



Carleton Place Dragon Boat Festival



SPONSORSHIP PACKAGE

In August 2001, a Festival Committee was formed to present the First Annual Carleton Place Dragon Boat Festival. Our first festival in September 2002 was met with great success; team participation exceeded expectations, and hundreds of visitors from all over Eastern Ontario and beyond were attracted to the Dragon Boat Races. Riverside Park, in the heart of the town of Carleton Place was alive with colour and activity.

The last three years and this year the focus has been on promoting and supporting The Carleton Place & District Memorial Hospital. Since 2007, cheques for over \$23,000 were given to the Hospital for much needed equipment.

On the second Saturday in September the town of Carleton Place will once again find Riverside Park teeming with excitement. Preparing for another successful year, the Dragon Boat Festival Committee anticipates as many as 44 teams – over 1000 paddlers and drummers coursing across the finish line with a large number of spectators cheering them on. Visitors from all over Eastern Ontario will be drawn to this spectacular event.

Come, be a part of the Dragon Boat Festival – Carleton Place's newest tradition and one of the world's oldest.

Organized By:

The Festival Committee (admin@fall400.com)
P.O. Box 153, Carleton Place, ON Canada K7C 3P3
www.fall400.com

Our mission is to host the best (fun & well-run) small, one-day dragon-boat event in Eastern Ontario. We are a non-profit organization that returns all profits back to the community.



Why be a Sponsor?

- **Dragon Boat racing, the ultimate team sport, is growing exponentially in corporate and community centres world-wide**
- **Annual growth rate of 30 - 40%**
- **Fantastic scope for corporate team building and promotion**
- **Untapped and uncluttered community marketing opportunity**
- **Extremely high on the "Fun, Friendship and Fitness" scale**
- **Visually spectacular, exciting split-second finishes**
- **Personal satisfaction; great corporate team development**
- **Support key community objectives**

Association with a positive local community development programme
Proceeds from this event will be turned back to the people of the Carleton Place area through support of The Carleton Place & District Memorial Hospital, as well as through the Civitan Club, High School Bursaries and other charities facilitating the active participation of various community groups in the Festival.

Support the work of local charities and non-profits
As a good corporate citizen, you value the ways that these groups and service clubs benefit your community.

Involvement of your company and employees in community building
Develop a sense of belonging/ownership in a major community activity for your firm and its personnel.

Association with a popular summertime recreational event for the people in your community
The Festival has the potential to become a family fun day for everyone. It will help to make the Carleton Place area a better place to be and to live.

Publicity
There will be various promotional opportunities within the scope of this event.

Market exposure
There is the potential for 42 teams plus the attendant support, as well as a large number of spectators at the Festival to receive your message (total of as many as 2000 people). These teams will be from Carleton Place and the surrounding area, with some teams coming from other areas of the province, Montreal and the Outaouais.



Partner Sponsorship Category

Sponsor Number Available: Unlimited

Value: 1) \$1,000 - \$2,999 Cash 2) \$4,000 or more - in-kind

Exclusivity: No

BENEFITS:

EXCLUSIVITY AND RECOGNITION

- Sponsor's name/logo will be incorporated into the Official Festival Dragon Boat printed materials to be distributed throughout Carleton Place and District.
- Sponsors within this category will be allowed to use event's trademark and logo on advertising to create festival-themed promotions and receive on-site visibility. Any direct Festival advertising will indicate that the Festival is "**Sponsored in part by...**" the sponsor. No wording that suggests sponsorship exclusivity will be allowed.
- Sponsor will have the right to use "**Proud Partner of the nth Annual Carleton Place Dragon Boat Festival**" in all advertising and promotion during the festival year should they so choose.
- Sponsor will be given the opportunity to present awards to the challenge winners.
- Sponsor will be given appropriate promotional acknowledgement for one year in connection with the promotion of the Festival, during practices and at the race.

SOUVENIR PROGRAM

- Logo on the front and back page
- Half-page advertisement in the souvenir program

ADVERTISING

- Acknowledged with a logo in all printed materials (newspaper, press releases, posters, outgoing correspondence).
- Acknowledged with a logo (where applicable) in all radio, television and internet advertising.
- Acknowledged with a logo in a post Thank You advertisement.
- Acknowledged with a logo on the Results board
- Acknowledged with a logo as a Partner on our Festival Website
- A hotlink from our Festival Website to the Sponsor's website

ON-SITE

- Invitation to participate in media opportunities prior to and during the Festival.
- Provisions for Sponsor to have its corporate logo positioned on the backdrop at the main stage.
Sponsor may provide two signs or banners with logo, up to 4' x 8' or similar dimension of equal square footage to be shown at prime locations at the Festival site.
- Provisions for the Sponsor's logo to be featured on the official sponsorship board at the Festival site.
- One Sponsor VIP Parking Pass.



Associate Sponsorship Category

Sponsor Number Available: Unlimited

Value: 1) \$500 - \$999 Cash 2) \$2,000 in-kind

Exclusivity: No

BENEFITS:

EXCLUSIVITY AND RECOGNITION

- Sponsor's name/logo will be incorporated into the Official Festival Dragon Boat printed materials to be distributed throughout Carleton Place and District.
- Sponsor will be allowed to use event's trademark and logo on advertising to create festival-themed promotions and receive on-site visibility. Any direct Festival advertising will indicate that the Festival is "**Sponsored in part by...**" the sponsor. No wording that suggests sponsorship exclusivity will be allowed.
- Sponsor will have the right to use "**Proud Associate of the nth Annual Carleton Place Dragon Boat Festival**" in all advertising and promotion during the festival year should they so choose.
- Sponsor will be given appropriate promotional acknowledgement for the year in connection with the promotion of the Festival, during practices and at the race.

SOUVENIR PROGRAM

- Logo on the back page
- Quarter-page advertisement in the souvenir program

ADVERTISING

- Acknowledged with a logo in all printed materials (newspaper, press releases, posters).
- Acknowledged with a logo in a post Thank You advertisement.
- Acknowledged with a logo on the Results board
- Acknowledged with a logo as an Associate on our Festival Website
- A hotlink from our Festival Website to the Sponsor's website

ON-SITE

- Invitation to participate in media opportunities prior to and during the Festival.
- Sponsor may provide one sign or banner with logo, up to 4' x 8' or similar dimension of equal square footage to be shown at a prime location at the Festival site.
- Provisions for the Sponsor's logo to be featured on the official sponsorship board at the Festival site.



Friend Sponsorship Category

Sponsor Number Available: Unlimited

Value: \$50—\$499 Cash or in-kind

Exclusivity: No

BENEFITS:

EXCLUSIVITY AND RECOGNITION

- Sponsor will have the right to use “**Proud Friend of the nth Annual Carleton Place Dragon Boat Festival**” in all advertising and promotion during the festival year should they so choose.

SOUVENIR PROGRAM

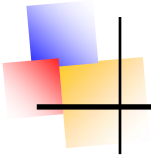
- Inclusion of sponsor’s name in the souvenir program as a Friend

ADVERTISING

- Acknowledged in a post Thank You advertisement.
- Acknowledged as a Friend on our Festival Website
- A hotlink from our Festival Website to the Sponsor’s website

ON-SITE

- Invitation and recognition at the award ceremonies on the day of the Festival.



Carleton Place Dragon Boat Festival



September 11th, 2010
Carleton Place, Ontario

SPONSORSHIP AGREEMENT AND INVOICE

Whereas, the Carleton Place Dragon Boat Festival (hereinafter called "the Committee") is organizing, promoting and staging the 2010 Dragon Boat Festival (hereinafter called "the Event"), to be held at Riverside Park, Carleton Place, Ontario, from and including September 11th, 2010; and whereas,

_____ (hereinafter called the "Sponsor") has agreed to provide to the Committee certain goods, monies and/or services in exchange for a sponsorship package to be provided by the Committee. Now, therefore, in consideration of mutual agreements contained herein, the parties agree as follows:

1. The Committee shall provide to the Sponsor the following package (please check one and initial):

___ Partner Sponsorship (\$1,000 - \$2,999 Cash/\$4,000 or more - in-kind)

___ Associate Sponsorship (\$500 - \$999 Cash/\$2,000 in-kind)

___ Friend Sponsorship (\$50—\$499 Cash or in-kind)

In relation to the Event that shall include those goods, services and considerations listed in the preceding categories section attached hereto and forming part of this Agreement.

2. The parties agree that the following items listed in the preceding categories section shall not be supplied or provided by the Committee and are expressly excluded from this Agreement:

3. The parties agree that the Committee shall provide to the Sponsor the following additional goods, services or considerations:

4. The parties agree to the following conditions not outlined in the preceding categories section. Goods, Services and Considerations will not be supplied until payment has been made.

Terms of Payment: Cheque made out to The Carleton Place Dragon Boat Festival Committee
Total Amount Due \$ _____

Date: _____

Sponsor Official Name: _____

Signed by Sponsor Official: _____

The Committee Official: _____