

Tim Hortons Ottawa Dragon Boat Festival: *Silver Sponsorship Opportunities*

Ten Sponsorships Available

SILVER benefits include:

PRINT

- One 1/8 page (5 3/16" x 3 12/16"), black and white ad in the Official Program Guide (80,000 copies distributed in Ottawa Citizen)
- A full logo on our poster (5,000 copies)
- Acknowledgment as a sponsor in all promotional material, newsletter and official program guide.
- Acknowledgment as a sponsor in print media ads (valued at \$225,000)

ON SITE

- The opportunity to post "name only" banners (number and size TBD by Festival)
- The opportunity to set up a promotional booth (size and location TBD by the Festival)

WORLD WIDE WEB

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

PUBLIC RELATIONS

- Two - 30 second commercials/advertisements at the festival on our Public Address system.
- An invitation to all official functions including the Pre-Festival Launch and Opening Ceremonies.

- A sponsorship presentation recognizing your contribution to the Festival at the Opening Ceremonies.

VIP ACCESS

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

ADDED VALUE

- Special acknowledgment of your significant contribution to the community throughout the Festival.
- A commemorative memento recognizing your contribution to the Festival.
- Please consult the Festival Programs Chart for other available opportunities.

*Total Sponsorship would include:
Contribution of \$6,000 cash or \$9,000 in kind
and \$2,000 cash.*