



PETERBOROUGH'S
DRAGON BOAT
FESTIVAL

2019 Sponsorship Opportunities

Hosted By:



Presented By:



Proceeds Support:



Peterborough's Dragon Boat Festival

2019

Sponsorship Opportunities

On **Saturday, June 8, 2019**

Peterborough's Dragon Boat Festival will return for its 19th year

of exciting dragon boat racing. In addition to being a fun filled day on and off the water, the festival is first and foremost a **community fundraiser** supporting world-class breast cancer screening, diagnosis and treatment close to home.



Did you know? Thanks to the incredible generosity of our sponsors and donors, Peterborough's Dragon Boat Festival and Survivors Abreast have raised over **\$3.3 million** for state-of-the-art cancer screening, detection, and treatment equipment for Peterborough Regional Health Centre (PRHC).

Sponsoring Peterborough's Dragon Boat Festival gives you the opportunity to support your community while associating your name with a highly valued and popular fundraiser.

5 great reasons to become a Festival SPONSOR...

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

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.**

A portion of the festival's proceeds (excluding pledges) also supports our festival hosts - the Survivors Abreast dragon boat team's operating expenses.

You can benefit from marketing opportunities to:

Over 1,300 paddler **Hundreds of spectators**

Website

1,800 + unique users

Thousands of page views

Facebook

1,400 + Likes

10,000 + Reached

E-Newsletter

1,000 + Subscribers

Twitter

1,100 + Followers

Instagram

950 + Followers

Follow us @ptbodragonboat -



For more information please contact

Corporate Sponsors: Sandi Shortt, Sponsorship Chair,
705-868-3047 or sshortt@nexicom.net

Media Sponsors: Hayley Shaughnessy,
Communications and Marketing Chair, 705-743-2121
ext. 3013 or hshaughnessy@prhc.on.ca

www.ptbodragonboat.ca

Sponsorship Chair: Sandi Shortt, 705-868-3047 or sshortt@nexicom.net

Sponsorship Benefits	Platinum Paddle \$15,000 SOLD!	Gold Paddle \$10,000	Silver Paddle \$5,000	Bronze Paddle \$2,500	Teak Paddle \$1,000
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	
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 material (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	
Parking pass	✓	✓	✓	✓	
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 on Festival Day	✓	✓	✓	✓	✓
Post event acknowledgment in thank you promotion	✓	✓	✓	✓	✓

Be a part of it and #getintheboat



Sponsorship – it looks good, and it feels even better ...

Even though the cause is a serious one and has touched many of us on a personal level, the day is a festive one and brings many smiles, some tears and a sense of connection to the community.

Local Impacts Thanks to the Festival

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

80,000 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

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!!!

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90.5 Extra talk Sports

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Shirley McDowell/Remax

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. **But the impact of the festival's support won't end there.** Breast is just one of the cancers that festival funded equipment can be used for. In fact, the PRHC lab processes more than 20,000 cancer-related cases annually. That number represents **thousands** of additional people **who will benefit from festival funds** every single year because...

What's raised here, stays here!

www.ptbodragonboat.ca

Sponsorship Chair: Sandi Shortt, 705-868-3047 or sshortt@nexicom.net