



Edmonton Dragon Boat Festival Association  
Telford Lake, Leduc Albert August 17-19, 2018

## Sponsorship Proposal



**Let the Edmonton Dragon Boat Festival help you:**

- position your image/product and increase exposure
- build brand loyalty
- develop new business
- strengthen community ties and commitment

Sponsorship Level	Event Partner \$10,000	Media Partner	Rip Up The River \$7,500	Dragon Boat \$5,000	Drummer \$3,000	Paddle \$1,500	PFD \$500	Friend of the Festival \$250
<b>Branding</b> event partner festival branding								
<b>Display Space (10'x10')</b> tent included								
<b>Presentation of Trophy</b>								
<b>Media</b> logo included on newspaper, magazine and website advertisements								
<b>Team Building</b> complimentary team entry								
<b>Onsite Banner Display</b> organization to provide banner								
<b>Announcements</b> verbal recognition at festival	15 per day	15 per day	10 per day	8 per day	5 per day	3 per day	2 per day	1 per day
<b>VIP Seating &amp; Parking Pass</b>								
<b>Special Event Signage</b> logo on banners at Klondike Days Parade, Heritage Days Edmonton Pride Festival								
<b>Package Insert</b> participant and volunteer packages								
<b>Signage</b> logo included on all sponsor signage at festival								
<b>Social Media</b> sponsor recognition prior to and throughout the festival including website banners								
<b>Logo in Festival Program</b> all ads in full color	prominent	prominent	large	large	medium	small	small	text only

We understand that each organization has different reasons for supporting non-profit organizations and community events such as ours. The chart above is a generic starting point which reflects the areas of activation that we have available.

**For all sponsorship related inquiries, please contact  
Vicci Letourneau | [president@edbfa.ca](mailto:president@edbfa.ca) | [www.edmontondragonboatfestival.ca](http://www.edmontondragonboatfestival.ca)**

# SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship level. Completed forms can be returned to Vicci Letourneau, President at [president@edbfa.ca](mailto:president@edbfa.ca). Please don't hesitate to contact Vicci with any questions at 587-936-1770.

## Contact Information:

Company Name:	Contact:
Phone:	Email:

## Sponsorship Opportunities:

\$10,000 Event Sponsor

\$7,500 Rip Up the River Sponsor

\$5,000 Dragon Boat Sponsor

\$3,500 Drummer Sponsor

\$1,500 Paddle Sponsor

\$500 PDF Sponsor

\$250 Friend of the Festival Sponsor

THANK YOU FOR SUPPORTING ARTS,  
CULTURE, WELLNESS AND OUR COMMUNITY!

Once we receive your completed sponsorship form,  
EDBFA staff will contact you to discuss event  
arrangements, sponsorship benefits and  
recognition.

## Payment Information:

Please send me an invoice

I have enclosed a check made payable to the Edmonton Dragon Boat Festival Association

Please charge my credit card

Card Type: Visa / MC

Card Number

Expiration Date

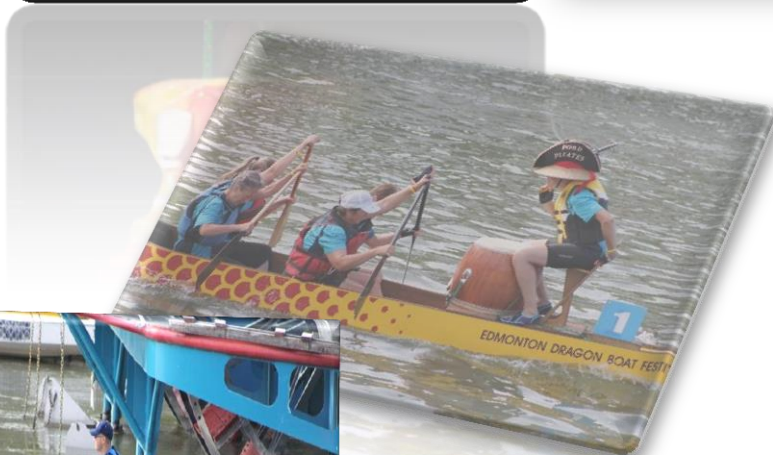
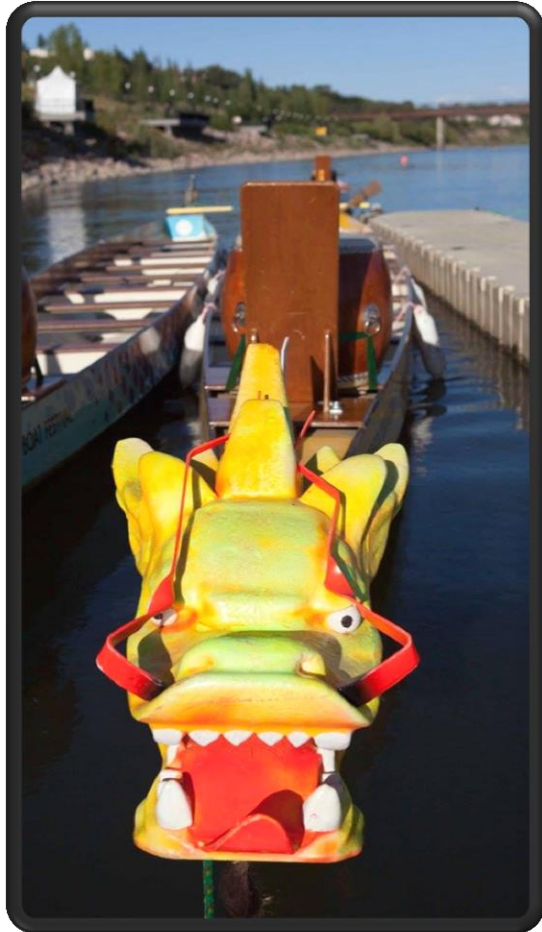
Security Code

# MEDIA REACH

The Edmonton Dragon Boat Festival Association provides wide exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide to the types of advertising, public and community relations opportunities afforded by a series sponsorship.

- **Website**
  - [www.edmontondragonboatfestival.ca](http://www.edmontondragonboatfestival.ca)
- **Social Media**
  - [www.facebook.com/EDBFA](https://www.facebook.com/EDBFA) : 800+ fans
  - [www.twitter.com/edbfadragonboat](https://www.twitter.com/edbfadragonboat) : 450+ followers
- **Special Event Advertising**
  - Blackgold Rodeo, Leduc - Float
  - Klondike Days Parade - float
  - Heritage Days - display
  - Sourdough Raft Race - Float
  - Local newspapers and media tools
- **Radio – 93.1 The One – Leduc Alberta**
- **The City of Leduc Recreational Centers and Leduc City Transit**
- **Posters**
  - 200 distributed locally and throughout Alberta
- **Flyers**
  - 1,000 distributed locally and throughout Alberta
- **Event Signage -Throughout the City of Edmonton and Leduc**
- **Event Attendance**
  - 1000+ Participants
  - 5,000+ Attendees

# Thank You





The Edmonton Dragon Boat Festival Association is committed to fostering appreciation of the arts, culture, wellness, health and community for paddlers of all ages and ability in Edmonton, Alberta.

[www.edmontondragonboatfestival.ca](http://www.edmontondragonboatfestival.ca) | 587-936-1770 |  
[president@edbfa.ca](mailto:president@edbfa.ca)