

## Tim Hortons Ottawa Dragon Boat Festival: *Presenting Sponsorship Opportunities*

### *One Sponsorship Available*

#### **PRESENTING benefits include:**

##### **PRINT**

- One 3/4 (10 10/16" x 11") colour ad in preferred location in the Official Program Guide (80,000 copies distributed in Ottawa Citizen)
- An oversized logo in preferred position on our poster (5,000 copies)
- Acknowledgment as a sponsor with your logo on letterhead, all promotional material, newsletter and official program guide
- Acknowledgment as a sponsor in all media ads (valued at \$225,000)

##### **ON SITE**

- The opportunity to post banners (number and size TBD by Festival)
- The opportunity to have an area for corporate promotion and hospitality.
- 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 PRESENTING sponsor on the festival web site [www.dragonboat.net](http://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 name and presented on the main stage to the race winners.

- Eight – 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**

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

##### **ADDED VALUE**

- Two complimentary team registrations for corporate employees and friends to race (value \$1,325 each).
- The opportunity for corporate sample products, services or promotional items to be distributed to all festival participants in 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 Program Chart for other available opportunities.

*Total Sponsorship would include:  
Contribution of \$30,000 cash with a  
TWO-YEAR COMMITMENT.*