



PETERBOROUGH'S
DRAGON BOAT
FESTIVAL

2023 Sponsorship Opportunities

Hosted By:



Presented By:



Proceeds Support:



Peterborough's Dragon Boat Festival 2023 Sponsorship Opportunities

Peterborough's Dragon Boat Festival is returning to Little Lake on **Saturday, June 10, 2023** for a day of exciting dragon boat racing! It was so good to Get back in the boat last year...We can't wait to build on that momentum!



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.

Our sponsors demonstrate their commitment to community involvement and the importance of giving back. Because of this there has been a significant enhancement to cancer diagnosis treatment and care at our hospital.

Peterborough's Dragon Boat Festival is a fantastic one day event hosted by Survivors Abreast Peterborough and presented by Kawartha Credit Union. Community, junior, competitive and breast cancer survivor teams join together for a fun and exciting day of dragon boat racing on Little Lake.

Most importantly, the festival is first and foremost a community fundraiser supporting world-class breast and other 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 has raised more than **\$3.9 million** to help fund the vital technology that forms the backbone of outstanding cancer care at PRHC and has helped expand their efforts to become a Regional Centre of Excellence for cancer.

We can help you reach thousands!

Facebook

2,255 + Followers
40,000 + Reached

@ptbodragonboat



Twitter

1,125 + Followers

Instagram

1500 + Followers

Website

1,800 + unique users

E-Newsletter

1,100 + Subscribers

Thousands of website views and social impressions

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

What's raised here stays here.

#getintheboat

For more information please contact our Sponsorship Chair via email at sponsor@ptbodragonboat.ca

**Festival Goals
Fundraising + Awareness + Participation**

Sponsorship Benefits	Platinum Paddle \$20,000 SOLD!	Gold Paddle \$10,000	Silver Paddle \$5,000	Bronze Paddle \$2,500	Nickel Paddle \$1,000	Copper Paddle \$500
First right of refusal for Platinum Sponsorship. Exclusive naming opportunity in the event title/logo.	✓					
Introduction of company representatives at opening ceremony and media events.	✓					
Opportunity to hold festival news conferences or media events at place of business.	✓					
Community trophy named after company and displayed on festival day and in the Peterborough Sports Hall of Fame.	✓					
Championship race named after sponsor. Company representatives featured as presenters of community trophy.	✓					
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/logo prominently displayed on dragon boat(s) - number dependent on sponsorship level	Min of 3	2	1			
Free team registration including 1 free practice per team - number of teams dependent on sponsorship level	3 Free Teams	2 Free Teams	1 Free Team	50% reduced rate for 1 Team		
Event day PA announcements.	Min.of 6	Min.of 4	Min.of 2	Min.of 1		
Inclusion in social media marketing campaign. (in partnership with PRHC Foundation, media sponsors and other supporters – potential reach = tens of thousands)	✓	✓	✓	✓		
Company tent provided for you to decorate as you please.	10x20	10x10	10x10	10x10		
Parking pass.	Up to 3 passes	Up to 2 passes	1 pass	1 pass		
Festival site provided and own company banner may be displayed at race site.	✓	✓	✓	✓	✓	
Company name and/or logo displayed on thank you insert with tax receipt sent to all offline pledge donors	✓	✓	✓	✓	Company name	
Proud sponsor sign provided for display at place of business and on festival day.	✓	✓	✓	✓	✓	
Company name and/or logo visible on special event signage on Festival Day.	✓	✓	✓	✓	✓	
Proud sponsor graphic provided to post on your social media pages.	✓	✓	✓	✓	✓	✓
Post event acknowledgment in thank you promotion.	✓	✓	✓	✓	✓	✓
Your business “Liked/Followed” on Facebook, Twitter and Instagram by the Festival page.	✓	✓	✓	✓	✓	✓
Facebook/Instagram/Twitter mention announcing and tagging you as a sponsor	✓	✓	✓	✓	✓	✓
Company name/logo included in a participant newsletter – delivered to +1k emails.	✓	✓	✓	✓	Company name	Company name
Company name/logo/link on event website.	✓	✓	✓	✓	Company name/link	Company name/link

A la carte Sponsorship - minimum \$250 - Your business donates a dollar or percentage amount when customers order a featured culinary special or purchase a good or service you provide. Get in touch to work out the details!

- ✓ Company name/logo/link on event website
- ✓ Your business “Liked/Followed” on Facebook, Twitter and Instagram by Festival page.

- ✓ Proud sponsor graphic provided to post on your social media pages
- ✓ Facebook/Instagram/Twitter mention announcing and tagging you as sponsor



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, festival day has always been a joyful one with many smiles, high fives, some tears and most of all a sense of connection to the community. **When we all pull together, the benefits are innumerable!**

Local Impacts

Thanks to the Festival

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

120,000 potentially life-saving mammograms have been performed on PDBF-funded mammography machines since 2008.

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

20,000 + (and counting) trips that cancer patients DID NOT have to take for radiation treatment.

Tens of thousands of lives are impacted, many of them saved.

Thanks to you!

Thank you to our 2022 Sponsors!



We are dedicated to helping you get the most out of your sponsorship whether through our existing package or with custom made creative solutions! Got an idea or would like to donate a gift in kind? Contact us and let's talk about it.

Be a part of it and lets #getintheboat

sponsor@ptbodragonboat.ca