an area for corporate promotion and hospitality.
- The right to tie-in promotions during the two-day event.
- The opportunity to set up a promotional booth (size and location to be determined by the Festival)

WORLD WIDE WEB

- Acknowledgment as a TITLE sponsor on the festival web site www.dragonboat.net with an active link from your logo.

PUBLIC RELATIONS

- The entire Festival named after your organization. Your company name will precede "Ottawa Dragon Boat Race Festival" in all materials.
- Participation and identification of TITLE sponsor at all related events: e.g. Chinese New Year Gala, Pre-Festival Launch and Volunteer thank you event.
- TITLE sponsor name and logo on Volunteer t-shirts worn throughout the two-day event.
- Ten – 30 second commercials/advertisements at the festival on our Public Address system.
- A sponsorship presentation recognizing your contribution to the Festival at the Opening Ceremonies.

VIP ACCESS

- 30 invitations to our VIP viewing area (including lunch and refreshments)
- 15 VIP parking passes.

OTHER

- Four complimentary team registrations for corporate employees and friends to the race.
- The opportunity for corporate sample products, services or promotional items to be distributed to all festival participants in their registration kits.
- A commemorative memento to be presented to you at the Festival.
- Special acknowledgment of your significant contribution to the community throughout the Festival.
- One race named after your company.

Total Sponsorship would include:
Contribution of \$75,000 cash with a
TWO-YEAR COMMITMENT.

Our Mission Statement: “To each year deliver a first class Dragon Boat Race Festival accessible to all that brings together and gives back to our diverse community through team building, charitable fund raising and a cross cultural experience that is fun for everyone.”