

Ottawa Dragon Boat Race Festival: Gold Sponsorship Opportunities

Eight Sponsorships Available

GOLD benefits include:

PRINT

- One 1/4 page (5 3/16" x 7 1/2) colour ad in the Official Program Book (80,000 copies distributed in Ottawa Citizen)
- A full logo on our poster (5,000 copies)
- Acknowledgment as a sponsor with your logo on letterhead, all promotional material, newsletter and official program book.
- Acknowledgment as a sponsor in print media ads (valued at \$225,000)

ON SITE

- The opportunity to post banners (number and size TBD by Festival)
- The right to tie-in special promotions during the three-day event.
- The opportunity to set up a promotional booth (size and location TBD by the Festival)

WORLD WIDE WEB

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

PUBLIC RELATIONS

- One race named after your company.
- A race cup engraved with your company's name and presented on the main stage to race winners.
- Four – 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

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

ADDED VALUE

- One complimentary team registration for corporate employees and friends to participate in the event (value \$1,325).
- 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 during Festival.
- Special acknowledgment of your significant contribution to the community throughout the Festival.
- Please consult the Festival Programs Chart for other available opportunities.

*Total Sponsorship would include:
Contribution of \$12,000 cash or \$18,000 in kind
and \$4,000 cash.*