

SPONSORSHIP INFORMATION AND BENEFITS PACKAGE



kawartha
CREDIT UNION

Presents

Peterborough's Dragon Boat Festival 2011

Hosted by **Survivors Abreast**
Dragon Boat Team

P E T E R B O R O U G H ' S

DRAGON BOAT

"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

F E S T I V A L

2011 DATES TO REMEMBER

January 3	Deadline for confirmation of sponsorship
February 15	Launch/registration opens
March 18	Deadline for holding spots for sponsor teams
April 12	Registration closes – team profiles due
May 3	Sponsor ads for program due
May 9	Captain's meeting – Trinity United Church
June 11	Festival Day

CONTACTS

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

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

GENERAL INFORMATION

- All sponsor levels have until March 18, 2010 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.
- This benefit, free registration for teams, applies to platinum, gold and silver levels and includes free team pictures.
- 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 Festival Chair must approve any exceptions.
- 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.
- There is reserved parking at Del Cray 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.

Remember, all pledges go to the PRHC to support cancer care for the community.

25% of the revenue goes to Survivors Abreast dragon boat team for operating expenses

OPPORTUNITIES FOR SPONSORS

Are you considering coming on board as a sponsor of the festival in 2011?

Here are **11** opportunities for **2011**, if you 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 cancer care equipment for 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 wellbeing.
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 camaraderie. Did we mention fun?
6. Be recognized for your generosity and spirit by the community through festival promotions and local media coverage.
7. Be associated with Survivors Abreast, an active organization that hosted the successful international dragon boat festival in June 2010. This event brought 2000 visitors from 7 countries to the area and helped to put Peterborough on the map.
8. Proudly mention in promotions for your organization how you supported raising money for early diagnosis of breast cancer and the festival.
9. Grab the opportunity to be involved in dragon boating — one of the fastest growing water sports — and a future Olympic event.
10. Receive an acknowledgement for your sponsorship that can be displayed in your business.
11. Be able to do something special for that person you know who is affected by breast cancer.

BREAST CANCER AWARENESS

Breast cancer is the most common cancer among Canadian women (excluding non-melanoma skin cancer).

In 2010:

- An estimated 23,200 women will be diagnosed with breast cancer and 5,300 will die of it.
- An estimated 180 men will be diagnosed with breast cancer and 50 will die of it.
- On average, 445 Canadian women will be diagnosed with breast cancer every week.
- On average, 100 Canadian women will die of breast cancer every week.

One in 9 women is expected to develop breast cancer during her lifetime and one in 28 will die of it.

Signs and symptoms of breast cancer

Lumps in the breast are very common, especially just before your period. Most lumps are not breast cancer. Most often breast cancer is first noticed as a painless lump in the breast or armpit. You or your partner may discover the lump, or your doctor may find it during a routine physical exam or screening mammogram. Other signs might include:

- lump or swelling in the armpit
- changes in breast size or shape
- dimpling or puckering of the skin – thickening and dimpling skin is sometimes called orange peel
- redness, swelling and increased warmth in the affected breast
- inverted nipple – nipple turns inwards
- crusting or scaling on the nipple

Often, these symptoms are not caused by cancer. Other health problems can cause them. Testing is necessary to make a diagnosis.

Causes of breast cancer

Most women who develop breast cancer have no risk factors other than simply being a woman and getting older (especially being over 50). Talk to your doctor about your risk.

Other **risk factors** for breast cancer include:

- having had breast cancer before
- family history of breast cancer (especially in a mother, sister or daughter diagnosed before menopause or if mutations on BRCA1 or BRCA2 genes are present)
- family history of ovarian cancer
- an above-average exposure to the hormone estrogen, which your body naturally produces, perhaps because you:
 - have never given birth or gave birth for the first time after age 30
 - began menstruating at a young age
 - reached menopause later than average
 - have taken hormone replacement therapy (estrogen plus progestin)
- dense breast tissue (as shown on a mammogram)
- a history of breast biopsies showing certain breast changes, such as an increased number of abnormal cells that are not cancerous (atypical hyperplasia)
- radiation treatment to the chest area (for example, to treat Hodgkin lymphoma), especially before age 30

{Source is Canadian Cancer Society website 2010 <http://www.cancer.ca/ontario.aspx>}

Platinum Paddle \$15,000 – Kawartha Credit Union is the festival's platinum sponsor for the 10th 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 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 **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 **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 **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 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.

June 2009

Organizers of the 9th Annual Dragon Boat Festival presented a cheque for \$223,650.43 to the PRHC Foundation. That total was 21,583.78 more than last year's cheque — and almost \$7,000 more than what organizers hoped to get to buy three new pieces of diagnostic equipment:

- A \$120,000 computer-aided detection system for breast MRI imaging, as well as software for MRI breast biopsy.
- A \$38,000 software application for mammography reporting stations.
- A second sentinel node probe (\$59,000), which allows for a less invasive procedure and involves the removal of only two or three nodes to determine if the cancer in the breast area has spread.

In 2007, the festival proceeds brought the total given to the centre to \$1,079,794. With last year's \$202,966 cheque and the 2009 donation of \$223,650 the grand total was \$1,506,410 and getting closer to the second million.

June 2010

The 10th anniversary festival raised \$222, 448.21 for cancer care at the PRHC making the total since 2001 \$1, 728,898, only \$271,102 away from the 2 million dollar goal. The proceeds from 2010 are slated towards enhanced cancer care at the PRHC. The money will pay for a new automated tissue processor to help with accurate and faster diagnosis of cancer and the remainder will go towards the PRHC's efforts to bring a radiation facility to the PRHC.



Results Summary 2010

Proceeds 2010

- Total raised \$243,501.57
- Total pledges raised \$177, 448.12
- Portion donated to the PRHC Foundation \$222, 488.21 (pledges and revenue)
- Portion to Survivors Abreast \$15, 013.36 (25% of revenue)
- Hold over for 2011 \$6000 (from revenue)

Proceeds 2009

- Total raised \$243,105.39 (pledges and revenue)
- Total pledges raised \$183,285.56
- Portion donated to the PRHC \$223,650.43 (pledges and revenue).
- Portion to Survivors Abreast \$13,454.96 (25% from revenue)
- Hold over for Festival 2010 \$6,000 (from revenue)

Individual Pledge Winners

- Dr. Chris Moore, Moore's Mighty Molars, \$10,425.00
- Linda Martinell, Scotiabank \$10,093.97
- Pam Birrell, Survivors Abreast \$4,350.00
- Anke Blaiklock, Peterborough Tugboat \$3,272.50
- Glen Girven, Blazing Paddles \$1,655.34

Team Pledge Winners

- Scotiabank's Making Waves \$13,781.47
- Survivors Abreast \$12,992.70
- Peterborough Clinic Tugboat \$12,559.80
- Blazing Paddles \$10,712.11
- Moore's Mighty Molars \$10,550.00

Mixed Team Race Winners

- McWilliams Moving "Dragon Flyers" 1:54:46
- Price Chopper Panthers 1:58:78
- Synergy 2:03:11
- Holy Rowers 2:07:43
- River Runners 2:07:81

Ladies Team Race Winners

- Peterborough Physio Paddling Pistillates #1 2:19:66
- Selwyn Belles 2:22:76
- Dragon 'R Butts 2:23:33
- Pet Value Brookdale 2:27:96

Breast Cancer Survivor McKenzie Cup Challenge

- Survivors Abreast 2:23.31
- Cobourg's Survivor Thrivers 2:24.91
- More Survivors Abreast at 2:28:31
- Barrie's Ribbons of Hope 2:35:09
- Kingston's Chestmates 2:43:83

Breast Cancer Survivor Final Fun Race

- Survivor Thrivers 2:20:04

- Survivors Abreast 2:21:71
- Ribbons of Hope 2:28:30
- More Survivors Abreast 2:28:82
- Chestmates 2:36:32

Thank you 2010 sponsors!!

Platinum

Kawartha Credit Union

Gold

CHEX TV/Wolf/Kruz, Minute Maid/Coca Cola Ltd., and Country 105/91.9 BOB FM/Energy 99.7

Silver

Scotiabank Group, Tim Hortons, The Peterborough Examiner, AON and Hastings Marine

Bronze

Peterborough This Week, Coach Canada, Mark's Work Wearhouse and Sun Life Financial

Teak

Tradescope, Price Chopper, Saville Publishing, Russelle Toyota, Commercial Press and Design, Shirley McDowell/ReMax, Rolls Royce, NRG Smoothie Bar and Health Eatery, [Aditya Birla Minacs](#) and Goodlife Fitness.

