

## MARKETING & VISIBILITY OPPORTUNITIES

Make a difference in your community while increasing your visibility. The Belleville Dragon Boat Festival is an initiative that offers a wide range of marketing opportunities that can be tailored to suit your needs.

### **TITLE SPONSOR - \$3,000**

As the title sponsor, the event will become "The (add your company's name) Belleville Dragon Boat Festival in support of United Way of Quinte". Your company will gain public recognition any time the event is mentioned, in our promotional materials, event day announcements, on signage at the festival, on our website as well as media coverage leading up to and on August 28th, 2010.

### **SPIRIT CUP SPONSOR \$500**

The Spirit Cup reflects the goal of the Dragon Boat Festival; showing spirit by helping your community. As the Spirit Cup sponsor your company name will be featured in the event program, on signage at the festival, during event day announcements and the Spirit Cup will become "The (add your company name) Spirit Cup".

### **VOLUNTEER LUNCH SPONSOR \$300 (or Food Donated In-Kind)**

By sponsoring the volunteer lunch, your company will be featured on signage at the festival, in the event program, during event day announcements and in the volunteer tent.

### **PROGRAM SPONSOR \$150 (Or Printing Donated In-Kind)**

Event programs are given to all participants and spectators on event day. As program sponsor your company will receive recognition during event day announcements and be featured on the back of the festival program.

### **DOCK SPONSOR - \$100**

As a dock sponsor your company will be featured on signage at a dock for the entire day, in the event program, on signage at the festival and during event day announcements.

### **RACE SPONSOR - \$50 to \$75**

As a race sponsor your company will be the official sponsor of one race throughout the day. You will receive recognition in the event program, on signage at the festival and during event day race announcements.

### **EQUIPMENT SPONSOR**

The Belleville Dragon Boat Festival in support of United Way of Quinte is in need of new equipment! We are hoping to purchase new lifejackets and paddles for our event. Please contact United Way of Quinte if your company would like to become an equipment sponsor. You will receive recognition of your support on the equipment that is purchased as well as in the event program, on signage at the festival and during event day race announcements. This is an exciting opportunity for 2010, and there is only room for a small number of equipment sponsors, so act fast!

### **IN KIND AND PRIZE DONATIONS**

Various items and coupons will be given out throughout the day. If your company has promotional items or products that you would like to donate certainly let us know. Over 400 participants are expected. You will receive recognition for your donation in the event program and in the team welcome bags.

### **PRIZE DONATIONS**

Throughout the day there will be prizes to be won for various raffles and events. If your company wishes to donate an item your company will receive recognition in the event program, on signage during the festival and on the donated item.



## **THANK YOU FOR YOUR SUPPORT!**

Call 613-962-9531 or click [www.unitedwayofquinte.ca](http://www.unitedwayofquinte.ca) or [www.bellevilledragonboatclub.com](http://www.bellevilledragonboatclub.com) for more information. Check us out on Facebook, Twitter & Blogger by searching **United Way of Quinte** for event updates!