

SPONSORSHIP INFORMATION AND BENEFITS PACKAGE



Presents



“Kawartha Credit Union’s participation in Peterborough’s Dragon Boat Festival is our way of sharing our commitment to the health and well-being of the communities we serve.”

Robert Wellstood, CEO Kawartha Credit Union

“Dragon boating has certainly become a community event. I encourage your support.”

Mayor D. Paul Ayotte, City of Peterborough

Contacts:

Meredith Cosburn, Founder, Survivors Abreast and the Festival, Chair of Sponsorship, Festival Planning Committee, 705-745-8422 or hobbydepot@bellnet.ca

Media Sponsors: Carol Mutton, Past President Survivors Abreast, Chair, Communications Festival Planning Committee, 705-292-0015 or 768-4294 or carolmutton@persona.ca

DATES TO REMEMBER

January 16-09	Deadline for confirmation of sponsorship
February 24	Launch/registration opens
March 23	Deadline for holding spots for sponsor teams
April 17	Registration closes – team profiles due
May 1	Sponsor ads for program due
May 11	Captain's meeting – Trinity United Church
June 13	Festival day

GENERAL INFORMATION

- All *sponsor levels have until March 23, 2009 to confirm that they are registering a team— the Registration Chair will hold spots for *sponsors until this time. It is important to let the Sponsorship or the Registration Chair know before this date as each year community teams are turned down.
- Team members must work for the company or be a relative of a company employee and must live or work within the established boundary for registered teams i.e. the Lindsay, Peterborough and Surrounding Area phone directory. The Race Director must approve any exceptions. This benefit, free teams, applies to platinum, gold and silver levels.
- Free registration for platinum, gold and silver levels includes free team pictures.
- Sponsors can set up on the Friday before the event and security guards are in the park during this time however, the festival cannot guarantee there will be no losses.
- The festival will provide 15 minute passes for the day to shuttle supplies into sponsor tent areas.
- There is reserved parking at Del Crary Park on race day – 1 pass per \$1,000.00 of sponsorship.
- Team signs are provided to all sponsor and community teams to identify the teams to spectators.
- VIP boat tours on festival day are available to sponsors upon request.

*Friends of the Festival are not included for this benefit.

Remember, all pledges go to the PRHC's breast assessment centre for diagnostic equipment. 25% of the revenue goes to Survivors Abreast dragon boat team to keep the team operational.

BENEFITS FOR SPONSORS

Are you considering coming on board as a sponsor of the festival this year? Here are the festival's TOP TEN REASONS to support this community event for a worthwhile cause!

As a festival sponsor you can...

1. Help the festival achieve its goals—to purchase state of the art diagnostic equipment for the Breast Assessment Centre at the PRHC and to raise awareness of breast cancer in the community.
2. Demonstrate your commitment to your community's well being.
3. Demonstrate your commitment to your employees and their well being.
4. Be part of an event that builds teams — on the water and in the workplace.
5. Help bring people together for a day of fun, friendly competition and good feeling. Did we mention fun?
6. Be recognized for your generosity and spirit by the community through festival promotions and local media coverage.
7. Proudly mention in promotions for your organization how you supported raising money for early diagnosis of breast cancer and the festival.
8. Grab the opportunity to be involved in dragon boating — one of the fastest growing water sports — and a future Olympic event.
9. Receive an acknowledgement for your sponsorship that can be displayed in your business.
10. Be able to do something special for that person you know who is affected by breast cancer.

Breast cancer is the most common cancer among Canadian women.

- In 2008, an estimated 22,400 women will be diagnosed with breast cancer and 5,300 will die of it.
- An estimated 170 men will be diagnosed with breast cancer and 50 will die of it.
- On average, 431 Canadian women will be diagnosed with breast cancer every week.
- On average, 102 Canadian women will die of breast cancer every week.
- One in 9 women is expected to develop breast cancer during her lifetime. One in 28 will die of it.
- Breast cancer death rates have declined in all ages combined and in every age group since at least the mid 1990s.
- Incidence and death rates for breast cancer have declined since 1969 in women aged 20-39.

Totals may not add, due to rounding. Last modified August 2008 – Canadian Cancer Society

Platinum Paddle \$15,000 – Kawartha Credit Union is the festival's platinum sponsor for the 8th consecutive year!

- First rights on platinum sponsorship for the following year
 - “Kawartha Credit Union Presents” and logo on all promotional material & media events
 - Opportunity to hold festival news conferences at place of business
 - Company name and logo on unique festival welcome arch at festival staging area
 - Introduction of company representatives at opening ceremony and news conferences
 - Company representatives featured as presenters of race and pledge awards
 - Community trophy named after company and displayed on festival day, at promotional events and in the local Sports Hall of Fame
 - Sponsorship of grand championship race named in program and announced at event
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- Free registration for three company teams with one free practice per team
 - Headliner and company name & logo on CHEX TV festival commercial
 - Company tent 15 X 15 (with sides) and top choice festival site provided
 - Company name and logo prominently displayed on a minimum of 3 race dragon boats
 - **2** full pages of free colour advertising in festival program
 - Electronic advertising with company name and logo in prime city locations
 - Company **name and logo** displayed on thank you insert with tax receipt sent to all pledge donors
 - Company sign sized according to sponsorship level for display on tent
 - Company name and logo featured on all promotional material e.g. poster and program
 - Company name promoted in all news releases
 - Own company banner may be displayed prominently in park
 - Proud sponsor sign provided for place of business
 - Company sign visible on special display
 - Company name and logo displayed on festival internet.
 - Post event acknowledgment in media

Gold \$10,000

- Free registration for two company teams with one free practice per team
- Company name & logo on CHEX TV festival commercial
- Company tent 10 X 15 (with sides) and top choice festival site provided
- Company name and logo prominently displayed on 2 race dragon boats
- **1 1/2** full pages of free colour advertising in festival program
- Electronic advertising with company name and logo in prime city locations
- Company **name and logo** displayed on thank you insert with tax receipt sent to all pledge donors
- Company sign sized according to sponsorship level for display on tent
- Company **name and logo** featured on all promotional material e.g. poster and program
- Company name promoted in all news releases
- Own company banner may be displayed prominently in park
- Proud sponsor sign provided for place of business
- Company sign visible on special display
- Company name and logo displayed on festival internet.
- Post event acknowledgment in media

Silver \$5,000

- Free registration for one company team with one free practice per team
- Company tent 10 X 10 (with sides) and festival site provided
- Company name and logo prominently displayed on 1 race dragon boat
- 1 full page of free advertising in festival program
- Electronic advertising with company name and logo in prime city locations
- Company **name and logo** displayed on thank you insert with tax receipt sent to all pledge donors
- Company sign sized according to sponsorship level for display on tent
- Company **name and logo** featured on all promotional material e.g. poster and program
- Company name promoted in all news releases
- Own company banner may be displayed prominently in park
- Proud sponsor sign provided for place of business
- Company sign visible on special display
- Company name and logo displayed on festival internet
- Post event acknowledgment in media

Bronze \$3,000

- Opportunity to enter a team, registration money to be received by March 23, 2009
- Company kiosk and festival site provided
- ½ page of free advertising in festival program
- Company **name and logo** displayed on thank you insert with tax receipt sent to all pledge donors
- Company sign sized according to sponsorship level for display on tent
- Company **name and logo** featured on all promotional material e.g. poster and program
- Company name promoted in all news releases
- Own company banner may be displayed prominently in park
- Company sign visible on special display
- Company name displayed on festival internet
- Post event acknowledgment in media

Teak \$1,000

- Opportunity to enter a team, registration money to be received by March 23, 2009
- Company kiosk and festival site provided
- ¼ page of free advertising in festival program
- Company **name** displayed on thank you insert with tax receipt sent to all pledge donors
- Company sign sized according to sponsorship level for display on tent
- Company name and logo featured on festival poster and company name on program back cover
- Company name promoted in all news releases
- Own company banner may be displayed prominently in park
- Company name displayed on festival internet.
- Post event acknowledgment in media



HISTORY OF THE FESTIVAL

June 2001

Survivors Abreast introduced dragon boat races to Peterborough. This community event involved 34 teams racing on Little Lake and raised over \$25,000 for the Breast Assessment Centre. It sparked a growing enthusiasm for dragon boating within the community.

June 2002

Peterborough's Dragon Boat Festival was presented by Kawartha Credit Union, the event's platinum sponsor, hosted by Survivors Abreast and organized by the Festival Planning Committee. 50 teams participated and raised over \$90,000, most of which went to the Breast Assessment Centre at the PRHC.

June 2003

The festival, presented by Kawartha Credit Union, platinum sponsor, included 84 teams, 80 local and 3 breast cancer survivor teams from outside the area who were invited to race with Peterborough's Survivors Abreast team. The teams and broader community raised \$158,592 for the PRHC.

June 2004

For the third consecutive year, Kawartha Credit Union stepped up to the mark as platinum sponsor allowing 96 teams, including 6 breast cancer teams, to participate. The event raised \$175,123.57 for the PRHC, and about \$16,000 for Survivors Abreast, a total of \$196,705.78.

June 2005

This special fifth anniversary year registered 104 teams, including five breast cancer teams, four of which were guest teams from out of town, and raised \$173, 443.42 as reported on the August 18, 2005 cheque presentation to the PRHC. Pledges kept on coming in and by October 20, 2005 the total had surpassed the previous year, a grand total of \$175,300.39.

June 2006

100 teams raced including four breast cancer survivor teams, two of which were guest teams from out of the area. The festival raised \$216,889.57 for the breast assessment centre and \$237,073.28 in total including \$14, 183.71 for Survivors Abreast and \$6,000 held over for festival 2007. Since 2001, \$891,701.99 has been donated to the PRHC!

June 2007

104 community teams participated, including 11 visiting breast cancer survivor teams from across Ontario. This year, the festival surpassed the million-dollar mark, raising a total of \$1, 079,794.49 since its inaugural year in 2001. The money will go towards the purchase of digital mammography units to help with early diagnosis.

June 2008

About 102 community teams raised \$167, 237 in pledges allowing the festival to present a cheque for \$202,967 to the new hospital's Breast Assessment Centre, which was officially named after Peterborough's Survivors Abreast dragon boat team in a dedication ceremony at the hospital in August. The Festival proceeds are the last installment for the three digital mammography machines that were purchased and are now installed and in use at the Breast Assessment Centre in the new hospital.

