



*The signature Dragon Boat
Festival in Western Canada*

ATB Financial Lethbridge Rotary Dragon Boat Festival

2022 | **SPONSORSHIP PACKAGE**

YOUR IMPACT

IN 2019



1,200+

PARTICIPANTS



15,000+

ATTENDEES



200+

VOLUNTEERS



31

EXHIBITORS

1. Position your company and increase your exposure

2. Strengthen community ties

3. Build brand loyalty and develop new business

4. Foster workforce teambuilding

YOUR OPPORTUNITIES

FESTIVAL SPONSOR

For those looking for significant recognition across all parts of the festival. Discounted team rates

\$1000 - \$5000

MEDIA SPONSOR

For media organizations looking for recognition across all parts of the festival

\$1000 - \$5000

ENTERTAINMENT SPONSOR

For those looking for significant time-specific recognition on and around the ATB stage

\$350 / hour

FOOD & BEVERAGE PARTNER

For those looking for recognition inside the beer gardens

\$100 - \$500

In-Kind Sponsorship Options

There are a number of items and services that are needed for the festival. We will gladly provide a full or partial in-kind sponsorship agreement for the value of goods or services provided.

YOUR CHOICE

All Sponsor Levels include:

- Logo inclusion and recognition on website, social media, app
- Logo on sponsor signage at the festival
- Onsite banner at the festival (provided by the organization)

Sponsorship Level	Platinum \$5000	Gold \$3000	Silver \$2000	Bronze \$1000	Media \$2500
Team Building Team entry & half a tent	Included	\$1000 Discount	\$500 Discount		
Display Space 10'x10' Tent not included	Included	Included			Included
Award Presentation Designates can present	Included				Included
Race Naming Exclusive rights to one race	Final Race	Semi Final	Semi Final	Regular	Regular
Announcements Verbal Recognition at the Festival	15 per day	10 per day	6 per day	3 per day	10 per day
Logo on Festival T-Shirts Logo in color	Large	Medium	Small	Small	Large

Entertainment Sponsor: \$350/hr

- Organization signage on and around ATB Stage
- Verbal recognition from Emcee and entertainment act during the hour
- Photo with organization representatives and entertainment act
- Small logo on Festival T-Shirts

FORM & AGREEMENT

Please fill out the following form to confirm your chosen sponsorship level.

CONTACT INFORMATION

Organization Name

Organization Contact

Phone

Email

OPPORTUNITIES

Platinum Sponsor

Media Sponsor

Gold Sponsor

Entertainment Sponsor

Silver Sponsor

Food & Beverage Partner

Bronze Sponsor

In-Kind - Amount: _____

PAYMENT INFORMATION

Invoice

Payable to:

Lethbridge Rotary Dragon Boat Festival

P.O Box 1094

Lethbridge, AB T1J4A2

Cheque

E-Transfer

treasurer@lethbridgedragonfest.ca

**please set password as: Paddles Up

Completed forms should be returned to Todd Brown at
sponsorship@lethbridgedragonfest.ca

CONTACT US

Todd Brown, Sponsorship Chair

Email: Sponsorship@lethbridgedragonfest.ca

Phone: 403-715-9997

On behalf of the Rotary Clubs of Lethbridge

Thank you!

Any and proceeds from this event are turned into local and international service projects.



@lethdragonfest

#lethdragonfest

LethbridgeDragonFest.ca