



Sponsorship Package

Festival Objective

- To share the tradition of Dragon Boat Racing with our community
- To promote a festival atmosphere featuring athletic contests and other cultural activities to enhance the quality of community life in our beautiful water front city.
- To support the Sault Family YMCA and Sault Search and Rescue



Festival Date:

June 11, 2011



Dragon Head Sponsor

Presenting Sponsor

Value	\$5000
Number Available	One
Industry Exclusivity	Yes , in category

Benefits

Exclusivity and Competitive Advantage

- Sponsor receives industry exclusivity in category, and display opportunity;
- Sponsor's name/logo will be incorporated into Official Festival Dragon Boat Posters to be distributed throughout Sault Ste. Marie;
- Sponsor will be the only company within the category allowed to use event's trademark and logo on advertising to create festival-themed promotions and receive on-site visibility;
- Sponsor will have the right to use "Proud Presenting Sponsor of the 13th Annual Sault Ste. Marie Dragon Boat Festival" in all advertising and promotion during the festival year; and,
- Sponsor will have the enviable privilege to return as the Presenting Sponsor and be exclusive in their industry in the following year, by providing a confirmation within 60 days of the festival's completion.

Exclusivity Recognition and Marketing

- Sponsor will be given opportunity to enter one team to race;
- Sponsor will be given opportunities to present awards to divisional winners;
- Sponsor's name prominently marked or displayed on the Festival Sponsorship Board and given appropriate promotional acknowledgement for one year in connection with the promotion of the Festival, during practices and at the race; and, will be recognized in connection with the events, practices and at the races.

Media, Print Material & On-line Promotion

- Dedicated page for sponsor's greeting within souvenir program (Approximately 200 words); and, a full-page, advertisement in official souvenir program.

- Acknowledged as Presenting Sponsor with logo on poster at predominate positioning;
- Acknowledged as Presenting Sponsor in TV, website, and radio advertising;
- Acknowledged as Presenting Sponsor on the festival website; with a hotlink from the Festival Website to sponsor's website;
- Acknowledged in media releases; prior to, during and after the event.

On-site

- Invitation to the Opening Ceremony to officially launch the Festival;
- One promotional booth at the Festival (size and location to be determined by Dragon Boat Committee) for on-site promotions with designated number of tables and chairs;
- Opportunities for announcement of corporate messages to the public throughout the event;
- Invitation to participate in media opportunities prior to and during the Festival;
- Provisions for Sponsor to have its corporate logo prominently positioned at prime locations on the festival grounds; sponsor may provide a 4' x 8' sign or banner with logo as well as three signs or banners 2' x 4' each or another dimension of equal square feet to be shown at the festival site;
- Provisions for Sponsor's logo to be featured on the official sponsorship board at the festival site;
- 10 – Passes to the Sponsor Night event.



Dragon Sponsor

Media Sponsor

Value	\$5000 (in-kind)
Number Available	Four
Industry Exclusivity	Media Format - Yes

Benefits

Exclusivity and Competitive Advantage

- Sponsor receives media industry exclusivity, and display opportunity;
- Sponsor's name/logo will be incorporated into Official Festival Dragon Boat Posters to be distributed throughout Sault Ste. Marie;
- Sponsor will be the only company within the category allowed to use event's trademark and logo on advertising to create festival-themed promotions and receive on-site visibility;
- Sponsor will have the right to use "Proud Media Sponsor of the 13th Annual Sault Ste. Marie Dragon Boat Festival" in all advertising and promotion during the festival year; and,
- Sponsor will have the enviable privilege to return as the Media Sponsor and be exclusive in their industry in the following year, by providing a confirmation within 60 days of the festival's completion.

Exclusive Recognition and Marketing

- Sponsor will be given opportunity to enter one team to race;
- Sponsor will be given opportunities to present awards to divisional winners;
- Sponsor's name prominently marked or displayed on the Festival Sponsorship Board and given appropriate promotional acknowledgement for one year in connection with the promotion of the Festival, during practices and at the race; and, will be recognized in connection with the events, practices and at the races.

Media, Print Material & On-line Promotion

- Dedicated page for sponsor's greeting within souvenir program (Approximately 200 words); and, a full-page, advertisement in official souvenir program.

- Acknowledged as Media Sponsor with logo on poster at predominate positioning;
- Acknowledged as Media Sponsor in TV, website, and radio advertising;
- Acknowledged as Media Sponsor on the festival website; with a hotlink from the Festival Website to sponsor's website;
- Acknowledged in media releases; prior to, during and after the event.

On-site

- Invitation to the Opening Ceremony to officially launch the Festival;
- One promotional booth at the Festival (size and location to be determined by Dragon Boat Committee) for on-site promotions with designated number of tables and chairs;
- Opportunities for announcement of corporate messages to the public throughout the event;
- Invitation to participate in media opportunities prior to and during the Festival;
- Provisions for Sponsor to have its corporate logo prominently positioned at prime locations on the festival grounds; sponsor may provide a 4' x 8' sign or banner with logo as well as three signs or banners 2' x 4' each or another dimension of equal square feet to be shown at the festival site;
- Provisions for Sponsor's logo to be featured on the official sponsorship board at the festival site;
- 10 – Passes to the Sponsor Night event.



Steersperson Sponsor

Value	\$3000 (cash / in kind)
Number Available	Unlimited
Industry Exclusivity	No

Benefits

Exclusivity and Competitive Advantage

- Sponsor's name/logo will be incorporated into Official Festival Dragon Boat Posters to be distributed throughout Sault Ste. Marie;
- Sponsors within this category will be the allowed to use event's trademark and logo on advertising to create festival-themed promotions and receive on-site visibility;
- Sponsor will have the right to use "Proud Sponsor of the 13th Annual Sault Ste. Marie Dragon Boat Festival" in all advertising and promotion during the festival year; and,
- Sponsor will have the enviable privilege to return as the Steersperson Sponsor in the following year, by providing a confirmation within 60 days of the festival's completion.

Recognition and Marketing

- Sponsor's name prominently marked or displayed on the Festival Sponsorship Board and given appropriate promotional acknowledgement for one year in connection with the promotion of the Festival, during practices and at the race; and, will be recognized in connection with the events, practices and at the races.

Media, Print Material & On-line Promotion

- Acknowledged as Steersperson Sponsor with logo on poster;
- Acknowledged as Steersperson Sponsor in TV, website, and radio advertising;
- Acknowledged as Steersperson Sponsor on the festival website; with a hotlink from the Festival Website to sponsor's website;
- A half-page, advertisement in official souvenir program.
- Acknowledged in media releases; prior to, during and after the event.

On-site

- Invitation to the Opening Ceremony and Closing Ceremony;
- One promotional booth at the Festival (size and location to be determined by Dragon Boat Committee) for on-site promotions with designated number of tables and chairs;
- Opportunities for announcement of corporate messages to the public throughout the event;
- Invitation to participate in media opportunities prior to and during the Festival;
- Provisions for Sponsor to have its corporate logo prominently positioned at locations on the festival grounds; sponsor may provide a 4' x 8' sign or banner with logo as well as two signs or banners 2' x 4' each or another dimension of equal square feet to be shown at the festival site;
- Provisions for Sponsor's logo to be featured on the official sponsorship board at the festival site;
- 8 – Passes to the Sponsor Night event.



Drummer Sponsor

Value	\$2000
Number Available	Unlimited
Industry Exclusivity	No

Benefits

Exclusivity and Competitive Advantage

- Sponsor's name/logo will be incorporated into Official Festival Dragon Boat Posters to be distributed throughout Sault Ste. Marie;
- Sponsor will have the right to use "Proud Sponsor of the 13th Annual Sault Ste. Marie Dragon Boat Festival" in all advertising and promotion during the festival year; and,
- Sponsor will have the enviable privilege to return as the Drummer Sponsor in the following year, by providing a confirmation within 60 days of the festival's completion.

Recognition and Marketing

- Sponsor's name prominently marked or displayed on the Festival Sponsorship Board and given appropriate promotional acknowledgement for one year in connection with the promotion of the Festival, during practices and at the race; and, will be recognized in connection with the events, practices and at the races.

Media, Print Material & On-line Promotion

- Acknowledged as Drummer Sponsor with logo on poster;
- Acknowledged as Drummer Sponsor in TV, website, and radio advertising;
- Acknowledged as Drummer Sponsor on the festival website; with a hotlink from the Festival Website to sponsor's website;
- A quarter-page, advertisement in official souvenir program.
- Acknowledged in media releases; prior to, during and after the event.

On-site

- Invitation to the Opening Ceremony and Closing Ceremony;
- One promotional booth at the Festival (size and location to be determined by Dragon Boat Committee) for on-site promotions with designated number of tables and chairs;
- Provisions for Sponsor's name to be featured on the official sponsorship board at the festival site;
- 5 – Passes to the Sponsor Night event.



Paddler Sponsor

Value	\$1000
Number Available	Unlimited
Industry Exclusivity	No

Benefits

Exclusivity and Competitive Advantage

- Sponsor will have the right to use "Proud Sponsor of the 13th Annual Sault Ste. Marie Dragon Boat Festival" in all advertising and promotion during the festival year; and,
- Sponsor will have the enviable privilege to return as the Paddler Sponsor in the following year, by providing a confirmation within 60 days of the festival's completion.

Media, Print Material & On-line Promotion

- Acknowledged as Paddler Sponsor on the festival website; with a hotlink from the Festival Website to sponsor's website;
- A eighth-page, advertisement in official souvenir program.
- Acknowledged in media releases; prior to, during and after the event.

On-site

- Invitation to the Opening Ceremony and Closing Ceremony;
- One promotional booth at the Festival (size and location to be determined by Dragon Boat Committee) for on-site promotions with designated number of tables and chairs;
- Provisions for Sponsor's logo to be featured on the official sponsorship board at the festival site;
- 2 – Passes to the Sponsor Night event.



Friends of the Festival

Value	\$500
Number Available	Unlimited
Industry Exclusivity	No

Benefits

Exclusivity and Competitive Advantage

- Sponsor will have the right to use "Friend of the 13th Annual Sault Ste. Marie Dragon Boat Festival" in all advertising and promotion during the festival year; and,
- Sponsor will have the enviable privilege to return as a Friend of the Festival Sponsor in the following year, by providing a confirmation within 60 days of the festival's completion.

Media, Print Material & On-line Promotion

- Acknowledged as Friend of the Festival Sponsor on the festival website; with a hotlink from the Festival Website to sponsor's website;

- Acknowledgement in official souvenir program.

On-site

- Invitation to the Opening Ceremony and Closing Ceremony;
- Provisions for Sponsor's name to be featured on the official sponsorship board at the festival site;