

TEXAS DRAGON BOAT ASSOCIATION
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FESTIVAL/REGATTA SPONSORSHIP LEVELS

ABOUT THE TEXAS DRAGON BOAT ASSOCIATION

The Texas Dragon Boat Association is a 501 (c)(3) Texas non-profit corporation. Our mission is
"To promote the tradition of dragon boating, increase awareness of Asian and Asian-American culture, and enhance cross-cultural understanding."

WHY SHOULD YOU SPONSOR?

Dragon boat racing offers organizations a special opportunity to capitalize on:

ORGANIZATION TEAMBUILDING

An advance practice session and multiple races on event day boost team morale and create a high-performing team (20 paddlers, 1 drummer, and 4 alternates). Teamwork is the key. All equipment is provided, and coaches provide training and serve as the steerspersons.

MARKETING

The Festival and Regatta represent landmark annual Asian festivals in Houston.

COMMUNITY VISIBILITY

Past Festivals and Regattas have received wide media coverage, including print, radio, and television. Sponsors will be recognized on t-shirts, in announcements during the events, on the web site and web links, and through other channels.

DIVERSITY

The Festival and Regatta are two of the largest multicultural gatherings in Houston (Harris County) and Sugar Land (Fort Bend County). Three thousand to five thousand people per day are expected.

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BOARD

Jim Travlos – Board Chairman
David Mandell – President/Executive Director
Caroline Long, D.C. – Secretary

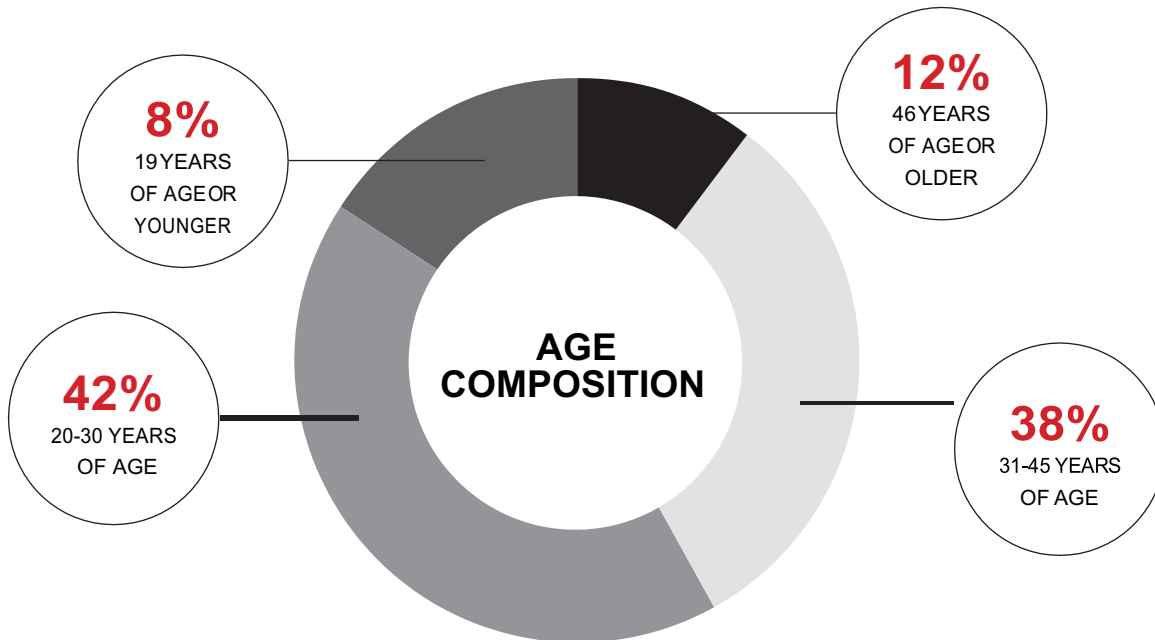
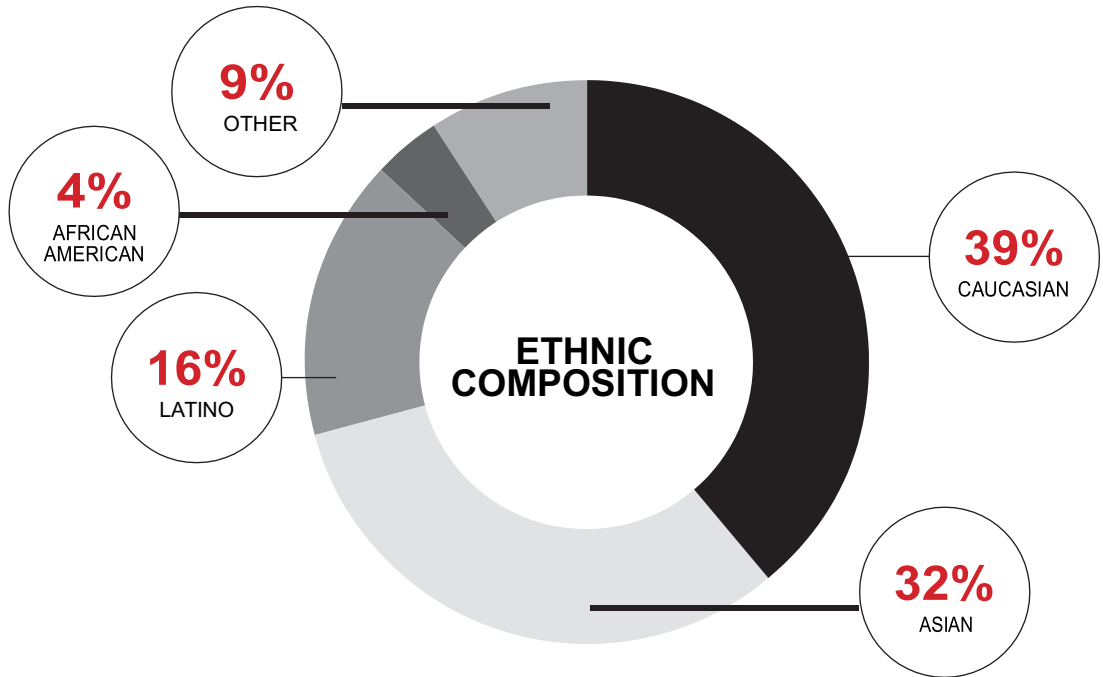
HONORARY CHAIRMEN

Michael Jhin – St. Luke's Episcopal Health System
Eugene Lee – Chairman Emeritus, Essex Commercial Properties

BOARD DIRECTORS

Brian Chiu – MD Anderson
Caley Eichenlaub – MHMRA of Harris County
Curtis Tipton – Walmart
Dena Peavler – Community Volunteer
Gary Liu – Ernst & Young
Huang Quan Vu – Gardere Wynne Sewell LLP
William A. LeSage – OFS Portal, LLC

ESTIMATED PARTICIPATION & ATTENDANCE DEMOGRAPHICS:



PAST MEDIA COVERAGE

002 Houston Magazine
Greensheet
YELLOW Magazine
What's Up Houston
Houston Chronicle
Houston Press
Houston Intown
Houston Star
Texas Highways
Texas Monthly
Rice Addict
Asia Blue
Northeast News
FIL-AM Press
Bay Runner Magazine
Galveston County Daily News
Southern Chinese Daily
World Journal
Sohu.com
Health & Fitness Magazine
Greater Houston Weekly
H Texas Magazine
Greater Houston Convention
& Visitors Bureau
Bay Area – The Citizen
Clear Lake East Community
Newsletter
The Observer
Bay Area Sea Breeze
City of Nassau Bay City News
Bilingual Texas Digest
West University Examiner
Saigon Tex News
Mariner's Log
The Scene Magazine
Tropical Attitude
Channel 2
Channel 11
Channel 13
Channel 17
Channel 24
Channel 26
Channel 39
Channel 45



WHO IS THE TEXAS DRAGON BOAT ASSOCIATION?

Eight teams participated in the first Houston Dragon Boat Festival on Buffalo Bayou in downtown Houston in 2001. Held each May, the Festival has expanded to include over 30 teams, numerous arts & crafts and food vendors, day-long Asian cultural performances, and 5,000 attendees.

In 2004, TDBA inaugurated a second, two-day event, the Gulf Coast International Dragon Boat Regatta at Clear Lake Park, and now in Sugar Land, TX, held each October.

The Texas Dragon Boat Association is a 501(c)(3) whose mission is to promote the tradition of dragon boating, increase awareness of Asian and Asian-American culture, and enhance cross-cultural understanding. Funds raised from the Festival and Regatta will be used to build two boathouses – one on Buffalo Bayou and one in Fort Bend County, TX – and to establish a year-round corporate/community teambuilding program, youth education program, and breast cancer survivor program.

CORPORATE TEAM SPONSORSHIP

\$2700

- Team entry for 25 team members
- Two advance practice sessions (weather permitting)
- Name displayed as team sponsor on event program, event signage, and link on our website at **www.texasdragonboat.com**
- Mention in Texas Dragon Boat Association press releases about the event
- Multiple announcements as a team sponsor on the day of the event
- T-shirts on Race Day for 25 Team Members
- Discounted sponsorship fee available for sponsoring both in the May Festival and October Regatta
- Priority registration for next year's Houston Dragon Boat Festival or Gulf Coast International Dragon Boat Regatta



FESTIVAL SPONSORSHIP

\$5000

FOOD COURT SPONSOR:

- Corporate Sponsorship (see above)
- Location reserved at Food Court (4-5 food vendors anticipated) for company banner
- Acknowledgement in program and announcement during the day about the “[Your Company Name] Food Court”
- Company logo on T-Shirts and Programs
- Vendor booth to display company products

KID ZONE SPONSOR:

- Corporate Sponsorship (see above)
- Location reserved at Kid Zone or Vendor Area surrounded by all of the kids’ activities and booths for company banner
- Acknowledgement in program and announcement during the day about the “[Your Company Name] Kid Zone”
- Company logo on T-Shirts and Programs
- Vendor booth to display company products

FESTIVAL SPONSORSHIP

(CONTINUED)

VENDOR AREA SPONSOR:

- Corporate Sponsorship (see above)
- Acknowledgement in program and announcement during the day about the “[Your Company Name] Vendor Court”
- Company logo on T-Shirts and Programs
- Vendor booth to display company products

DOCK SPONSOR:

- Corporate Sponsorship (see above)
- Location reserved at Marhshalling/Dock Area (All teams must pass through this area before boarding dragon boats) for company banner
- Acknowledgement in program and announcement during the day about the “[Your Company Name] Dock Area”
- Company logo on T-Shirts and Programs
- Vendor booth to display company products

PADDLE SPONSORSHIP

\$7500

- High Visibility: Company Name on 120 Paddles during Practice Sessions and Festival/Regatta Event Days
- Paddles will be seen in photographs and video of the event
- Acknowledgement in program and announcement during the day
- Company logo on T-Shirts and Programs
- Vendor booth to display company products

NOTE:

For a total of \$15,000, Company can be a Paddle Sponsor for the entire 2015 season, in which case benefits will apply during both the May Festival and the October Regatta. The paddles will be used in dragon boat festivals in Louisiana, Oklahoma, and Texas. Other equipment and services will be provided by the Texas Dragon Boat Association.

BOAT NAMING SPONSORSHIP

\$10000

The Texas Dragon Boat Association owns 8 dragon boats.

All boats are available for boat naming sponsorships.

Please contact the Texas Dragon Boat Association for details.

FESTIVAL TITLE SPONSORSHIP

\$20000

TITLE RECOGNITION:

- Corporate Name incorporated into the title of the event: “[Company Name] Houston Dragon Boat Festival”
- Press conference to publicize title sponsorship
- Press releases to reference Company as title sponsor
- Recognition in newspaper ads (subject to donation of advertising space)
- Greeting and photo from Executive Representative in the event program
- Executive Representative will provide official welcome in opening ceremony and/or closing ceremony
- Company name and logo incorporated on event signage, event t-shirt, and www.texasdragonboat.com web site as Title Sponsor
- Web link to home page from the Texas Dragon Boat Association website
- Prime stage location reserved for company banner at event
- Top, prominent, and frequent recognition by the celebrity emcees during the event

RACE ENTRIES:

- Two company team entries (25 members per team) in the event
- Two advance practice session for each Company team, weather permitting (on a previous weekend)
- T-shirts on the day of the event for each team member

FESTIVAL TITLE SPONSORSHIP

(CONTINUED)

EVENT DAY PRODUCT PLACEMENT AND MARKETING:

- Company will receive complimentary vendor booth
- Opportunity to distribute samples and promotional materials in coordination with the official activities, and recognition as “official product”

PRIORITY REGISTRATION FOR 2016:

- Priority team registration for 2016
- First opportunity to become Title Sponsor of the 2016 event