

## **Ottawa Dragon Boat Race Festival: Presenting Sponsorship Opportunities**

One Sponsorship Available

### **PRESENTING benefits include:**

#### **PRINT**

- A one-page colour (preferred position) ad in the Official Program Book (approximately 5,000 copies)
- An oversized logo (preferred position) on our poster (approximately 3,500 copies)
- Acknowledgment as a sponsor with your logo on letterhead, all promotional material, newsletter and official program- book.
- Acknowledgment as a sponsor 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 special 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 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**

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

#### **OTHER**

- Two 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.

Total Sponsorship would include:  
Contribution of \$25,000 cash with a  
**TWO-YEAR COMMITMENT.**