



PETERBOROUGH'S  
**DRAGON BOAT**  
FESTIVAL

2018 Sponsorship Opportunities

HOSTED BY



PRESENTED BY



[www.ptbodragonboat.ca](http://www.ptbodragonboat.ca)

## Peterborough Dragon Boat Festival

# 2018 Sponsorship Opportunities

On **Saturday, June 9, 2018** Peterborough's Dragon Boat Festival will return for its **18<sup>th</sup>** year of making sure the very best breast cancer screening, diagnosis and treatment is available close to home.



**Did you know** that thanks to the incredible generosity of our sponsors and donors, Peterborough's Dragon Boat Festival and Survivors Abreast have raised over **\$3.1 million** for state-of-the-art breast cancer screening, detection, and treatment equipment for Peterborough Regional Health Centre (PRHC).

**Sponsoring Peterborough's Dragon Boat Festival gives you the opportunity to associate your name and integrate your brand with our highly valued and popular community-based fundraiser which will win you consumers, and help you reach your commercial objectives.**

### Top 5 reasons to become a Dragon Boat SPONSOR...

1. Promote teamwork, community spirit, fun and camaraderie with this unique team building experience
2. Market your business inexpensively and find new clients, new customers and new business
3. Associate your business with a local cause to which all can relate
4. Showcase your business at a one day event reaching thousands
5. Demonstrate your commitment to community involvement and giving back

You can be a vital part of this fantastic fundraising event by becoming an event sponsor. Donations to the 2018 Dragon Boat Festival will support breast cancer screening, diagnosis and treatment at Peterborough Regional Health Centre – **By becoming a sponsor, you can help make sure that women and men from across our region continue to receive the gold standard in cancer care right here, close to home.** Thousands of patients and their families will thank you. A portion of the Festival's proceeds (excluding pledges) also supports our festival hosts - the Survivors Abreast dragon boat team's operating expenses.

#### Marketing Opportunities to

Over **1,300** paddlers

**Hundreds** of spectators

#### Website

**1800 +** unique users

**Thousands** of page views

#### Facebook

**1,100 +** Likes

**10,000 +** Reached

#### E-Newsletter

**1,000 +** Subscribers

#### Twitter

**1,000 +** Followers

#### Instagram

**650 +** Followers

**FOR MORE INFORMATION** or to discuss specific requirements please call

**Corporate Sponsors:** Sandi Shortt, Sponsorship, Festival Sponsorship Committee, 705-868-3047 or [sshortt@nexicom.net](mailto:sshortt@nexicom.net)

**Media Sponsors:** Rebecca Huels, Festival Communications/Marketing, Committee, 705-743-2121, ext. 3660 or [rhuels@prhc.on.ca](mailto:rhuels@prhc.on.ca)

<b>Sponsorship Benefits</b>	<b>Platinum Paddle \$15,000 – SOLD!</b>	<b>Gold Paddle \$10,000</b>	<b>Silver Paddle \$5,000</b>	<b>Bronze Paddle \$2,500</b>	<b>Teak Paddle \$1,000</b>
First right of refusal for Platinum Sponsorship	✓				
Exclusive naming opportunity in the event title/logo	✓				
Opportunity to hold festival news conferences at place of business	✓				
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 regatta championship race named in promo materials and announced at event	✓				
Targeted advertising and promo (where possible/applicable) – could include video, radio, TV and/or print	Headliner /company name/logo	Company name/logo	Company name		
Company name and logo prominently displayed on a dragon boat(s)	Min of 3	Min 1	1		
Free team registration including 1 free practice per team (number of teams dependent on sponsorship level)	3 Free Teams	2 Free Teams	1 Team	50% reduced rate for 1 team registration fee	
Event day PA announcements	Min.of 6	Min.of 4	Min.of 2	Min.of 1	
Your business “Liked” and followed on Facebook, Twitter and Instagram by the Festival page	✓	✓	✓	✓	
Inclusion in Festival social media marketing package (in partnership with PRHC Foundation, media sponsors and other supporters – potential reach = tens of thousands)	✓	✓	✓	✓	
Opportunity to link your company website to festival website as a proud sponsor	✓	✓	✓	✓	
Company tent	10x20	10x10	10x10	10x10	
Festival site provided	✓	✓	✓	✓	✓
Company name/logo included in a participant newsletter – delivered to +1k emails	✓	✓	✓	✓	Company name
Company name/logo and/or website link on event website	✓	✓	✓	✓	Company Name with website link
Company name and/or logo displayed on thank you insert with tax receipt sent to all offline pledge donors	✓	✓	✓	✓	Company name
Own company banner may be displayed prominently in park	✓	✓	✓	✓	✓
Proud sponsor sign provided for place of business	✓	✓	✓	✓	✓
Company name and/or logo visible on special event signage the day of	✓	✓	✓	✓	✓
Post event acknowledgment in thank you promotion	✓	✓	✓	✓	✓

We're always creating fun new recognition opportunities for our sponsors  
 And we love to see you smile!



## Sponsorship – it looks good, but it feels even better ...

**1 in 8** women will be diagnosed with breast cancer in their lifetime. 5,000 Canadian women die from it every year. That's 14 of our mothers, sisters, daughters and friends every day. What is known is that early detection and treatment is crucial.

### Local Impacts

**72,000** potentially life-saving mammograms performed on PDBF-funded mammography machines since 2008

**8,000** mammograms reviewed every year using new, PDBF-funded, state-of-the-art voice recognition system

**65,000** surgical tissue samples are prepared using PDBF-funded tissue processor every year – used to confirm the presence of cancer AND when it has been successfully removed

**15,000 +** (and counting) trips that cancer patients DID NOT have to take for radiation treatment

**Tens of thousands** of lives impacted, many of them saved

**Thanks to you!**

## To last year's sponsors ... Thank You!!!

### Kawartha Credit Union

Country 105  
 91.9 Bob FM  
 The Wolf 101.5  
 Chex Peterborough  
 KawarthaNOW.com  
 Fresh Radio 100.5  
 The Peterborough Examiner  
 Energy 99.7  
 Peterborough This Week

Aon Inc.  
 BWXT  
 Tim Hortons  
 Ventra Plastics  
 Snapd

Coach Canada  
 Mark's Work  
 Warehouse

Allstate  
 Dr. Doug's Maximized Living  
 Devon Ulrich Photography  
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 Oxford  
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 Freshco  
 Nexicom  
 Goodlife Fitness  
 Paris Marine  
 Rolls-Royce  
 Nordia  
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 Signarama  
 The Ear Depot

**PRHC** making great care  
**FOUNDATION** possible at your hospital.



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