

**BUILDING COMMUNITY AND YOUR BRAND THROUGH DRAGON BOATING:  
2021 branded marketing sponsorship opportunities with 502 Dragon Boat Community**

**COMMUNITY AMBASSADOR SPONSORSHIPS: \$500-\$2,500 –excellent for corporate Community Engagement!**

Support 502 Dragons' work to increase diversity and expand access to paddle sports! Your gift helps our organization reach disadvantaged communities through education, outreach, and inclusion events and expands access to paddle sports by removing financial barriers to participation for underrepresented groups or individuals to pursue paddling education, leadership development, competition, and/or instructor certification.

**Highlights:**

- The chance to tell your company's story or share your values through a video on our website, a live Facebook video, or an article in our e-newsletter
- Your name and logo on website, monthly e-newsletter, and social media promotions



**PADDLE WRAP SPONSOR: \$2,500 (1 available each paddling season)**

**Highlights:**

- 40+ practice paddles vinyl wrapped with your company's design/brand information. These paddles are seen throughout the year at practice sessions, training workshops, races, and community events
- Your name and logo on website, monthly e-newsletter, and social media promotions
- 50% off one team building session for your company

**WATER SPONSOR: \$2,500**

**Highlights:**

- Your choice of branded cooler or branded reusable water bottles displayed and used by participants throughout the 2021 paddling season
- Your name and logo on website, monthly e-newsletter, and social media promotions
- 50% off one team building session for your company

## **502 DRAGONS COMPETITIVE TRAVELING TEAM SPONSORSHIPS: \$3,000**

### **Highlights:**

- As a racing team sponsor, your sponsored team's shirt is branded with your logo or design
- All traveling team vehicles display a magnetic sign with your brand information and the team's name
- You have the option to include products in and your name/logo on travel team gift bags (given to race officials, dignitaries, and race staff at race events)
- Your name and logo on website, monthly e-newsletter and social media promotions
- Option for your company to have a dragon boat based team-building session

## **DRAGON BOAT TRAILER SPONSORSHIP: \$4,000 (2 available)**

### **Highlights:**

- Working with us, design signage (vinyl decals, banners, or signs) to be displayed on the boat trailer. Trailer is displayed when boat is taken to any local, regional, or national event or race
- Your name and logo on website, monthly e-newsletter, and social media promotions
- Option for your company to have a dragon boat based team-building session

## **FULL BOAT SPONSOR: \$10,000 (1 available) or HALF BOAT SPONSOR: \$5,000 (2 available)**

The full boat sponsor will have a 40' dragon boat wrap branded SOLELY with your custom design (and our organization's logo). We will work with you to design a custom media package as well as additional opportunities for you and your staff to engage with us throughout the year. The half-boat sponsor will share boat wrap design space with one other sponsor.

### **Highlights:**

- Only business promoted on a 40' dragon boat (full boat sponsor) OR one of two sponsors (half boat sponsor). Guaranteed two years of signage display (2021 and 2022). Option to renew or change boat wrap for 2023 for a \$3,000 continuing sponsorship.
- You decide what the boat wrap looks like (your designer and our team will work together)
- Boat wrap is displayed when boat is taken to any local, regional, or national event or race
- One annual dragon boat visit to your business or your business' event (2021 and 2022)
- Your name and logo on website, monthly e-newsletter, social media promotions, digital ads, and press releases
- Your name mentioned in social media live events
- Option for your company to have a dragon boat based team-building session or a once a month group practice session
- Option for a sponsor-created sign to be displayed at all 2021 dragon boat practices
- Video for our website or an e-newsletter article featuring your company's story or values or a message about why you support the 502 Dragon Boat Community